

**“THE TRUE SIGN OF INTELLIGENCE IS NOT KNOWLEDGE BUT IMAGINATION.”**

*Albert Einstein*



# SEATTLE **FILM** SUMMIT

*As the premier creative marketplace in the Pacific Northwest, the Seattle Film Summit celebrates imagination through film as we focus on building our region's creative economy.*

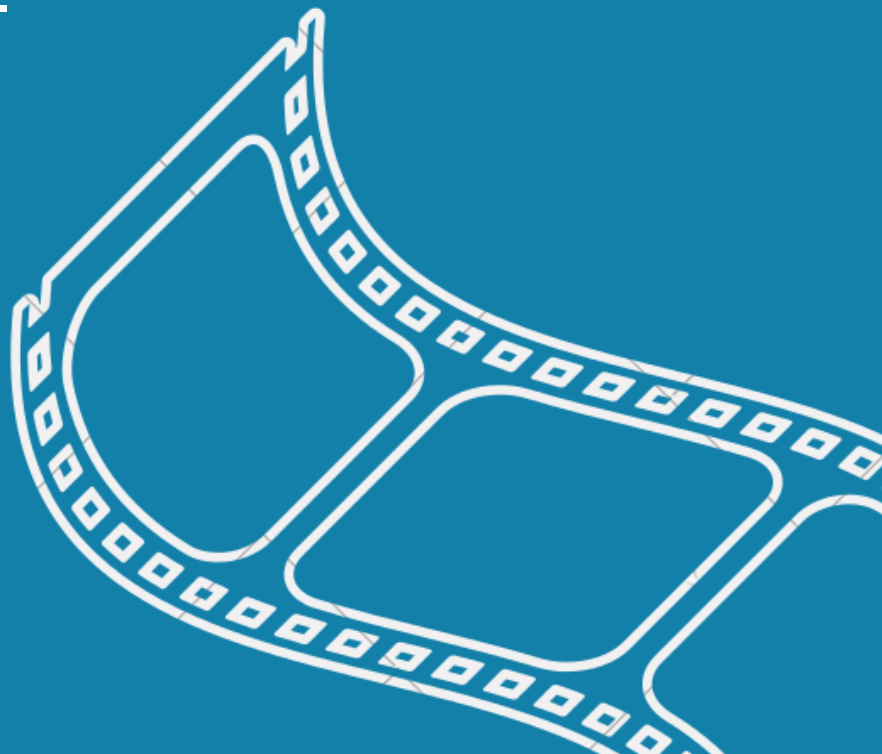


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**"IT IS DIFFICULT FOR THOSE  
OUTSIDE THE BUSINESS OR JUST  
STARTING OUT TO GET  
PROFESSIONAL LEVEL FEEDBACK,  
AND THE SUMMIT SUCCESSFULLY  
ADDRESSED THAT NEED."**

*Stewart Lyons – Executive Producer  
Breaking Bad/Better Call Saul*



# THE CREATIVE ECONOMY APPROACH



No one needs to be reminded of what the chaos of 2020 wrought. Like all other in-person events, the Seattle Film Summit was immediately challenged to reimagine our way forward.

The first step was to support our hurting creative community by offering “Filling the Void”, a live weekly streaming program aimed at keeping creatives engaged and inspired. This also allowed SFS to build new partnerships with regional and international film industry leaders resulting in nearly 10,000 views.

When it became apparent we could not meet in person for our traditional November event, we quickly developed a three-week virtual event. From film screenings and table reads, to screenplay contests and more, the SFS team adapted by offering outstanding online programming that allowed for participation by industry professionals from around the globe.

With this platform, we can move into 2021 in a stronger position, both financially and creatively. For instance, we’re excited to announce that throughout the year you can look forward to new masterclasses and contests, as well as expanded partnerships and creative content.

# FINANCIAL GROWTH



The Seattle Film Summit attracts an untapped market of potential investors. Our strategies include educational and networking opportunities for high-net-worth individuals who have an interest in supporting filmmakers and digital content creators but may not know how to identify the right industry professionals with whom to invest.

