



THE FIRST ANNUAL
NORTHERN CALIFORNIA SCREENWRITERS & FILMMAKERS EXPO
MARCH 26, 27, 28, 2010, NAPA, CALIFORNIA

Sponsorship Packet



Northern California Screenwriters



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2010 EXPO
OVERVIEW

NCS Represents The Next Generation in Film!

Northern California Screenwriters is dedicated to the support and education of aspiring writers, actors, and filmmakers. NCS holds weekly workshops, offers basic and advanced classes, career support and mentoring, script evaluations, and editing services.

On March 26th, 27th, and 28th, the 2010 NCS Expo will be held in beautiful Napa, California at the luxurious Silverado Resort.

On Friday, March 26th and Saturday, 27th, there will be classes and presentations by Oscar-winning screenwriters (Bobby Moresco - "Crash", "Million Dollar Baby"), acting coaches Howard Fine and Scott Sedita, A-list directors, and production companies.

On Sunday, March 28th, after a brief welcome speech by Napa's mayor, Jill Techel, there will be a pitch fest held where attendees can pitch their scripts, headshots, and projects to agents, casting directors, producers, and Hollywood Studio executives.

At 4 pm on March 26th, a wine-tasting event will be held where attendees can mingle, make connections, and sample fabulous Napa Valley wines. (Must be 21 to participate.)

MEDIA AND
PROMOTION

The Northern California Screenwriters Expo will be using e-mail blasts; internet marketing; television interviews; Comcast - CNN spots; radio ads and interviews; newspaper ads; local/regional event calendars; Facebook; YouTube; LinkedIn; Twitter; and partnering with local companies such as: Borders, Comcast, and Maverick Media to promote the Expo.





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NCS CORPORATE SPONSOR: \$30,000 LEVEL

The NCS sponsor has the opportunity to have hundreds of the most creative minds in the entertainment industry compete to write a commercial tailored just for the sponsor. One to five minute scripts will be submitted by screenwriters, of which the NCS sponsor will determine the winner. The winning shorts may be used on the internet (Youtube.com, Hulu.com, etc.) and/or television advertising.

Corporate sponsor may present the winner(s) with an award at the Executive Luncheon on Sunday, March 28th.

Please contact sabrina@norcalscreenwriters.com for more information on this exciting opportunity.

Category exclusivity

- Media:
 - Corporate mention in all print media coverage: SF Chronicle, Sacramento Bee, Santa Rosa Press Democrat, Oakland Tribune, Sonoma Index-Tribune, Napa Valley Register.
 - All NCS promotional materials, including national, regional, and local ads.
 - Radio spots - Maverick Media
 - KSRO 1350 AM - On the Drive with Steve Jaxon - Talk Radio
 - The River 97.7FM - Classic Rock
 - Froggy 92.9FM - Country
 - The Fox 101.7FM - Rock
 - KXTS 100.9 - Spanish station
 - The Mix 104.9FM - Hot adult contemporary
- Corporate mention in all television coverage - Comcast Newsmakers (Reaches all California Comcast customers from Fresno to the Oregon border, 2-3x day)
- Corporate logo on all direct and third party e-mail blasts, and e-mail advertising campaigns. (Reaching over one million people)
- Bi-weekly national, regional and local press releases with mention of NCS sponsor.
- Website link and logo on both home page and sponsor pages.
- Full-page glossy, full-color ad on the BACK COVER of Expo program





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SPONSORS

- booklets
- Corporate logo prominently displayed on event t-shirts, posters (distributed throughout Northern California) banners at event site.
- On-site banners placed on high profile locations throughout event area (hotel), - including on-stage backdrop. (Visible to audience, television, newspaper, and documentary cameras)
- Two 8 foot tables or corporate constructed booth, for promoting sponsor's company and products.
- Ten tickets to Expo. Includes exclusive Wine-Tasting Event "A Taste of Napa" on March 26th with special commemorative wine glasses.
- Full use of celebrity Green Room, including food, drink, and rubbing shoulders with some of Hollywood's top talent.
- Exclusive wine tour for ten people at Coppola's Rubicon winery.

