



STEELTOWN FILM FACTORY

Sponsorship Opportunities

2009 – 2010

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www.SteeltownFilmFactory.org

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STEELTOWN ENTERTAINMENT PROJECT

OUR MISSION

“The Steeltown Entertainment Project connects entertainment professionals, with Southwestern Pennsylvania (SWPA) ties, to projects, people and partnerships in order to support and invest in the socially and commercially significant film and media industry of the Pittsburgh region.”

Steeltown accomplishes its mission by educating emerging talent through intensive mentoring experiences, and fostering economic development by nurturing and seeding entertainment projects that will provide employment and investment opportunities. By connecting local resources with filmmakers and agents active in the national film industry, Steeltown is helping to establish Southwestern Pennsylvania's entertainment economy. This economy will help to market the region in a unique and powerful way, attract and retain talent, and jump-start a dynamic industry that will ultimately provide a robust return on the region's investments.

Since its formation, Steeltown has recruited over 40 former Pittsburghers who are now successful filmmakers in New York and Los Angeles to serve as Steeltown advisors. Steeltown has endeavored to have them bring their film and television productions to the Pittsburgh region, and has, in collaboration with the student organization, Pitt-in-Hollywood, presented over 30 speakers from the entertainment industry at local events.

A BRIEF HISTORY

2003 - Steeltown produced the first ever Pittsburgh Entertainment Summit, which was held at WQED and the Andy Warhol Museum. Steeltown's advisors from the national film industry met with local civic leaders and the cultural community to discuss Hollywood's decision making processes in order to identify strategies to make this region more competitive for their film and television productions. Entertainment expatriates who participated in the Summit included Chicago director **Rob Marshall**, Jim Carrey's manager, **Eric Gold**, director **Jamie Widdoes** ("*8 Simple Rules*"), producer **Bernie Goldmann** ("*300*"), and television series creator **Terri Minsky** ("*Lizzie McGuire*"). The Summit included public events at WQED and the Andy Warhol Museum that were attended by more than 500 people from a diverse cross-section of the region.

Steeltown also worked with WQED/OnQ to co-produce a Mid-Atlantic Emmy-nominated one-hour television special, "**Pittsburgh: Hollywood's Best Kept Secret**," which allowed a wider audience to witness the dialogue that occurred at the Summit. It explored the region's rich cultural history and included interviews with the Summit's expatriate attendees, including producer John Wells ("*E.R.*") and actress Shirley Jones ("*Oklahoma*", "*Carousel*"). The Summit and the television special utilized the volunteer efforts of over thirty film students and local filmmakers.

2005 - With the help of producers Bernie Goldmann and **George Romero**, Steeltown hosted a premiere of Romero's "**Land of the Dead**," which sold out the Byham Theater and raised funds for the Steeltown Film Factory. The event attracted such prominent filmmakers as Quentin Tarantino ("*Pulp Fiction*", "*Kill Bill*") and Robert Rodriguez ("*Sin City*", "*Spy Kids*"), and was declared by the Pittsburgh Post-Gazette to be "as close to a love-fest as Pittsburgh gets without sports being involved."

2006 – Supported by special effects wizard and Steeltown adviser, **Greg Nicotero** ("*Land of the Dead*"), Steeltown attracted **The Hatchery**, an LA based entertainment company, to Pittsburgh to film best-selling author of "Goosebumps", R.L. Stine's "**Don't Think About It**." Steeltown raised over \$900,000 for this project with one-third equity interest. The production, available on DVD, aired on Cartoon Network, resulted in over \$2.16 million of spending in SWPA, employed 115 local residents, and used of support services such as catering, wardrobe, equipment rentals, hotels, and restaurants. To date, Steeltown has earned back over \$250,000 from its partner with Universal Studios, California-based production company The Hatchery, making this a model of non-profit sustainability.

