



SPADA Conference: November 17 – 19, 2005 Wellington

BACKGROUND

SPADA

The Screen Production and Development Association of New Zealand (SPADA) represents the interests of producers and production companies on all issues that affect the business and creative aspects of independent screen production in New Zealand.

SPADA advocates for an environment and conditions under which a robust and vital independent screen production industry can grow. SPADA helps its members to have effective input into government policy issues and industrial relations. SPADA members include independent producers and production companies working in film, television, TVC, video, post-production, animation and interactive media; lawyers and accountants, completion guarantors, and industry suppliers.

Please see www.spada.co.nz for more information.

Small Country, Big Picture

The SPADA conference is the annual premier New Zealand Film and Television industry event held over three days, attracting over 350 national and international delegates. **Small Country, Big Picture** presents sessions and workshops which cover aspects of producing, creating, distribution, financing and managing screen content. The conference program offers a valuable mix of presentations, panel discussions, screenings, workshops, and social events with numerous opportunities for networking, fun and business development.

The theme of **Small Country, Big Picture 2005** is "From Local to Glocal - New Zealand identity in a global market". This year we explore the spirit of the New Zealand film and television industries nearly 30 years on from *Sleeping Dogs*, the launch of a choice of television channels and our first long running TV drama, *Close to Home*.

In the last few decades we have achieved a significant NZ voice on screen and developed world leading talent, we need to ensure this doesn't diminish. We ask whether the stories we feel passionate and enthusiastic about telling are going to resonate both locally and globally. We bring you key international speakers, whose particular working models and approach may provide some insights for the future and new international collaboration.

The three-day conference is likely to follow the format of 2004, with the programme divided into one film focussed day, one day on television, and one day of workshops. On the alternate days, round table sessions will be run concurrently (i.e. on the television day, the roundtables will focus on film).



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Conference Speaker Highlights

SPADA invites a select number of international guests to bring a broader world perspective to the conference. The reputation of the conference world-wide allows us to attract top-level speakers to participate in key plenary session, workshops and roundtables, which are an opportunity for a small group of delegates to sit face to face with speakers. Previous guests have included:

John Sloss – American producer, Cinetic Media, Sloss Law, InDigEnt
Kathryn Tucker – American producer of indy hit *The Station Agent*
Norm Bolen – Exec VP Programming, Alliance Atlantis cable television network
Michael Donovan – Canadian producer, *Bowling for Columbine*
Chris Auty – UK Producer and Managing director of Civilian Content Plc
Nik Powell – UK Producer, *Last Orders*
Jan Chapman – Australian Producer, *The Piano, Lantana*
Ed Solomon – US Screen Writer, *Men in Black, Charlies Angels*
Michael Rose – UK Animation producer, *Chicken Run, Men In Black*
Kim Dalton – CEO of the Australian Film Commission
Barrie Osbourne – Producer, *Lord of the Rings*

SPADA Contacts

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SPONSORSHIP OPPORTUNITIES

The levels of sponsorship and associate benefits listed below are negotiable, and SPADA is very happy to work with you in developing the most effective sponsorship strategy for your goals. Please contact Penelope Borland to discuss sponsorship options.

Registrations for speakers and session chairs are not considered sponsorship entitlements and will be negotiated separately. Registrations include all social events unless otherwise noted.

All prices exclude GST.

Small Country, Big Picture Principal Sponsor

\$50,000+

Commit to sponsorship of the conference which may also include a specific conference session/event and receive:

- Branding and logo placement in conference publications (programme and registration form)
- Branding on the conference section of the SPADA website, with a link to your site
- Logo placement at conference as appropriate
- Branding in the conference sponsorship credit reel screening throughout conference
- One full-page 2-colour advertisement in the conference programme
- One item in the delegate bag (subject to SPADA approval)
- Four complimentary registrations

Key Sponsor

\$10,000+

Commit to sponsorship of the conference or specific conference session/event and receive:

- Branding and logo placement in conference publications (programme and registration form)
- Branding on the conference section of the SPADA website, with a link to your site
- Logo placement at conference as appropriate
- Branding in the conference sponsorship credit reel screening throughout conference
- One half-page 2-colour advertisement in the conference programme
- One item in the delegate bag (subject to SPADA approval)
- Two complimentary registrations



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Session Sponsor

\$5,000+

Commit to sponsorship of the conference or specific conference session/event and receive:

- Naming rights to sponsored session
- Branding in conference publications
- Branding on the conference section of SPADA's website, with a link to your site
- Branding in the conference sponsorship credit reel screening throughout conference
- One half-page 2-colour advertisement in the conference programme
- One item in the delegate bag (subject to SPADA approval)
- One complimentary registration

SPADA Supporter

\$2500+

Commit to sponsorship of the conference or specific conference session/event and receive:

- Branding in Small Country, Big Picture conference programme and registration form
- Branding on the conference section of SPADA's website
- Inclusion in the conference sponsorship credit reel screening throughout conference
- One complimentary registration
- One item in the delegate bag (subject to SPADA approval)

Contra sponsorship and sponsorship in kind, does not attract the benefits outlined above.

