



---

## SPONSORSHIP MENU

For

SPADA CONFERENCE 2006

---

**SPADA**  
PO Box 9567  
Wellington 6141  
P: +64 4 939 6934  
F: +64 4 939 6935  
[www.spada.co.nz](http://www.spada.co.nz)

---

## SPADA - Background

---

The Screen Production and Development Association of New Zealand (SPADA) represent 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. Visit [www.spada.co.nz](http://www.spada.co.nz) for more information.

### SPADA Contacts

Penelope Borland **CEO**  
[Penelope@spada.co.nz](mailto:Penelope@spada.co.nz)

Kim Baker  
[kim@spada.co.nz](mailto:kim@spada.co.nz)

Kath Domett  
[Kath@spada.co.nz](mailto:Kath@spada.co.nz)

---

## 14<sup>th</sup> Annual SPADA Conference

---

The theme of **SPADA Conference 2006** is "Growth".

The SPADA conference is the annual New Zealand film and television industry event held over three days, attracting over 360 national and international delegates. 2006 is poised to be an exceptional year for the conference and the screen production industry. Conference presents key international and national speakers who can provide in-depth knowledge, market intelligence and working models to help grow the New Zealand screen production industry. SPADA Conference is the essential industry event for anyone involved in screen production.

**SPADA Conference 2006** format includes plenary sessions, workshops, master classes and roundtable sessions which cover aspects of producing, creating, distribution, financing and managing screen content. As always the three day conference offers opportunities to network with international and national experts at various sessions and during the many social activities organized throughout the conference - including a brunch featuring a pitching competition and the famous conference dinner where we'll honour the SPADA New Filmmaker of the Year, SPADA Independent Producer of the Year, and the SPADA / Onfilm Industry Champion.

### 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 International guests have included:

- Stefan Arndt – Producer, X-Filme Creative Pool. *Run Lola Run, Goodbye Lenin*
- Chris Auty – UK Producer and Managing director of Civilian Content Plc
- Norm Bolen – Exec VP Programming, Alliance Atlantis cable television network
- Mike Bullen – Writer, *Cold Feet, Life Begins*
- Nikki Caro – Director, *Whale Rider, North Country*
- Jan Chapman – Australian Producer, *The Piano, Lantana*
- Sandie Don – Marketing and Acquisitions Director, Hopscotch Films
- Alan Harris – Executive Producer, Atlantic Film Group
- Arthur Lappin – Irish Producer, Hell's Kitchen, *In America, In the Name of the Father*
- Barrie Osborne – Producer, *Lord of the Rings*
- Nik Powell – UK Producer, *Last Orders*
- Michael Rose – UK Animation producer, *Chicken Run, Men In Black*
- John Sloss – American producer, Cinetic Media, Sloss Law, InDigEnt
- Ed Solomon – US Screen Writer, *Men in Black, Charlies Angels*

---

## 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. If there is a specific sponsorship role that you would like to take for this year's conference, which is not listed below, please do not hesitate to discuss it further with us.

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

Please note that contra sponsorship and sponsorship in kind, does not necessarily attract the benefits outlined below.

---

## Sponsorship Tiers

---

- Principal Sponsor ..... \$50,000
- Premium Sponsor ..... \$20,000
- Key Sponsor ..... \$10,000
- Sponsor ..... \$5,000
- Supporter ..... \$2,500
- Tailored Sponsorship..... Various

**NB: All prices exclude GST**

---

## 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 with your official phrase 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 full colour advertisement in the conference programme
- One satchel insert (subject to SPADA approval)
- Eight complimentary registrations
- Entitlement to use your logo with the following phrase, "Official Principal Sponsor of the SPADA Conference 2006" on your promotional material from the time the contract is signed until the conclusion of the Conference
- The opportunity to briefly address the delegates at an appropriate time during the Conference.
- Opportunity for on-seat promotion (item to be supplied by you)

---

## Premium Sponsor - \$20,000

---

**Commit to sponsorship of the conference which may also include specific conference event/sessions 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 satchel insert (subject to SPADA approval)
- Four complimentary registrations
- Entitlement to use your logo with the following phrase, "Official Premium Sponsor of the SPADA Conference 2006" on your promotional material from the time the contract is signed until the conclusion of the Conference
- In addition to your complimentary registrations (which include dinner ticket) an additional 2 (Principal is 4) tickets to the conference dinner

---

## Key Sponsor - \$10,000

---

**Commit to sponsorship of the conference 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 (finished artwork supplied by you)
- One satchel insert (subject to SPADA approval)
- Three complimentary registrations

---

## Sponsors - \$5,000

---

**Commit to sponsorship of the conference and receive:**

- 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 (finished artwork supplied by you)
- One satchel insert (subject to SPADA approval)
- Two complimentary registrations

---

## Supporters - \$2,500

---

**Commit to sponsorship of the conference and receive:**

- Branding in 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 satchel insert (subject to SPADA approval)

## Tailored Sponsorship

The sponsorship of events and programme items 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.

