

# 2012 SHOOT Directors/Producers Forum & New Directors Showcase Sponsor Info



## Event Date

**Thursday, May 17th**  
**Event Time**

10am-5pm Directors/Producers Forum  
6-10:pm:Screening/party

## Location

**Directors Guild of America**  
(DGA)Theatre  
110 W. 57th Street, NYC

## Sponsor Fees:

**Lead Sponsor:** \$15,000.  
**Silver Sponsor:** \$ 8,500.  
**Bronze Sponsor:** \$ 5,000.

## Sponsor Deadlines

Confirm early for maximum exposure!  
Final Sponsor Deadline: April 20th

## This will be SHOOT's 10th Annual New Directors Showcase Event!

Become a sponsor and receive worldwide exposure for more than three months before, during and after the event!

**Be a Sponsor** of SHOOT's Directors/Producers Forum & Tenth Annual New Directors Showcase and **receive enormous industry visibility** before, during and after the event. The event will be attended by over 400 advertising & production industry attendees.

## Directors/Producers Forum Daytime

### Agenda

Series of panel discussions & speakers.

Agenda detail will be announced in late March.

### • Screening & After Party 6:00-10:00PM

- SHOOT and The DGA welcome audience, thank sponsors. Lead Sponsors may address the audience.
- Screening of the 2012 New Directors Showcase reel. After the screening, SHOOT Editor, Bob Goldrich, will moderate panel discussion with several leading industry execs and six of the featured new directors. Discussion will focus on industry relationships; info for directors. Each director will talk about his/her work.
- After the event we will head downstairs at the DGA for the cocktail reception after-party. New directors mingle with more experienced directors, event sponsors, and ad agency & entertainment industry producers & creatives and other members of the production & post community. The party is always a great time with a fantastic mix of guests. With three categories of entry, the crowd will include leading advertising, media and entertainment industry producers, creatives, executives and artisans.

## Sponsorship Benefits

Sponsor Logos will appear on all of the following:

**SHOOT New Directors Search & Showcase ads** in the following print issues (& same week PDF versions). Sponsor logos in PDF versions link to sponsors' websites.

1. **February 17 Issue** Ad promotes "entries" & announces Showcase event
2. **March 23 Issue** Ad promotes "final call for entries"
3. **April 13 Issue** Ad promotes Forum & Showcase
4. **May 18 Issue** Ad promotes Forum & Showcase event. Issue will include editorial section of profiles of the 25-30 Directors who's work is included in the Showcase. Issue will have bonus distribution at event!
5. **June 15 Issue:** Ad Thanks the Sponsors: Issue will feature full coverage of the event including photo page for all SHOOT readers to read about the event. The issue will have bonus distribution at Cannes Lions Intl. Festival.

**New Directors Showcase banner ads** will run on SHOOT-online.com and in SHOOT's weekly HTML publication, The SHOOT>e.dition, beginning in mid March and will run until the event. Banner ads will link to a SHOOT HTML page that will include all sponsor logos with links to Sponsors' websites.

**Sponsor logos** will also appear on:

- New Directors Showcase Event Press Releases that SHOOT will post on The SHOOT Publicity Wire prior to the event.
- Invitations (to Agency producers, creatives, interactive agency execs, commercial & entertainment production industry, DGA members)
- Front of Forum & New Directors Showcase Programs handed to every attendee at event (sponsor URLs will also appear in the program)
- Signage at event
- Opening credits of Showcase Reel that will appear on screen at Theater during opening remarks & panel
- New Directors Showcase web reel ads will run on SHOOT-online.com and in The SHOOT>e.dition for several weeks after the event. Banner ads will link to SHOOT HTML page that will include link to view the reel will include all sponsor logos with links to Sponsors' websites.

**Lead Sponsors will receive 15 passes** to the event. Silver Sponsors will receive 7 passes and Bronze Sponsors will receive 3 passes to the event. Sponsors may provide reels or other promotion material to be displayed on "information table" at the event.

**Sponsors may submit new directors entries at no charge** if directors meets entry criteria and entry is submitted by deadline.

**Sponsors may purchase ad space** in the above mentioned SHOOT print issues, SHOOTonline.com and The SHOOT>e.dition at discount rate

**SHOOT will provide sponsors with attendee list ten days after event.**



## The SHOOT New Directors Search that leads up to the event

SHOOT's Tenth Annual New Directors Search will be conducted from 1/1-3/31/12. The editorial staff, with input from agency creatives & producers, will review all submissions and select the 25-30 best pieces of work to compile SHOOT's 2012 New Directors Showcase Reel.

Submissions are accepted in 3 categories:

1. **Traditional Commercial (television spots, spec work, cinema ads, branded content, music videos, trailers, broadcast promos)**
2. **Alternative Media Content (webisodes, spots created for online, mobile-phone content, in-game ads, advergames, virals, alternate reality-gamig ads, ads created for PDAs)**
3. **Film/TV Entertainment Content (including: feature films, independent films, short films, TV programs)**

**Criteria for entry:**

Directing any type of advertising or entertainment content professionally less than 3 years.

# SHOOT

WWW.SHOOTONLINE.COM

**2012 NDS Sponsor contact:**

SHOOT Publisher/Event Producer

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