SACHEL SPONSOR

\$6000+

Commit to sponsorship of the conference or specific conference session/event and receive:

- Branding on Small Country, Big Picture conference satchel
- Branding in Small Country, Big Picture conference programme and registration form
- Branding on the conference section of SPADA's website
- Inclusion in the conference sponsorship credit reel screening throughout conference
- One complimentary registration
- One item in the delegate bag (subject to SPADA approval)



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SESSION & EVENT SPONSORSHIP

The sponsorship of events and sessions is on a first-come, first serve basis. However, incumbent sponsors will have first right of renewal. The level of sponsorship investment will largely dictate the sponsorship benefits you receive, as outlined previously. Sponsors will also receive naming rights to the session/event.

John O'Shea Memorial Keynote Address

\$5 000 +

The address is given by a high-profile New Zealander, who is selected by SPADA for their insight and contribution to the independent screen production industry. All delegates attend the address, which will open the conference on November 17th.

SOLD

The inaugural address in 2003 was delivered by Dave Gibson, founder of Gibson Group, and in 2004, the highly irreverent Andrew Shaw spoke.

Small Country, Big Picture Opening Night Welcoming Drinks

\$10 000+

At the close of the first day of conference, all delegates will be invited to socialize over drinks. This is an excellent opportunity for a review of the first day and sharing of ideas.

SOLD

Cocktail Evening

\$10 000+

The cocktail evening precedes the conference Big Dinner, and will be held on the second night of conference.

SOLD

The Conference Big Dinner

\$20 000+

The Big Dinner is the social highlight of the conference. It is an evening of great food, wine, entertainment and ever-important networking. The SPADA/OnFilm Industry Champion, SPADA New Filmmaker of the Year and the SPADA Independent Producer of the Year awards will be presented at the dinner.

SOLD

Coffee Bar

\$5500+

Complimentary and much needed coffee is available to delegates throughout the conference. The coffee bar is situated right outside the plenary session rooms, and often becomes the central meeting point for conference delegates.

SOLD



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The Great Brunch

\$8000+

The brunch is held on the last day of conference, amongst the workshop sessions. It is the final plenary session of Small Country, Big Picture. After the success of the resurrected pitching competition in 2004, it will again be held during the Saturday brunch.

Pitching Competition

NEGOTIABLE

The pitching competition is available for sponsorship for the first time in 2005. In 2004, the competition provided a highly entertaining send off to delegates. Eight delegates pitched to a jury of five international speakers and local television commissioning editors. The pitching competition requires a prize component, and as such the sponsorship is negotiable.

SPADA Independent Producer of the Year Award

NEGOTIABLE

The SPADA Independent Producer of the Year Award is given to a producer who has made a significant contribution in the last year (12 months from conference 2004) towards the growth, development and promotion of the independent screen production industry. There will be one award presented to an independent producer, working in any format.

The inaugural SPADA Independent Producer of the Year Award was presented to Trevor Haysom in 2004. Trevor was recognized by his peers for his dedication to two outstanding projects, the critically acclaimed feature film *In My Father's Den*, and the hit animation television series *bro'Town*.

The SPADA New Filmmaker of the Year Award

The SPADA New Filmmaker of the Year Award recognizes talent, commitment and contribution to the growth and support of New Zealand film. Entrants must have been in the industry for less than ten years.

Finalists attend the conference, show reels will be screened and the winner announced.

Previous winners include: Florian Habicht, Tom Reilly, Karl Zohrab and Greg King.

Sponsorship investment levels and contribution to prizes are open for discussion.



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SACHEL INSERTS & PROGRAMME ADVERTISING OPTIONS

As an alternative to sponsorship of Small Country, Big Picture, you may wish to purchase advertising or take advantage of the direct marketing opportunities offered by adding an insert to our delegate satchels.

The conference programme is the bible for the three day event, detailing session times and events, information on speakers and a conference guide.

We welcome innovation with satchel inserts – think beyond stacks of pamphlets and look for a way to make your message engaging and memorable. All satchel inserts are subject to SPADA approval. Material for satchel inserts should be delivered to SPADA no later than WEDNESDAY NOVEMBER 9TH. Please provide 400 items for inclusion in the satchels.

There are also opportunities to be involved in sponsoring merchandise for Small Country, Big Picture – such as lanyards/name tags, notepads and the delegate bag. Contact SPADA for ideas.

Space is limited, and places will be secured on a first come, first served basis.

