



Sponsorship Proposal

Stonecrest Film Foundation
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A WORKFORCE DEVELOPMENT PROGRAM

Success comes from great strategy . . .



OUR MISSION

To support the film, music and digital entertainment industry by providing practical training for film positions as well as other ancillary creative jobs in the music and digital entertainment arena.

OUR VISION

Shaping the future by addressing the critical need for workforce development within the film, music and entertainment industry.

OUR VALUES

We are committed to:

- Excellence in every aspect of our organization
- Integrity in everything we do, building lasting relationships based on honesty and trust
- Accountability to our partners
- Continuous improvement processes



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About Us

Georgia's entertainment industry is vital to the growth of Georgia's economy



Founded to provide much needed training to support the entertainment industry and address the unemployment status in the local area, the Stonecrest Film Foundation (SFF) has established a series of programs which will change the landscape within the next five years.

Founder and film maker, Sandra Lewis-Glass, identified gaps in the industry's workforce which were attributed to the lack of accessibility to skilled personnel. Production companies and studios have several positions for which they are unable to find suitable personnel locally.

Conversely, many residents have the interest and aptitude to fill these positions but do not possess the specific knowledge required to function efficiently in the entertainment industry. Therefore, It is SFF's intention to show individuals how to adapt their current skillset to meet the needs of the industry and connect students with employment opportunities.

The Stonecrest Film Foundation (SFF) is a 501(c)(3) tax-exempt nonprofit organization.

Who We Are

SANDRA LEWIS-GLASS
Founder/CEO

DR. GERALD AUSTIN
Chairman of the Board

DEREK LEWIS
Treasurer

ANDREA SNOW
Secretary

Training

We take ordinary people and transform them into professional artisans ready for the film, music and entertainment industry.



Our student population incorporates a variety of experienced professionals and beginners, who are looking to either transfer their current skillset or gain introductory industry specific knowledge. A diversity of training sessions and workshops are being offered, led by veteran industry professionals who are all committed to our values.

Class sizes and schedules will vary in accordance with demand and discipline but we are committed to satisfying those areas that we have identified as critical to the industry. Additionally, we intend to remain flexible to the requirements of the industry and needs of the students.

Upon completion, students will each receive a certificate of achievement and a transcript, detailing the skills gained during the program. We will also maintain a database of related opportunities available with our industry partners and, wherever possible, assist with advanced educational pursuits. We will host an annual graduation ceremony at the end of each academic year to highlight and recognize outstanding students, trainers and partners.

2019-2020 Programs

- | | |
|-------------------------|---------------------------|
| Acting | Background Vocal Training |
| Film Accounting | Lead Vocal Training |
| Post Production | Set Dresser |
| Animation | Directing Actors |
| Film Production | Music Production |
| Production Assistant | Special FX Make-up |
| Audio | Drone Operation |
| Hair & Make-Up for Film | Photography |
| Screen Writing | Wardrobe |
| Beat Making | Artist Development |
| Kraft Services | Business of Film |
| Set Decorating | Business of Music |

Sponsorship Packages

Sponsorship provides a great opportunity to expand your company's image, prestige and credibility. Partner with us; select one of our corporate packages below and gain a competitive edge. Support our community and increase your bottom line!



DIAMOND PACKAGE

\$16,000

- Title sponsorship
- Four scholarships in sponsor's name
- Company banner in each classroom
- Social media promotions
- Company logo on website with backlink to sponsor company
- Company logo in monthly electronic newsletter
- Company ad on website
- Corporate flyer in each student registration folder
- Acknowledgement in all publications
- Approval of all collateral bearing sponsor's name
- Corporate items in welcome bag for each student
- Acknowledgement in all external communications
- Email Blasts
- Full page ad in monthly newsletter
- Press release
- Exclusive e-blast about sponsor company to more than 100 households
- Five (5) invitations to Annual Graduation Ceremony with reserved seating
- Opportunity to present keynote speech at Graduation Ceremony
- Banner prominently displayed at Graduation Ceremony
- Logo on front of invitation to students
- Opportunity to give gifts to all graduating students
- Opportunity to decorate consistent with your brand
- Exclusive feature interview relating to the graduation on the website, press, etc.



PLATINUM PACKAGE

\$10,000

- Two scholarships in sponsor's name
- Company banner in two classrooms
- Social media promotions
- Company logo on website with backlink
- Company logo in monthly electronic newsletter
- Company ad on website
- Corporate flyer in each student registration folder
- Acknowledgement in all publications
- Approval of all collateral bearing sponsor's name
- Corporate items in welcome bag for each student
- Acknowledgement in all external communications
- Email Blasts
- 1/2 page ad in monthly newsletter
- Four (4) invitations to Annual Graduation Ceremony
- Banner displayed at Graduation Ceremony
- Logo on programs for the Graduation Ceremony

**GOLD PACKAGE****\$8,000**

- One scholarship in sponsor's name
- Company banner in one classroom
- Social media promotions
- Company logo on website with backlink
- Company logo in monthly electronic newsletter
- Corporate items in welcome bag for each student
- Corporate flyer in each student registration folder
- Acknowledgement in all publications
- Acknowledgement in all external communications
- Approval of all collateral bearing sponsor's name
- Three (3) invitations to Annual Graduation Ceremony
- Logo on programs for the Graduation Ceremony

**SILVER PACKAGE****\$5,000**

- Social media promotions
- Company logo on website with backlink
- Company logo in monthly electronic newsletter
- Corporate items in welcome bag for each student
- Corporate flyer in each student registration folder
- Acknowledgement in all publications
- Approval of all collateral bearing sponsor's name
- Two (2) invitations to Annual Graduation Ceremony

**BRONZE PACKAGE****\$3,000**

- Company logo on website
- Company logo in monthly electronic newsletter
- Corporate items in welcome bag for each student
- Corporate flyer in each student registration folder
- Acknowledgement in all publications
- Approval of all collateral bearing sponsor's name
- One (1) invitations to Annual Graduation Ceremony

**PATRON PACKAGE****\$1,000**

- Company logo on website
- Acknowledgement in all publications
- Approval of all collateral bearing sponsor's name
- One (1) Invitation to Annual Graduation Ceremony

FOUR REASONS

— TO BECOME OUR PARTNER

1

Brand Awareness

Showing your target audience an image of success and authority is a sure way to attract more customers. It also helps to build the trust you need for them to do business with you.