*\* Denotes can be negotiated with SPADA*

---

### The Roundtables - \$8,000

---

Running daily, roundtables present a unique opportunity for small groups of delegates to sit and chat with experts from all areas of the industry (hosts). Past hosts have included keynote and international speakers, distributors and various other VIPs.

**Commit to sponsorship of The Roundtables (excludes Network Roundtables) and receive**

- Naming rights to the initiative
- Branding in SPADA Conference 2006 conference programme
- Sponsors will have limited branding rights to the Roundtable area
- Branding on all related marketing materials
- Branding on the conference section of SPADA's website
- Inclusion in the conference sponsorship credit reel screening throughout conference
- One satchel insert (subject to SPADA approval)
- Two complimentary registration

---

### The Clinic – Legal & Business Affairs- \$5,000

---

The Clinic offers delegates the opportunity to receive concrete tips, and talk through any general issues or concerns they may have about contracts and business affairs matters. Meetings are one-to-one 20mins slots with lawyers and business affairs experts. The Clinic is open at preset times and was highly successful in 2005 – so it's back by popular demand.

**Commit to sponsorship of The Clinic – Legal & Business Affairs, and receive:**

- Naming rights to the initiative
- Branding in SPADA Conference 2006 conference programme
- Branding on the conference section of SPADA's website
- Inclusion in the conference sponsorship credit reel screening throughout conference
- Branding on all related marketing materials
- One satchel insert (subject to SPADA approval)
- One complimentary registration

---

### Satchel Sponsor - **SOLD**

---

**Commit to sponsorship of the satchels and receive:**

- Branding on SPADA Conference 2006 satchel
- Branding in SPADA Conference 2006 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 half-page 2-colour advertisement in the conference programme (**finished artwork supplied by you**)
- One complimentary registration
- One item in the delegate bag (subject to SPADA approval)

---

### Key Plenary Session/Workshop/Masterclass Sponsor - \$5,000\*

---

**Commit to sponsorship of a Key Plenary Session, Workshop or Masterclass and receive:**

- Naming rights to sponsored session
- Branding on the conference section of SPADA's website
- Branding in SPADA Conference 2006 conference programme
- Inclusion in the conference sponsorship credit reel screening throughout conference
- First option to supply pads and pens
- One complimentary registration
- One item in the delegate bag (subject to SPADA approval)

---

### **Session/Workshop Sponsor - \$2,500\***

---

**Commit to sponsorship of a small session or workshop and receive:**

- Naming rights to sponsored session
- Branding on the conference section of SPADA's website
- Branding in SPADA Conference 2006 conference programme
- Inclusion in the conference sponsorship credit reel screening throughout conference
- First option to supply pads and pens
- One complimentary registration

---

### **Lanyard and Name Badges - \$5,000**

---

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

- Branding on lanyards and name badges
- Branding in 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)

---

## **The Conference Big Dinner - NEGOTIABLE SOLD**

The Conference 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.

**Sponsorship of this event receives naming rights and a 'Premium Sponsor' credit.**

---

## **Opening Night Welcoming Drinks - NEGOTIABLE SOLD**

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.

**Sponsorship of this event receives naming rights a 'Key Sponsor' credit.**

---

## **Cocktail Evening - NEGOTIABLE SOLD**

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

**Sponsorship of this event receives naming rights**

---

## **John O'Shea Memorial Keynote Address - SOLD**

The John O'Shea Memorial Keynote Address is the **first session to open conference and attended by all delegates including international and national guests**. It delivered by a high-profile New Zealander, who is selected by SPADA for their insight and contribution to the independent screen production industry.

The inaugural address in 2003 was delivered by Dave Gibson, 2004 was Andrew Shaw, and John Barnett delivered the Keynote Address in 2005.

**Sponsorship of this event receives naming rights and 'Sponsor' credit.**

---

## **The Great Brunch - NEGOTIABLE SOLD**

The brunch is held on the second day conference, amongst the workshop sessions. It is a two hour event of the SPADA Conference. The pitching competition is held during the Great Brunch.

**Sponsorship of this event receives naming rights and a 'Key Sponsor' credit.**

---

## **Coffee Bar - NEGOTIABLE SOLD**

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.

**Sponsorship of this event receives naming rights and a 'Sponsor' credit.**

---

## **Pitching Competition – NEGOTIABLE SOLD**

The pitching competition was 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.

**Sponsorship of this event receives naming rights and specific benefits**

---

## **Pitching Competition Prize Component – NEGOTIABLE SOLD**

The pitching competition was available for sponsorship for the first time in 2005. The Prize component is a return International airfare to a market of the winner's choice. The winner of the Pitching Competition must take their trip prior to the following year's conference, and must report back to SPADA on their experience.