Summit opportunities for partnership include:

- The Seattle Film Summit's flagship event
- Series and film sales/acquisition/distribution
- Talent discovery, incubation and connection
- Bigfoot Script Challenge, the Northwest's premiere screenplay competition
- Virtual Studio Coalition
- Sponsorship of Masterclasses
- Hosting Filling the Void sessions with your content creators

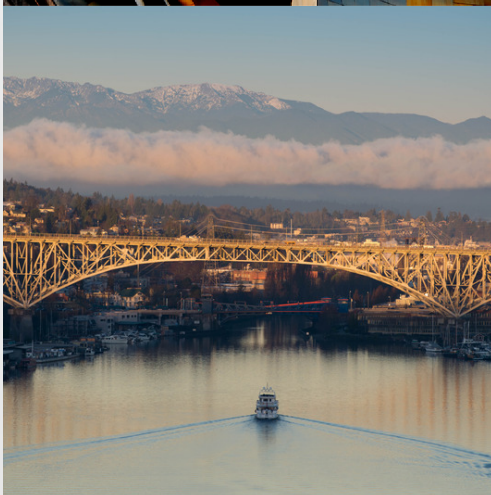
**"THE SEATTLE FILM SUMMIT IS AN IMPORTANT PART OF THE FILM ECOSYSTEM IN THE NORTHWEST. THEY TAKE THEIR ROLE IN GROWING AND SUSTAINING OUR FILM INDUSTRY IN THE PNW VERY SERIOUSLY AND CONTINUE TO DELIVER."**

# CELEBRATING IMAGINATION THROUGH FILM



**"A WELL DONE,  
AMBITIOUS AND  
APPROPRIATE EFFORT  
FOR THE WHOLE NW  
VISUAL CONTENT,  
ENTERTAINMENT  
COMMUNITY!"**

*Tom Skerritt – River Runs Through It, Alien, Top Gun*



The Pacific Northwest is synonymous with technology, transportation, e-commerce, timber, coffee, and music.

Why not the arts?

SFS is here to help showcase our region's next economic boom – filmmaking. With the explosion of streaming alternatives, the art of strong storytelling is poised to become a vital part of the Pacific Northwest's creative economy. It represents opportunities for new areas of economic growth – from gaming, mobile technology, and social media to creative services, design, and film.

Digital storytelling and content generation will be critical to the future success of our region's economy. The Seattle Film Summit is forging a more competitive, creative industry in the Pacific Northwest through innovative visioning, collaborative planning, and a pioneering spirit to strengthen our creative communities.

As the premier film-industry event in the Pacific Northwest with a dedicated and proven infrastructure, the Seattle Film Summit has discovered an underserved market with exploding demand that appeals to anyone with film industry aspirations.

# PROGRAM

If 2020 taught us anything, it was how to be flexible in case of change. With that in mind, we are planning a hybrid event for 2021. This will not only allow us to pivot if necessary, but it will also allow us to extend the event to several weeks, while giving more people an opportunity to attend via the virtual platform.

## I. ENTERTAINMENT INDUSTRY VENDOR EXPO

Whether you're a production house, sound company, distributor, acting coach, film program, equipment rental business, or more, there is a place for you at the Summit. You'll have the opportunity to showcase your business to hundreds of online and in-person attendees in 2021.

## II. PITCH SESSIONS

We provide creative participants with the opportunity to pitch their content to willing distributors, sales agents, marketing companies, and respected industry producers.

## III. DISTRIBUTION MEETINGS

We set up one-on-one private meetings for distributor and producer representatives with content generators who can pitch their completed or near-completed projects.

## IV. EDUCATIONAL SERIES

We're bringing you an extensive educational series that complements our industry leader panels. Classes focus on the ever-expanding opportunities for filmmakers, the content they create, and the 'how-tos' to make it in the business.

## V. NETWORKING OPPORTUNITIES

Networking opportunities abound at the Summit for participants, panelists, and presenters virtually and in-person. There's also the potential for receptions, private meetings, and afterparties. A speed-networking session and additional closing celebration will also be held in 2021, along with at least one (virtually) networking session for those who attend online.



# PARTNERSHIPS

Opportunities abound in creating partnerships that tap into the vast creative talent spilling over in the Northwest and combine it with the filmmaking leadership of industry leaders. From screenings and hosting online sessions to the sponsorship of screenplay competitions, awards, and even creating scholarship opportunities for attendees, there are limitless ways to connect with SFS.



ALBUQUERQUE FILM + MUSIC EXPERIENCE



**"THE PARTNERSHIPS THE SEATTLE FILM SUMMIT HAS BUILT ON A GLOBAL SCALE IS SOMETHING THAT MAKES THEM STAND OUT AS ONE OF THE TOP ORGANIZATIONS IN THE WESTERN UNITED STATES."**

*Ivan Wiener – Executive Director – Albuquerque Film and Music Experience*



**SLAGER & FUJ**  
CREATIVE MEDIA



# OUTREACH



The Seattle Film Summit brings together regional, national, and international film and digital media professionals to support regional film efforts and educate the next generation of filmmakers.

