



**47th ANNUAL ROSIE AWARDS
SPONSORSHIP PACKAGE**



2021 ROSIE AWARDS SPONSORSHIP PACKAGE

ABOUT AMPIA

The Alberta Media Production Industries Association (AMPIA) is a not-for-profit professional service organization with a mandate to promote and support the growth of screen-based production activities within Alberta. Formed in 1973 as the Alberta Motion Picture Industries Association, the organization was the first of its kind in English Canada.

The Association has approximately 200 members and member companies in Alberta, representing an estimated 2,000 industry professionals -- a cross-section of our industry that includes producers, directors, screenwriters, performers, craftspeople, distributors, exhibitors, broadcasters, suppliers, lawyers, digital and web-based content creators and students enrolled in film and media studies.

ABOUT THE 'ROSIE' AWARDS

AMPIA has hosted the Alberta Film & Television Awards (nicknamed the Rosie Awards) since 1974, making it the oldest awards show in Canada outside of Quebec! The Rosies have grown over the years and now recognize over 25 Class categories and 30 Craft categories. To be eligible for entry, productions must be produced or co-produced by an Alberta company or sole proprietor. Craft entries must be entered by individuals who have resided in Alberta for the 12-month period during or prior to production.

Originally, we had hoped to celebrate these Awards together in person. However, due to the increase in COVID-19 cases, the winners will now be announced during a Live Stream Event on Thursday, September 23, 2021 at 7pm thanks to our partners at Calgary International Film Festival. Sponsors will still have the option of presenting their Awards in person, however there will be no audience. Sponsors will also have the option of presenting via pre-recorded message.

ABOUT OUR SPONSORS

AMPIA is grateful for the support we receive from our Sponsors and Partners. The Rosie Awards are our single biggest fundraising event which helps us to do the important work we undertake on behalf of our members. There are many categories of sponsorship listed on the following pages. We invite you to help support AMPIA by becoming a Sponsor. **With your support AMPIA:**

- 1) Works with government to create and sustain competitive environment for film & TV
- 2) Provides valuable networking and professional development events focused on new skills, new formats, new business models, plus marketing & promotional opportunities
- 3) Maintains consistent communication with our members
- 4) Helps Alberta Producers create content reflecting Alberta to Canada and the world!

The 47th Annual ROSIE AWARDS will be live-streamed from the Hyatt Regency Calgary on Thursday, September 23, 2021



SPONSORSHIP LEVELS

The **Rosie Awards & Gala** is the annual **Alberta Film & Television Awards** and primary fundraiser for **AMPIA**, celebrating 47 years of advocating for media professionals in our province. The evening brings out Alberta's brightest stars and industry professionals to honour and celebrate the year's best in production. Over fifty **Rosie Awards** will be presented, recognizing excellence in all aspects of Alberta's screen industries. Available sponsorship packages are listed below.

Package Cost	PATRON	PLATINUM	GOLD	SILVER	BRONZE
	\$15000+	\$10000	\$5000	\$2500	\$1500
In lieu of tickets sponsors will receive a code for access to the live stream which can be shared with your team					
Prominent display of sponsor's logo in Rosie Awards printed materials, signage and Sponsors Reel.	✓	✓	✓	✓	✓
Full page ad (premium placement).	✓	✓			
Exclusive sponsorship of a Premium Award, including the opportunity for the sponsor's designate to present the award to the category winner(s).	✓	✓	✓		
One half-page B&W ad.			✓		
No. of digital ads with reciprocal web-link (colour) in AMPIA's e-newsletter.	10	8	4	2	

Program Ad Deadline: September 9, 2021

Please indicate if you or a representative from your company would like to present an Award either in-person or in a pre-recorded message. Please let us know by **September 9** in order to allow us time to schedule your presentation.

Thank you!

For more information, contact Bill Evans

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