---

## **SPADA Independent Producer of the Year Award – NEGOTIABLE SOLD**

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*. 2005 winner was producer Elizabeth Mitchell from Firehorse Films for work associated with *bro'Town*.

---

## **The SPADA New Filmmaker of the Year Award NEGOTIABLE**

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 working in the industry for less than ten years. Finalists attend the conference, show reels will be screened and the winner announced. Previous winners include: Roseanne Liang, Florian Habicht, Tom Reilly, Karl Zohrab and Greg King. Sponsors contribution to prizes goes directly to Award Winner and Runners-up. Sponsorship investment is open for discussion.

Current Sponsors of the Award are: Park Road Post (Principal Sponsor), FACB, Kodak, Panavision, Village SKYCITY Cinemas, Stage and Screen Travel Services.

### **Sponsorship of the SPADA New Filmmaker of the Year Award receives**

- Branding of logo and value of prize offered on all New Filmmaker Award publicity material and entry forms
- The right to promote your company's involvement with the New Filmmaker of the Year Award subject to SPADA's approval
- Branding on SPADA website with link to your company website
- Branding in the SPADA 2006 Conference programme alongside other award sponsors
- Discount on Conference advertising
- Credit in the Award nomination reel screened at Award presentation during the Conference Dinner at the Hyatt Regency, Auckland, Friday 17 November
- Attendance at the award presentation
- Press attendance at the award presentation
- Acknowledgement in follow-up publicity announcing award and recipient
- Opportunity to use the 2006 Award recipient as an ambassador for your company, for a period of no more than 12 months after the winner is announced.

---

## **Satchel Inserts and Programme Advertising Options**

---

As an alternative to sponsorship of the SPADA Conference, 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 the Hyatt Regency Auckland by midday on **WEDNESDAY 15 NOVEMBER**.
- Please provide 400 items for inclusion in the satchels
- Space is limited, and places will be secured on a first come, first served basis.

\*Please address your inserts as follows:  
SPADA Conference 2006  
c/- The Conference Company  
Hyatt Regency Auckland  
Cnr Waterloo Quadrant & Princes Street  
Auckland

---

## Advertising Rates for SPADA Conference 2006 Programme

---

### All Prices Exclusive of GST

| <b>ADVERTISEMENTS</b>  | <b>Price</b> |
|--|--------------|
| Inside Front Cover: Full Colour<br>Inside Back Cover: Full Colour<br>Outside Back Cover: Full Colour | \$1,500      |
| Full Page Ad - 2-colour  | \$995        |
| Half Page Ad - 2-colour  | \$695        |
| <b>SACHEL INSERT RATES</b>   | <b>Price</b> |
| Satchel Advertiser   | \$695        |
| <b>PACKAGE OPTIONS</b>   | <b>Price</b> |
| Satchel insert + registration  | \$1,395      |
| Satchel insert + full page   | \$1,690      |
| Satchel insert + half page   | \$1,390      |
| Full page + registration   | \$1,695      |
| Half page + registration   | \$1,395      |
| Satchel insert + registration + full page  | \$2,390      |
| Satchel insert + registration + half page  | \$2,090      |
| IFC/IBC/OBC* + registration  | \$2,200      |
| IFC/IBC/OBC + satchel insert   | \$2,195      |
| IFC/IBC/OBC + registration + satchel insert  | \$2,895      |

\*IFC: inside front cover, IBC: inside back cover, OBC: outside back cover

---

## Specifications & Deadlines

---

### DEADLINES

For Conference Programme

03 September 2006 TBC

### COLOUR

#### Pantone

361C

#### Pantone

Black6

**Please Note:** The Pantone Black is not just Black. It is a specific spot colour [Black 6 C]

### LOGOS

Please supply your logo in both b&w and colour form, as a freehand, photoshop eps, Illustrator, or Indesign 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. Indesign files are preferred.

### ADVERTISEMENT SIZE

Half page landscape – 180mm x 115mm (No bleed required)

Half page portrait – 85mm x 242mm (No bleed required)

Full page - portrait 210 x 265mm + **3mm bleed** = 216mm x 271mm

### FONTS

Please convert all fonts to paths.

### SOFTWARE

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

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

### DELIVERY OF MATERIAL

Please deliver advertising material to:

Andrea Babel

**chrometoaster**

Level 2, 4 Bond Street

P.O. Box 11 - 738

Wellington

T: +64 4 472 0570

F: +64 4 472 0572

E: [andrea.babel@chrometoaster.com](mailto:andrea.babel@chrometoaster.com)

### NOTE

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

---

## Application Form

---

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

Company Name

(as it will appear in publications)

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 securing)

\*

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)

---

## 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 **03 SEPTEMBER 2006 (TBC)**.
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.