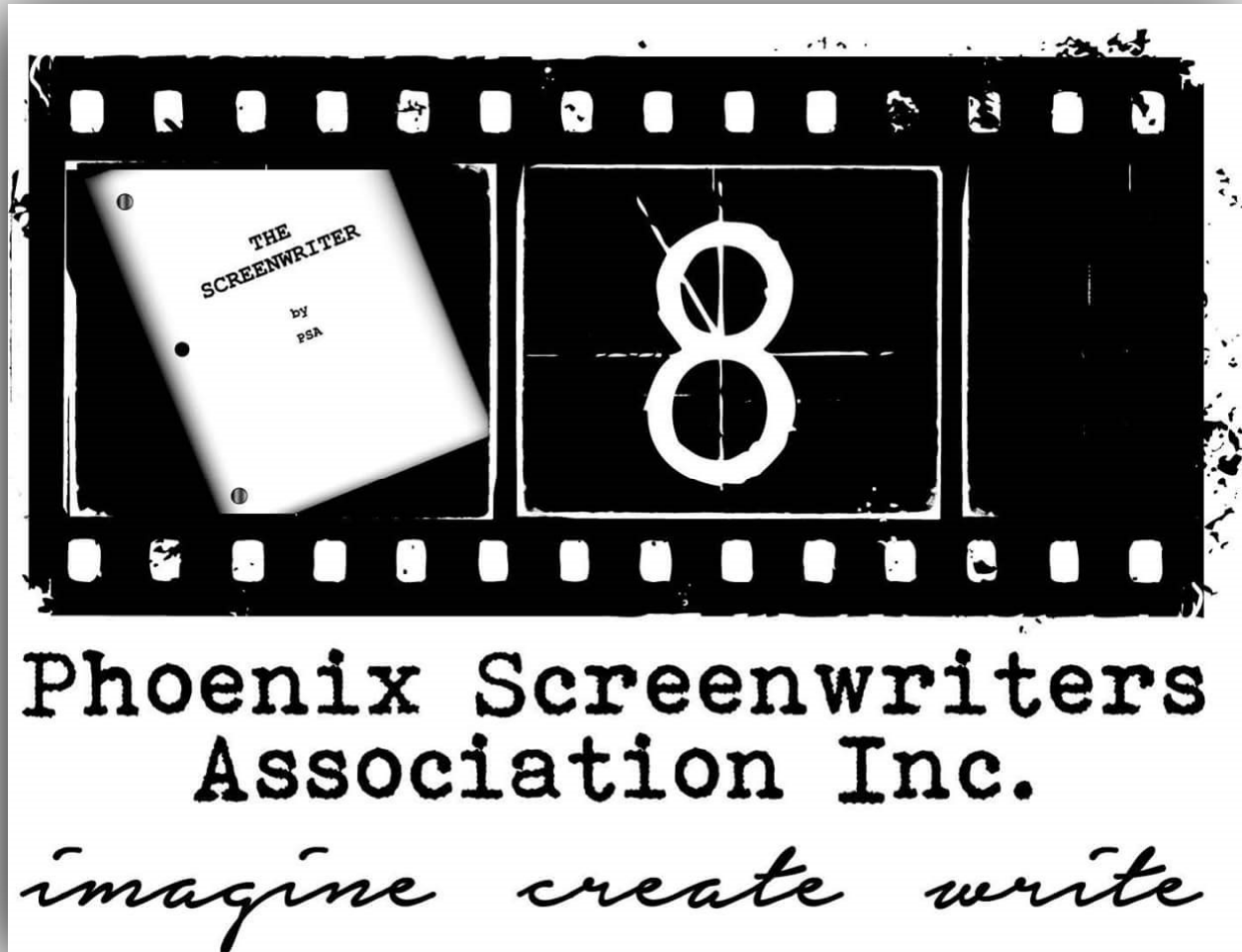


## *Sponsorship Package*



**MISSION:** Phoenix Screenwriters Association, Inc. (PSA) provides assistance to local screenwriters and filmmakers. PSA offers dynamic and constantly evolving educational offerings, including but not limited to, classroom instruction, seminars and workshops to networking opportunities with industry leaders.

## Phoenix Screenwriters' Association, Inc. Social Media / Marketing / Advertising / Promotion

### **Social Media**

PSA will utilize Facebook, Twitter, Instagram, LinkedIn, Pinterest, SnapChat, YouTube, Vimeo, MeetUp, and its website page where applicable for creating awareness of all events, as well as exposure to sponsors for the events. Once an official sponsor is signed to the event promotion, social media will begin following the receipt of properly branded logos and supporting materials that can be used for posting. Postings will continue through the event end date and for one month after.

### **Marketing**

Marketing will not only be through social media, but through blogs and media coverage that is deemed appropriate for the event. In addition, there will be marketing branded materials created for inclusion on our website, where a sponsor will be featured, printed programs for the event, as well as posters or flyers for the event.

### **Advertising**

Additional paid advertising will be considered where applicable in newspapers or radio as requested. Sponsorship options, including vendor tables, banners, program advertising will exist. Special consideration for customer advertising opportunities will be considered. Contact the event team at [carlo@phxscreenwritersassoc.org](mailto:carlo@phxscreenwritersassoc.org).

### **Promotions**

PSA will utilize and leverage applicable branding opportunities. PSA will work to develop beneficial and reciprocating partnerships and forums to support the mission and vision of PSA, as well as the other organizations. In addition, we will seek to partner with local businesses to support needs and bring exposure to the many talented organizations that exist in Arizona.