Advertising Rates for Programme

| Placement & Size | Price (exc GST): |
|---|-------------------------|
| Inside Front Cover - Full Colour Inside Back Cover - Full Colour Outside Back Cover - Full Colour | \$1,500.00 |
| Full Page Ad 2-colour | \$995.00 |
| Half Page Ad 2-colour | \$695.00 |

Satchel Insert Rates

| Status | Price (exc GST) |
|-----------------------------|------------------------|
| Previous Satchel Advertiser | \$695.00 |
| New Satchel Advertiser | \$795.00 |

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Package Options

| Combination | Price (exc GST) |
|---|------------------------|
| Satchel insert + registration | \$1343.85 |
| Satchel insert + full page | \$1521.00 |
| Satchel insert + half page | \$1292.70 |
| Full page + registration | \$1578.60 |
| Half page + registration | \$1343.85 |
| Satchel insert + registration + full page | \$2074.00 |
| Satchel insert + registration + half page | \$1819.00 |
| IFC/IBC/OBC + registration | \$1912.50 |
| IFC/IBC/OBC + satchel insert | \$1865.75 |
| IFC/IBC/OBC + registration + satchel insert | \$2503.25 |

TRADE TABLE OPPORTUNITIES

Small Country Big Picture offers an opportunity for interested parties to host trade tables at the conference.

Your table will be set up in the venue foyer, meaning that all delegates will pass by on a daily basis. The trade tables can be static or staffed, and we welcome interactive displays. This is a perfect opportunity to showcase your product in a highly targeted environment.

Please note that the number of trade tables will be strictly limited, and displays will be subject to SPADA approval.

A trade table provides you with signage opportunities in the foyer, and includes one complimentary registration to Small Country, Big Picture 2005. The sponsorship investment for a trade table is \$4000.

If you are interested in hosting a trade table, talk to SPADA about the options available and the most effective way to create impact.



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CONFERENCE PUBLICATION SPECIFICATIONS & DEADLINES

Sponsor logos will be featured on the registration brochure, conference programme and conference sponsorship video. Logo inclusion is dependent on submission of material by the appropriate deadline.

Publication & Advertising Specifications

DEADLINES

For Conference Registration Form
For Conference Programme

7 September 2005
3 October 2005

COLOUR

Two spot colours or mono: Black + PMS Colour 5825

LOGOS

Please supply your logo in both b&w and colour form, as a freehand, photoshop or eps file format.

SUPPLY OF ARTWORK AND PROOFS

Please supply artwork, as well as any links, on a CD accompanied with a colour proof as well as a separations proof. Convert all fonts to paths. Freehand files are preferred.

ADVERTISEMENT SIZE

Half page landscape - 170 x 128mm (+ 3mm bleed: 176 x 134mm)
Half page portrait - 82 x 267mm (+ 3mm bleed: 88 x 274mm)
Full page - A4 portrait (210 x 297mm + 3mm bleed: 216 x 303mm)

FONTS

Please convert all fonts to paths.

SOFTWARE

Supply files in Photoshop eps, Illustrator eps or Freehand eps file format.

All files should be a minimum of 300dpi at 100%.

DELIVERY OF MATERIAL

Please deliver advertising material to:

SAM AUGER
Level 1, 23 Courtenay Place
021 426 310
Email: sam@samauger.com

NOTE

Any work performed on artwork not supplied to our specifications will be charged accordingly.



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APPLICATION TO ADVERTISE OR SPONSOR

Please return this form to **SPADA, P O Box 9567, Wellington or fax (04) 939 6935**

Company Name

(as it will appear in publications and sponsor credits)

Contact

Position

Address

Email

Telephone

Fax

Mobile

Website

(please indicate website address to be linked from SPADA website)

Sponsorship Options

Please indicate the sponsorship you are interested in securing, and include 2nd choice.

1st

Cost

2nd

Cost

3rd

Cost

Complimentary Registrations

If you are entitled to complimentary registrations as a sponsor, please list the names of those attending:

By completing and signing this form, I/we understand that the sponsorship opportunities will be subject to SPADA approval. I/We understand that all attendees must register officially and pay fees (as applicable) to attend the conference. I/We agree to abide by the attached said contractual agreement.

Signed

Date

(for and behalf of the sponsor/advertiser listed above)



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CONTRACTUAL AGREEMENT

1. These contractual obligations apply to all sponsors who are deemed to have read and understood and agreed to these conditions by the signing off this sponsors contract.
2. Neither the venue managers nor the conference organizers accept any responsibility for any damage to property or person. The sponsor hereby agrees to indemnify the organizers and promoters for any claims they receive resulting from the acts or admissions of the sponsor.
3. The sponsor further agrees not to erect signs or banners without the written consent of the organizers.
4. A 20% booking fee will be forfeited on all cancellations received after the booking deadline of October 3rd.
5. General rules of sponsorship: All sponsors and staff shall abide by the rules and regulations of the SPADA Conference. The organizers and promoters reserve the right to vary and amend the rules and regulations as deemed necessary. The rules and regulations include the right of rejection for non-compliance with the rules and regulations or for breaches of the contract conditions.
6. The information provided on the application form will be used to organize the conference, including registration, catering, sponsorship etc. The information will be held by SPADA and the conference organizers and will not be sold to a third party.