2007 - Steeltown brought New Castle native **John Dellaverson**, Chairman of Lionsgate Entertainment (Hollywood's premier independent studio), to Pennsylvania to meet with film students, government officials, foundations, and potential investors. Dellaverson, through Cinegate and Lionsgate ("*Crash*," "*American Psycho*"), had helped to spur growth in tax incentivized film productions in Canada, and New Mexico which lead to increases from \$5 million to \$450 million a year. He then helped to convince Governor Rendell to pass similar Film Industry Tax Incentive legislation in Pennsylvania, a measure that has had significant economic impact on the region. It has increased film related spending in SWPA to over \$78 million since July 2007 and has contributed to the growth in jobs and ancillary services.

2008 - Steeltown partnered with Visit Pittsburgh & 1905 Productions for the premiere of "**My Tale of Two Cities**" produced by Steeltown's Carl Kurlander at the Sonoma Valley Film Festival. Its Pittsburgh premiere at the Byham Theater during Homecoming Week sold out, raising much-needed funds for Steeltown's Youth and Media Initiative and its pilot program at Holy Family Institute. It organized a fundraiser for the Pittsburgh premiere of "**Bottle Shock**" produced by Pittsburgh native Marc Lhormer, and partnered with Allegheny Conference on Community Development to celebrate "**Pittsburgh 250**."

2009 - Steeltown Entertainment Project and Pittsburgh Filmmakers began collaborating to launch the **Steeltown Film Factory**. As part of this collaboration, Pittsburgh Filmmakers will provide Steeltown with editing facilities, office space, library access, and screening rooms to further the goals of the Film Factory.



THE STEELTOWN FILM FACTORY

The Steeltown Film Factory (SFF) is a yearlong filmmaking competition, supported by a series of public workshops, panel discussions and staged readings, designed to engage aspiring filmmakers to create projects with Pittsburgh-inspired content. The competition will provide emerging talent with an opportunity to learn from internationally renowned film and television professionals about the entertainment industry. A successful SFF will lead to the training and employment of the local workforce, the incubation of talent and intellectual property, and the nurturing and development of future projects that can be spun off into commercially viable entities. These entities will create jobs, investment opportunities, and products that will be exported by our region. By bringing together local and expatriate resources in Southwestern Pennsylvania (SWPA), the SFF will help to transform this region's non-profit "Arts Sector" into a thriving "Entertainment Economy."

PARTICIPANTS

The SFF is expected to attract a range of people to the competition and related events:

- High school, college, and university students (ages 16-25 years).
- Amateur filmmakers (over 25 years).
- Professionals in the entertainment industry with ties to SWPA, as mentors and judges.
- Civic and economic development professionals, school administrators and arts educators with an interest in developing the arts sector in SWPA.
- General public keen to learn about "behind-the-scenes" in film, TV and web entertainment.

HOW DOES IT WORK?

The Steeltown Film Factory invites students and amateur filmmakers to submit original film ideas for the competition. Submissions must include a 10-12-page script along with a logline, a one-page synopsis and an optional sample of prior work. After receiving reviews from a selection committee comprised of distinguished industry professionals, the most promising screenplays will be developed into full-fledged productions through staged readings, panel discussions and public workshops, which will be open to the public.

All submissions will be required to be:

1. Relevant to the SWPA/Pittsburgh region.
2. Commercially viable.
3. Capable of being produced in SWPA/Pittsburgh during Summer 2010.

During the year, the SFF will facilitate:

1. Educating, mentoring, and connecting student and amateur participants.
2. Establishing relationships between participants and film industry professionals with ties to SWPA.
3. Educating the public about the creative development process in the entertainment industry.