Targeted audience outreach and engagement with the Summit increased at a strong rate of 10–15% annually. Outreach efforts for 2020 included the following:

- Micro-targeted email list of 5,500+
- Public Facebook page of 1,825+ likes and 2,035+ following
- Private Facebook group of 900+ industry leaders
- SFS website traffic with 80,000 hits annually
- SFS website reached 170 Countries
- HollyShorts (top 50 film fest, Moviemaker Magazine) cross-promotion to its 45,000-worldwide filmmaker list
- Stage 32 (LinkedIn for filmmakers) cross-promotion to its 500,00-worldwide filmmaker list
- Social media outreach to 75,000+ impressions
- 425 Magazine media sponsorship with articles
- Highlighted in MovieMaker Magazine - Winter 2021 edition



# SPONSORSHIP

SEATTLE **FILM** SUMMIT

## SUMMIT CHAMPIONS

Becoming a Summit Champion not only provides you with unparalleled exposure to local and regional industry professionals, it makes a strong statement that you believe in the power the creative industry has in shaping our local economy.

SFS considers Summit Champions our partners. With their support, they help to secure SFS as the Northwest's premiere film experience, recruit A-list industry professionals, and provide a first-class educational experience for all attendees. ALL champions will be listed prominently in the event program and, when possible, in promotional materials. They will also receive the following recognition.

PRESENTING CHAMPION	SILVER CHAMPION	CORPORATE CHAMPION	EDUCATIONAL CHAMPION	PARTICIPATING CHAMPION
<b>\$25,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$1,500</b>	<b>\$500</b>
<ul style="list-style-type: none"> <li>- 8 summit passes</li> <li>- 8 VIP party passes</li> <li>- Logo will appear on:               <ul style="list-style-type: none"> <li>- ALL event signage</li> <li>- event website</li> <li>- keynote speaker slides</li> <li>- in ALL communication to event attendees</li> </ul> </li> <li>- Link to event website</li> <li>- One (1) tabletop exhibit pkg</li> <li>- Program Ad – FULL page</li> <li>- The opportunity to introduce the panel of your choice</li> </ul>	<ul style="list-style-type: none"> <li>- 6 summit passes</li> <li>- 6 VIP party passes</li> <li>- Logo will appear on:               <ul style="list-style-type: none"> <li>- ALL event signage</li> <li>- event website</li> <li>- in ALL communication to event attendees</li> </ul> </li> <li>- Link to event website</li> <li>- One (1) Tabletop Exhibit pkg</li> <li>- Program Ad – HALF page</li> <li>- The opportunity to introduce a panel</li> <li>- Option to be an a la carte sponsor (see below)</li> </ul>	<ul style="list-style-type: none"> <li>- 4 Summit passes</li> <li>- 4 VIP party passes</li> <li>- Logo will appear on:               <ul style="list-style-type: none"> <li>- event website</li> <li>- in ALL communication to event attendees</li> </ul> </li> <li>- Link to event website</li> <li>- Program Ad – QUARTER page</li> <li>- The opportunity to introduce a panel</li> <li>- Option to be an a la carte sponsor (see below)</li> </ul>	<ul style="list-style-type: none"> <li>- 2 Summit passes</li> <li>- 2 VIP party passes</li> <li>- Logo will appear on:               <ul style="list-style-type: none"> <li>- event website</li> <li>- in all communications to event attendees</li> </ul> </li> <li>- Link to event website</li> <li>- Program Ad – 1/8th page</li> <li>- The opportunity to introduce a panel</li> <li>- Option to be an a la carte sponsor (see below)</li> </ul>	<ul style="list-style-type: none"> <li>- 1 Summit pass</li> <li>- Logo on event website</li> <li>- Included in sponsored emails to attendees</li> <li>- The opportunity to introduce a workshop or table read</li> <li>- Option to be an a la carte sponsor (see below)</li> </ul>

## A-LA-CARTE OPPORTUNITIES

If an individual or company chooses to underwrite a specific a-la-carte option, they will receive recognition as listed in the above categories, plus signage at the site. These sponsorships are limited.

<b>\$3,000</b> - Two morning breakfast sponsor (2 sponsorships 1 per day)	<b>\$1,000</b> - BigFoot screening sponsor (2 Sponsorships)
<b>\$2,000</b> - Registration table sponsor (1 sponsorship)	<b>\$1,000</b> - Panel sponsor (limited to the # of panels offered)
<b>\$2,000</b> - VIP party sponsor (6 sponsorships)	<b>\$500</b> - Amenity sponsor (lanyards or swag bag) (4 sponsorships)
<b>\$1,500</b> - Break refreshment sponsor (2 sponsorships 1 per day)	<b>\$500</b> - Educational workshop/table read sponsor (limited to the # of workshops or table reads offered)

# COMMUNITY