2

Increased Sales

Increased brand awareness will make closing sales much easier, leading to increased revenue.

3

Lead Generation

Every student, employee or tutor is a lead. Having access to their contact information is an immediate win for your business and gives you the opportunity to incorporate this stream into your marketing strategy.

4

Social Responsibility

When you donate to a worthy local cause, you enhance your image in the public's eye. You are no longer seen as just a for-profit corporation but an investor in the community with obligation and attention to your neighbors.

MARKETING

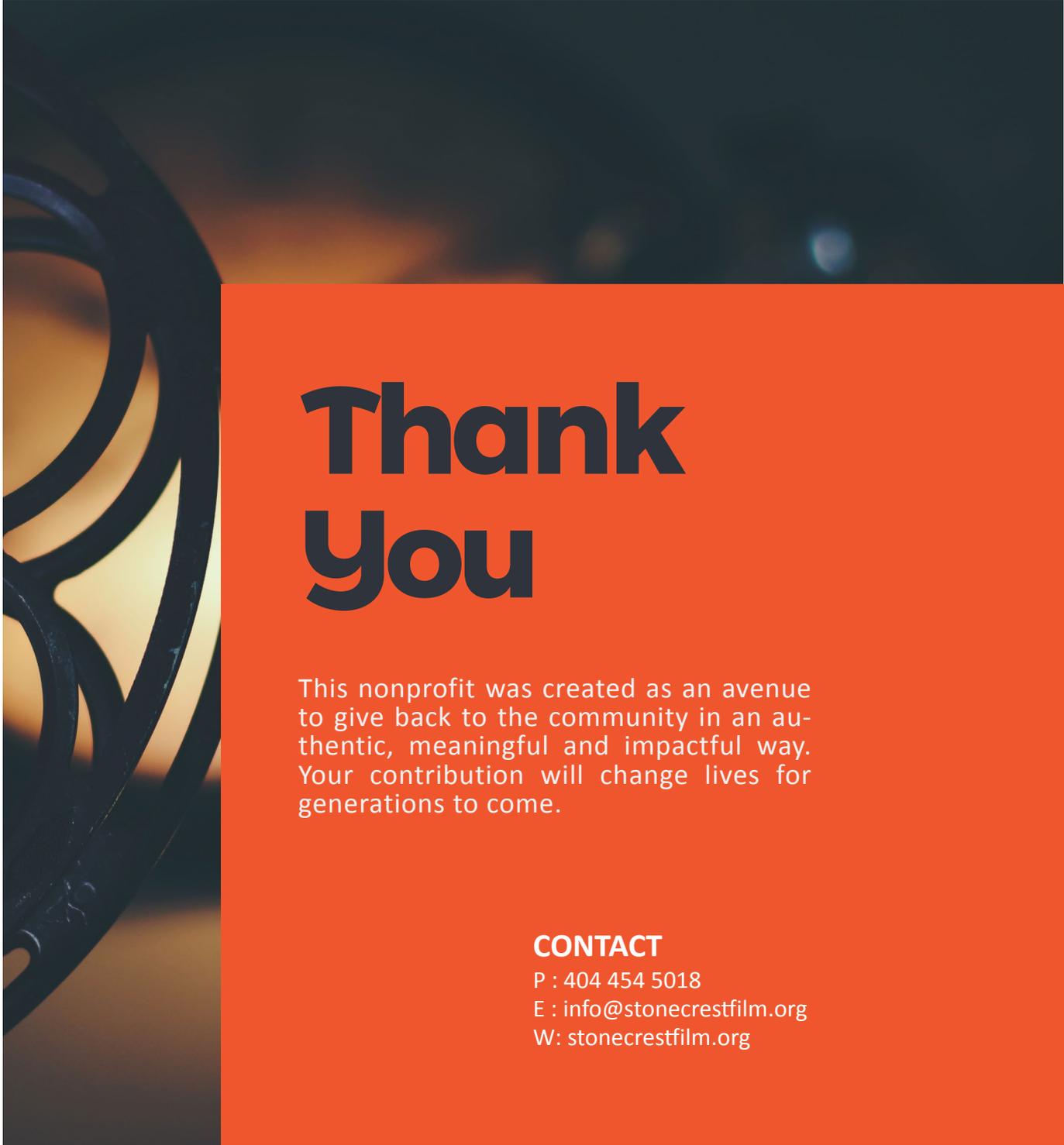
We understand the importance of marketing, not only to promote the Foundation but to create opportunities for you as well. With this in mind, we have created a strategic marketing plan to:

- Increase brand awareness in the community
- Build loyalty and trust
- Create promotional opportunities for our partners
- Attract student registrations
- Conduct market research to measure brand awareness, community impact and student feedback

Out of this strategic plan, we will generate tactical campaigns using traditional and disruptive marketing techniques, and disseminate our messages through community outreach, digital media, press, radio and television.

We intend to keep you apprised every step of the way, involving you wherever and whenever possible!





Thank You

This nonprofit was created as an avenue to give back to the community in an authentic, meaningful and impactful way. Your contribution will change lives for generations to come.

CONTACT

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STONECREST FILM FOUNDATION