FILM FACTORY

2009-2010 TIMELINE

November 7, 2009

TOPIC; **"GETTING STARTED: WHERE DO GOOD IDEAS, GREAT SCRIPTS & TALENTED FILMMAKERS COME FROM?"**

Steeltown will announce the launch the Film Factory during the Three Rivers Film Festival in November 2009 and publicize its nationwide search for filmmakers, the opportunities for project development, and the possibility of the winning short films being produced in Pittsburgh and premiered at the Three Rivers Film Festival in 2010. Invited panelists for the discussion include:

- John Dellaverson, Producer, Lionsgate ("*Timber Falls*", "*In The Mix*") -- New Castle,
- Lee Daniels, Producer/Director ("*Monster's Ball*", "*Precious*" - selected as the opening night film at the Three River's Festival, 2009) -- Philadelphia.
- Eric Gold, Agent to Jim Carey, Ellen DeGeneres -- Pittsburgh
- David Koepp, Screenwriter ("*Spiderman*", "*Mission Impossible*", "*War of the Worlds*") --Pittsburgh
- MODERATOR: Carl Kurlander, Screenwriter ("*St. Elmo's Fire*", "*Saved By the Bell*") -- Pittsburgh

Tickets for the kick-off will be: Adults: \$10, Students with valid ID: \$5.

December 2009

ACTION!

Following the kick-off, aspiring filmmakers will be invited to submit their screenplays to the Film Factory online at www.SteeltownFilmFactory.org through December 31, 2009. A distinguished panel of judges will review all submissions through a blind review process. Submission rules and applications will be available online. Entry fees for each submission are \$50 for adults, and \$25 for students with valid ID. Benefits include 2 free tickets to all events through May 2010. Participants must submit a 10-12-page script, logline, one-page synopsis, and optional sample of prior work. Following an intensive review, the judges will shortlist the 10 best scripts from the field for several stages of revisions and further development.

Throughout the revision process, events featuring industry experts will be hosted around the SWPA/Pittsburgh region and be open to the public. Ticket prices to attend the public events will be \$10 for adults and \$5 for students with a valid ID per event.

January 2010

Topic: **"STAGED READINGS: DOES THE STORY WORK?"**

The ten winning scripts will be publicly stage-read by students from Carnegie Mellon University's prestigious Drama School and discussed by invited panelists for revision. The panelists will include:

- Bernie Goldman, Producer ("*300*", "*Land of the Dead*") – Pittsburgh
- Jamie Widdoes, Director ("*Two and a half Men*". "*8 Simple Rules*") -- Pittsburgh
- David Conrad, Actor ("*Ghost Whisperer*", "*Wedding Crashers*") -- Pittsburgh
- Jenji Kohan, Producer ("*Weeds: Pittsburgh*", "*Mad About You*", "*Sex and the City*")
- Michael Chabon, Writer, Pulitzer Prize winner ("*Wonder Boys*", "*Mysteries of Pittsburgh*", "*The Amazing Adventures of Kavalier and Clay*") – CMU, Pittsburgh
- MODERATOR: Carl Kurlander

February 2010

Topic: ***“THE PITCH”***

The workshops, hosted by the University of Pittsburgh, will focus on story development, how to pitch successfully, and the legal aspects of intellectual property ownership. Thereafter, the ten teams will be invited to pitch their revised projects to a panel of renowned Steeltown advisors, including:

- Steven Soderbergh, Director (*“Traffic”, “Erin Brockovich”*) -- Pittsburgh
- Terri Minsky, Screenwriter (*“Lizzie McGuire”, “Sex and the City”*) -- Pittsburgh
- Peter Ackerman, Screenwriter, (*“Ice Age”, “Dawn of the Dinosaurs”*)-- Pittsburgh
- David Hollander, Writer, Producer (*“The Cleaner”, “The Guardian”*) -- Pittsburgh
- Greg Nicotero, Special Effects (*“Chronicles of Narnia”, “The Texas Chainsaw Massacre: The Beginning”*) – Ross Township
- David Salzman, Producer, Writer (*“Mad TV”, “The History of Rock N Roll”*) -- Pittsburgh
- MODERATOR: Carl Kurlander

March/April 2010

Topic: ***“NOW WHAT? READY, SET, PRODUCE”***

The workshop will be hosted by Point Park University. The panelists will discuss what happens in filmmaking once a project has been “greenlit,” and the challenges of the production process. The results of the prior events will be announced, and 1 - 3 finalists will be selected to produce their short films at SFF. The invited panelists include:

- Bernie Goldman, Producer (*“300”, “Land of the Dead”*) -- Pittsburgh
- Marci Liroff, Casting Director (*“Blade Runner”, “Mean Girls”*)
- John Wells, Producer (*“One Hour Photo”, “Braveheart”*) -- Pittsburgh
- Rusty Cundieff, Director (*“Chappelle’s Show”, “The Bernie Mac Show”*) --Pittsburgh
- Antoine Fuqua, Director (*“Training Day”, “Lightning in a Bottle”*) -- Pittsburgh
- MODERATOR: Carl Kurlander

May 2010 – September 2010

WINNERS PRODUCE THEIR SHORT FILMS

The Finalists will share an award of \$25,000; however, the specific amounts awarded for each project will be at the discretion of the panel of judges.

The Finalist(s) will produce their films with the financial support and guidance of Steeltown Film Factory. Winners will produce a 4:00 -12:00 minute short film. The production and post-production timeframe is May through September 2010. The location is required to be in the SWPA region.

September 2010 – November 2010

POST PRODUCTION AND PREPARATION FOR THE 2010-2011 SEASON

Post-production of the film(s) will occur during the months leading up to the Three Rivers Film Festival. Winning filmmakers will be guided by renowned Steeltown Advisers through the final stages. The winning films will be premiered at the Three Rivers Film Festival in November 2010.

During the Three Rivers Film Festival, the Film Factory will announce the launch of their 2011 competition, and the yearlong process will begin again.

FILM FACTORY SPONSORSHIP OPPORTUNITIES

Steeltown Film Factory sponsorship opportunities are designed for Steeltown and sponsor's mutual benefit. We have highlighted three strong reasons why sponsorship is beneficial to your company. In appreciation for your support in achieving the Film Factory's goals:

1. Steeltown will offer you high visibility opportunities by showcasing your organization's commitment to the community on a consistent basis over twelve months.
2. Steeltown will market your product to emerging youthful talent, film aficionados, local residents, and our network of Hollywood and Steeltown Advisors.
3. Your organization's name and goodwill will be on the forefront in creating an Entertainment Industry in Southwestern Pennsylvania.
4. Your company will receive 2 free tickets to the VIP Party at the Three Rivers Film Festival, November 6, 2009.

MONETARY SPONSORSHIP LEVELS

\$100,000	Executive Producer
\$ 50,000	Director
\$ 25,000	Screenwriter
\$ 10,000	Producer
\$ 5,000	Editor
\$ 3,000	Location Sponsor
\$ 1,000	Cinematographer
\$ 500	Casting Director
\$ 250	Production Assistant

IN-KIND SERVICES SPONSORSHIP

Steeltown is in need of services and supplies as well, and welcome donations of in-kind services, such as food or beverages, hotel accommodations, airfare, printing materials, or ground transportation.

SPONSORSHIP BENEFITS

EXECUTIVE PRODUCER LEVEL (EXCLUSIVE)

\$100,000

- Title Placement of name identification and logo as Executive Producer Level Sponsor on the winning film production(s).
- Title Placement of name identification and logo as Executive Producer Level Sponsor on all collateral material, including printed invitations, emails, flyers, posters, etc.
- Your organization's name and logo as Executive Producer Level Sponsor on a prominent banner at all events.
- Name identification, logo and a link to your website on www.steeltown.org.
- Verbal acknowledgement of your sponsorship at all events.
- Your organization's name and logo displayed prominently as Executive Producer Level Sponsor on the front cover of all event program books.
- Full-page advertisement for your organization inside the front covers of all event program books.
- Your organization's name and logo on the back cover of all promotional materials.
- Opportunity for a representative of your organization to explain its commitment to growing the entertainment business sector in our region (without business solicitations) during the launch of the Film Factory and at the premiere party for the film(s).
- Display of a 60-second advertisement or promotional announcement (DVD format) for your organization at all events and on www.steeltown.org and www.steeltownfilmfactory.org.
- Display of your organization's literature on a table in the registration area at all events.
- Opportunity to provide a marketing piece or give-away to attendees at all events.
- 30 VIP passes to the premiere of the film(s).
- 16 VIP passes to all other Film Factory events, including private receptions with Steeltown Advisors (as available).
- Invitation to designate two members of your organization to serve on the Steeltown Entertainment Project Honorary Board.