Website: <https://phoenixscreenwriters.org/>

Facebook: <https://www.facebook.com/PhoenixScreenwritersAssociation/>

Instagram: phoenixscreenwriters

Twitter: @PhxScreenAssoc

Meetup: <https://www.meetup.com/Phoenix-Screenwriters-Group/>

## Phoenix Screenwriters' Association, Inc. Demographics Evolving

PSA will be utilizing its primary sponsor's demographics and reach to build and provide marketing exposure to the event.

PSA has been in business since 2009, became a nonprofit organization in 2016, and have specialized in supporting the local entertainment industry Valley wide.

Since its inception, PSA has hosted over 270 free and paid events.

PSA is a nonprofit educational organization serving screenwriters, filmmakers, actors, producers, directors, etc. and many other key players in the entertainment industry.

Demographics are:

Ages: 18 – 55+, men and women

Visibility with heaviest readership and viewing is Valley wide, State wide, and even internationally from countries as: Germany, Canada and India.

Coverage includes social media, blogging, radio, television, video online.

Industries covered are: Screenwriting, Education, Film, Entertainment, and Business.

Reach exposure in numbers:

- Twitter Followers 1,503
- Facebook Followers 1,924
- Instagram Followers 2,872
- Meetup Members 1,015



**Phoenix Screenwriters  
Association Inc.**

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*Sponsorship  
Levels*

**Premier Sponsor .....\$2,000**

- Company Name/Logo on Principal Banner for an event
- Company Name/Logo on Step & Repeat Banner
- Company Name/Logo on event promo materials
- Name mentioned in event blogpost
- Recognition during event/announcements
- Recognition on all social media
- Website Link to Sponsor's Home Page
- Listing in Event Program
- 1 Attendance at Dinner with Speaker of choice
- 4 Event Attendee Passes
- 4 Attendance at VIP Mixer

**Platinum Sponsor .....\$1,500**

- Company Name/Logo on Step & Repeat Banner
- Company Name/Logo on event promo materials
- Recognition during event/announcements
- Recognition on all social media
- Website Link to Sponsor's Home Page
- Listing in Event Program
- 3 Event Attendee Passes
- 3 Attendance at VIP Mixer

**Gold Sponsor .....\$1,000**

- Company Name/Logo on event promo materials
- Recognition during event/announcements
- Recognition on all social media
- Website Link to Sponsor's Home Page
- Listing in Event Program
- 2 Event Attendee Passes
- 2 Attendance at VIP Mixer

**Event Sponsor .....\$500**

- Listing on event promo materials
- Recognition at start of event
- Recognition on all social media
- Website Link to Sponsor's Home Page
- 1 Event Attendee Pass
- 1 Attendance at VIP Mixer

**Individual Sponsor.....\$250**

- Recognition on all social media
- Attendance at VIP Mixer

*Company Logo and ad artwork must be supplied in digital format: JPEG or EPS file.*

## PSA Sponsorship Registration

Please print sponsor name exactly as you wish to be listed on promotional materials. To ensure your acknowledgement in the promotional materials, **this form must be received no later than six (6) weeks prior to the sponsored event.**

(PLEASE PRINT CLEARLY)

---

SPONSOR/COMPANY NAME

SPONSOR CONTACT NAME

---

ADDRESS

---

TELEPHONE

FAX

---

EMAIL

***Company logo and artwork must be supplied in digital format: JPEG or EPS file.***



## PSA Sponsorship Commitment

### PATRONS

I would like to contribute \$\_\_\_\_\_ to PSA.

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NAME (PLEASE PRINT CLEARLY)

My check or money order is enclosed for \$\_\_\_\_\_ (please make payable to Phoenix Screenwriters' Association, Inc.)

Please charge my credit card.

Amount \$\_\_\_\_\_ VISA / MasterCard / American Express (circle one)

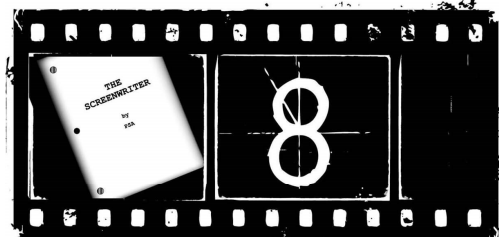
Acct# \_\_\_\_\_ Exp. \_\_\_\_\_ CVV # \_\_\_\_\_

Name as it appears on Card (please print) \_\_\_\_\_

Address of record for card \_\_\_\_\_

Email \_\_\_\_\_ Date \_\_\_\_\_

Authorization Signature \_\_\_\_\_



Phoenix Screenwriters  
Association Inc.

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## VIP SPONSOR PASS ATTENDEE

**Registration Deadline is six (6) weeks prior to event.**

Please register me and/or my guest(s) to attend the \_\_\_\_\_  
(event)

on \_\_\_\_\_.  
(date)

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NAME	COMPANY/ORGANIZATION
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EMAIL	TELEPHONE
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NAME	COMPANY/ORGANIZATION
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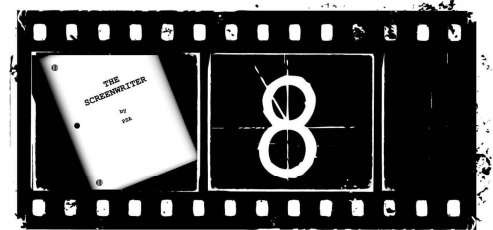
EMAIL	TELEPHONE
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**PLEASE SEND REGISTRATION FORM TO:**

MAIL:

Phoenix Screenwriters Association, Inc

P. O. BOX 819, Higley, AZ, 85236



**Phoenix Screenwriters  
Association Inc.**

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EMAIL: If you have any questions, please email us at: [carlo@phxscreenwritersassoc.org](mailto:carlo@phxscreenwritersassoc.org)

Upon receipt of your Sponsorship form, we will email you a Confirmation notice.