



Film Showcase Sponsor

Launch theatrical releases, TV and DVD premieres, or other media at a UNITE Film Showcase.

Christian stores reach a core audience segment that highly values faith-friendly and family-friendly entertainment. The film showcases are pivotal launch points – connecting filmmakers, producers and marketers to retail buyers and media.

Boost promotion of current and upcoming feature-film releases, and deliver a high-profile platform to increase project awareness and marketing buzz. Prepare retailers to sell products by offering background information, engagement with filmmakers, and personal connections to projects:

- Increase category awareness and sales potential with showcase branding
- Demonstrate planned marketing and merchandising to increase store adoption and sales opportunities
- Offer focused producer and distributor marketing for product and campaign launches
- Connect with church leaders for previews, focus groups, etc.
- Provide training, presentations, engagement, discussions, etc. to inspire creative young filmmakers and media people in the church
- Connect with Christian and general media for interviews, promotion and publicity
- Enable film-industry leadership meetings, networking, and industry-solution development
- Connect with national retail accounts at multiple functional levels (marketing, sales, merchandising, finance, operations, etc.)

Sponsorship Includes:

- Room rental with theater set limited to 500 people. Sponsor will handle pre-registration, ticketing, and capture attendee information at event.
- Name recognition including logo placement and “Brought to you by” listings in onsite program and website
- Dedicated e-blast to all CBA members pre- and post-UNITE 2017 convention
- A/V includes 16:9 format on a 7K projector with a 9x16 screen; sound floor support audio system, 1 support tech, hand-held mic, and Blue Ray Player or DVD capabilities - sponsor to specify. (Upgrades billed directly to the sponsor from Iacono Productions.)
- Food and beverage are allowed in the room through the exclusive food and beverage contractor, Spectra, at cost to sponsor

Event Date Options:

- Tuesday, June 27: 9 p.m. – 11 p.m.
Payment due in full at time of purchase: \$7,000
- Wednesday, June 28: 9 p.m. – 11 p.m.
Payment due in full at time of purchase: \$7,000