DIRECTOR LEVEL (3)

\$50,000

- Title Placement of your name identification and logo as the Director Level Sponsor on the winning film production(s).
- Title Placement of your name identification and logo as the Director Level Sponsor on all collateral material, including printed invitations, emails, flyers, posters, etc.
- Your organization's name and logo as the Director Level Sponsor on a prominent banner at all events.
- Name identification, logo and a link to your website on www.steeltown.org and www.steeltownfilmfactory.org.
- Verbal acknowledgement of your sponsorship at all events.
- Full-page advertisement inside the back cover of all event program books.
- Your organization's name and logo displayed prominently as the Director Level Sponsor on the front cover of all event program books.
- Your organization's name and logo on the back cover of all event program books.
- Opportunity for a representative of your organization to explain its commitment to growing the entertainment business sector in our region (no business solicitations) during the launch of the Film Factory and at the premiere party for the film(s).
- Display of a 30-second advertisement or promotional announcement (DVD format) at all events and on www.steeltown.org and www.steeltownfilmfactory.org.
- 20 VIP passes to the premier of the film(s).
- 12 VIP passes to all other Film Factory events, including private receptions with Steeltown Advisors (as available).
- Invitation to designate one member of your organization to serve on the Steeltown Entertainment Project Honorary Board.

SCREENWRITER LEVEL (3)

\$25,000

- Title Placement of name identification and logo as Screenwriter Level Sponsor on the winning film production(s).
- Title Placement of name identification and logo as Screenwriter Level Sponsor on all collateral material, including printed invitations, emails, flyers, posters, etc.
- Name identification, logo and a link to your website on www.steeltown.org and www.steeltownfilmfactory.org
- Verbal acknowledgement of your sponsorship at all events.
- Full-page advertisement inside all event program books.
- Your organization's name and logo on the back cover of all events program books.
- Opportunity for a representative of your organization to explain its commitment to growing the entertainment business sector in our region (no business solicitations) at one Film Factory event.
- Display of a 15-second advertisement or promotional announcement (DVD format) at all events and on www.steeltown.org and www.steeltownfilmfactory.org
- 12 VIP passes to the premiere of the film(s).
- 10 VIP passes to all other Film Factory events, including private receptions with Steeltown Advisors (as available).

PRODUCER LEVEL (4)

\$10,000

- Name identification and logo as Producer Level Sponsor on the winning film production(s).
- Logo on all collateral material, including printed invitations, emails, flyers, posters, etc.
- Logo and a link to your website on www.steeltown.org and www.steeltownfilmfactory.org
- Verbal acknowledgement of your sponsorship at all events.
- Full-page advertisement inside all event program books.
- Opportunity for a representative of your organization to explain its commitment to growing the entertainment business sector in our region (without business solicitations) during one of the Film Factory events
- Display of your organization's logo at all events and on www.steeltown.org and www.steeltownfilmfactory.org
- 10 VIP passes to the premiere of the film(s).
- 8 VIP passes to all other Film Factory events, including private receptions with Steeltown Advisors (as available).

EDITOR LEVEL (6)

\$5,000

- Logo as Editor Level Sponsor on the final produced winning film production(s).
- Logo as Editor Level Sponsor on all collateral material, including printed invitations, emails, flyers, posters, etc.
- Logo and a link to your website on www.steeltown.org and www.steeltownfilmfactory.org
- Verbal acknowledgement of your sponsorship at all events.
- A half-page advertisement inside all event program books.
- Display of your organization's logo at all events and on www.steeltown.org and www.steeltownfilmfactory.org
- 6 VIP passes to the premiere of the film(s).
- 4 VIP passes to all other Film Factory events, including private receptions with Steeltown Advisors (as available).

LOCATION SPONSOR (4)

\$3,000

- Logo as Location Sponsor on the winning film production(s).