PLATINUM SPONSORS: \$10,000 LEVEL

- Media - Corporate logo in all media coverage and all NCS promotional materials, including national, regional, and local print ads, radio and television spots, and all public announcements. (Newspapers, Internet, radio, and television)
- Full page glossy color ad on Inside Cover - NCS program booklets
- Corporate logo prominently displayed on event t-shirts, posters, banners, and all marketing materials.
- News release announcing sponsorship - national, regional, and local.
- Website - link and logo on website home page and sponsor page.
- An on-site banner placed in a high profile location in event area.
- Two 8 foot tables for promoting sponsor's company and products. (Valued at \$2,000)
- Five tickets to expo, including exclusive, executive luncheon on March 28, 2010 (Valued at \$3,000)
- Five commemorative wine glasses at Wine tasting event on March 26th, 2010.

GOLD SPONSORS: \$5,000 LEVEL

- Media - Corporate logo on all NCS promotional materials, including regional, and local print ads, local radio. (Newspapers, Internet, radio)
- Full page, color ad - NCS program booklets
- Corporate logo prominently displayed on all event posters, and banners.
- News release announcing sponsorship - regional and local.
- Website - link and logo on website home page and sponsor page.
- On-site banners placed in high profile locations throughout area event.





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- One 8 foot table for promoting sponsor's company and products. (Valued at \$1,000)
- Two tickets to expo, including exclusive, executive luncheon on March 28, 2010 (Valued at \$1,500)
- Two commemorative wine glasses at Wine tasting on March 26th, 2010

SILVER SPONSORS: \$2,500 LEVEL

- Media - Corporate logo on all NCS promotional materials, including regional, and local print ads, radio. (Newspapers, Internet, and radio)
- Full page, color ad - NCS program booklet
- Corporate logo prominently displayed on all event posters and banners.
- News release announcing sponsorship - regional and local.
- Website - link and logo on website home page and sponsor page.
- On ticket to expo, including exclusive, executive luncheon on March 28, 2010. (Valued at \$600)
- A commemorative wine glass at Wine tasting event on March 26th, 2010.
- One 8 foot table for promoting sponsor's company and products. (Valued at \$1,000)

BRONZE SPONSORS: \$1,000 LEVEL

- Media - Corporate logo placed on NCS website and program booklet.
- Half page, color ad - NCS program booklet
- Corporate logo prominently displayed on all event posters and banners.
- News release announcing sponsorship - regional and local.
- Website - link and logo on website home page and sponsor page.
- An on-site banner placed in a high profile location in event area.

SUPPORTING SPONSORS: \$500 LEVEL

- Media - Corporate logo placed on NCS website and program booklet.
- 1/8 page, color ad - NCS program booklet
- Corporate logo displayed on all event posters and banners.
- Website - link and logo on website home page and sponsor page.

OTHER SPONSORSHIP OPPORTUNITIES:

Please ask us about sponsoring a screenwriting contest to write you company's next commercial for the internet, (Youtube.com, Hulu.com, etc.) and/or television advertising.





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• Audio/Visual for Expo	\$20,000	Same as Platinum level - except not listed as the NCS Sponsor.
• Commemorative Wine Glasses	\$5,000	Logo on wine glasses. Same as Gold Sponsorship.
• Sunday Morning Coffee Break	\$6,000	Same as Gold Sponsorship
• Conference Badges and ties	\$5,000	Same as Gold Membership
• Music Sponsor	\$1,000	Same as Bronze Sponsorship (No table)
• Sponsor a student	\$495	Mentioned in program booklet under Student Sponsorship and 1/8 page color ad

ADVERTISING AND PROMOTIONAL OPTIONS:

• 8' table with signage	\$1,000
• Full page color ad	\$1,000
• 1/2 page color ad	\$750
• 1/4 page color ad	\$500
• 1/8 page color ad	\$250

Thank you for supporting the Northern California Screenwriters Expo!

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