- Logo as Location Sponsor on all collateral material, including printed invitations, emails, flyers, posters, etc.
- Logo and a link to your website on www.steeltown.org and www.steeltownfilmfactory.org.
- Verbal acknowledgement of your sponsorship at all events.
- A quarter-page advertisement inside all event program books.
- Your organization's name and logo in all event program books.
- Display of your organization's logo at all events and on www.steeltown.org and www.steeltownfilmfactory.org.
- 6 VIP passes to the premiere of the film(s).
- 4 VIP passes to all other Film Factory events, including private receptions with Steeltown Advisors (As available).
- 10 Student rate tickets included to all events held between January & May, 2010.
- As Location Sponsor, one of the public events will be held at your venue, with an expected in-kind contribution from you of location, staff and ancillary expenses valued at approximately \$2,000, in addition to the cash consideration.

CINEMATOGRAPHER LEVEL (UNLIMITED) _____ \$1,000

- Name as Cinematographer Level Sponsor on the winning film production(s).
- A quarter-page advertisement inside all event program books.
- Name recognition inside all event program books.
- Name recognition on www.steeltown.org and www.steeltownfilmfactory.org.
- 4 VIP passes to the premiere of the film(s).
- 2 VIP passes to all other Film Factory events, including private receptions with Steeltown Advisors (as available).

CASTING DIRECTOR (UNLIMITED) _____ \$500

- Name as Casting Director Level Sponsor on the winning film production(s).
- Name recognition inside all event program books.
- Name recognition on www.steeltown.org and www.steeltownfilmfactory.org.
- 2 VIP passes to the premiere of the film(s).
- 2 VIP passes to all other Film Factory events, including private receptions with Steeltown Advisors (as available).

PRODUCTION ASSISTANT (UNLIMITED) _____ UPTO \$250

- Name as Production Assistant Level Sponsor on the winning film production(s).
- Name recognition inside all event program books.
- Name recognition on www.steeltown.org and www.steeltownfilmfactory.org.
- 2 VIP passes to the premiere of the film(s).
- 2 VIP passes to all other Film Factory events, including private receptions with Steeltown Advisors (as available).

FILM FACTORY SPONSORSHIP COMMITMENT FORM

We wish to support the Steeltown Film Factory by sponsoring at the following level (please check one or more):

SPONSORSHIP LEVELS

- \$100,000 Executive Producer
- \$ 50,000 Director
- \$ 25,000 Screenwriter
- \$ 10,000 Producer
- \$ 5,000 Editor
- \$ 3,000 Location
- \$ 1,000 Cinematographer
- \$ 500 Casting Director
- \$ <\$250 Production Assistant

PAYMENT METHOD

Please make all checks payable to "Steeltown Entertainment Project".

- We have enclosed our check in the amount of \$ _____
- We will send our check in the amount of \$ _____ by _____ (month/year)
- We pledge in the amount of \$ _____ and would like to be invoiced in _____ (month/year)
- We are unable to support at a designated level, but would like to discuss sponsorship or individual contribution support of the Film Factory and Steeltown Entertainment Project at another level or with in-kind services. Please contact us at:

(Name) _____

(Title) _____

(Phone) _____

Email: _____

SPONSORSHIP RECOGNITION

Do you want the name of your company used for promotional purposes? ___Yes ___No

If yes, how should your organization's name appear in materials and on signage?

Please provide the name and phone number of the contact person from your organization to whom questions regarding this sponsorship program should be addressed:

(Name) _____

(Title) _____

(Phone) _____

Please describe any additional considerations or special requests regarding your sponsorship that you would like us to accommodate: _____

We have read and agree to the above stipulations.

Signature: _____

Date: _____

Printed Name: _____

Title _____

RETURN

Please return the last two pages of this packet to:

ATTN: FILM FACTORY
Jodi S. Klebick, Executive Director
Steeltown Entertainment Project
4802 Fifth Avenue, 2nd Floor
Pittsburgh, PA 15213

PH: 412.622.1325

FX: 412.622.6443

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