



THE DEVELOPMENT HOUSE INC.

THE DEVELOPMENT HOUSE SCREENWRITING COMPETITION

CELEBRATING THE BEST SCREENWRITERS IN CANADA

SPONSORSHIP PACKAGE



THE DEVELOPMENT HOUSE INC.

INTRODUCTION

Thank you for your interest. In choosing to sponsor **The Development House Screenwriting Competition**, you are developing and supporting screenwriting talent in Canada. The Development House Screenwriting Competition is to be a national annual event celebrating the achievement of three outstanding screenwriters. Your help will make this unique event possible. We ask you to join other sponsors to help us strengthen the presence of Canadian films in the domestic and international marketplace.

The DH Screenwriting Competition will be the largest and most prestigious award of its kind in Canada –comparable only to the top awards in the United States. The DH Award will be presented during a ceremony that will be promoted as a key industry event. This is a chance to become a founding member in the establishment of an important new Canadian tradition that will lead to the creation of more exciting, original and commercially viable Canadian films.

This information package includes the various sponsorship options through which you can support this important event. The opportunity to become the primary Title Sponsor is available at this time. Depending on sponsorship level, benefits of sponsorship include: prominent featured placement in all national promotional and advertising materials for **The DH Screenwriting Competition**, a Logo/Mention on the official website, inclusion in the Awards program, Signage/Mention at the event and a Corporate Mention/Logo in the winners announcement.

The 2003 DH Screenwriting Competition will open spring 2003, the deadline for entries is set for summer and the winner will be selected by an industry jury in late fall.

The Development House is a professional story development company for film and television. Please join us in celebrating and supporting the achievements of talented screenwriters in Canada.

To confirm your Sponsorship Level, please do not hesitate to contact Carrie Paupst Shaughnessy at The Development House Inc. at (416) 531-5191.



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THE VISION

This award is the only one of its kind in Canada. It offers a tremendous opportunity to all screenwriters, new and established. It celebrates innovation, creativity, craft and entertainment.

"We're convinced that there's a market for good Canadian feature films and that we have some powerful assets to develop that market for the benefit of the entire industry and of the country ..."

Richard Stursberg, Telefilm Canada Executive Director

The objective of The Development House Screenwriting Competition is to foster and champion outstanding and commercially appealing screenwriters in Canada. We have, in this country, an untapped wealth of talent that, if properly developed, will directly result in audience recognition of Canadian films. Not only do we want to develop the winning screenplays but help place them in the marketplace through a first look deal with a prominent production company.

The Development House mission is to inspire, to encourage and ultimately to entertain. We believe in the importance of balancing talent, craft and market in developing screenplays that are both original and commercially appealing. We are excited to establish the most prominent screenwriting competition in Canada. We believe that the development of exciting screenplays can expand the independence and viability of the film industry in Canada.

Our goal is to present, year after year, a vibrant and growing collection of screenplays, and in turn films, which we, as Canadians, can be proud of. We are dedicated to preserving and revitalizing the thriving culture of our diverse land.

As the federal government policy of *From Script to Screen* indicates, "it is now time to refocus efforts from building an industry to building an audience at home and internationally."

"You may be surprised to learn that Canadian television and film production is now a major industry in this country with total activity over the past year of nearly \$5 billion."

Elizabeth McDonald, President & C.E.O Canadian Film & Television Production Association



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ABOUT THE DEVELOPMENT HOUSE

The Development House Inc. is a professional story development company. We provide a variety of services including story editing, script coverage, script searches, departmental management, agency applications and related business affairs. Founded in June 2000, it has attracted such clients as: MTV, CTV, The National Screen Institute, and Alliance Atlantis Communications.

DH has had the privilege of working with some of Canada's top writers and filmmakers including: Gary Burns, Helen Lee, Douglas Coupland, Thom Fitzgerald, Clement Virgo, Patricia Pearson, Aubrey Nealon and Camilla Gibb.

With over a dozen story editors and consultants working nationally, ten of the projects DH developed in it's first three years have been produced, including the award winning "Treed Murray" and "Remembrances".

CARRIE PAUPST SHAUGHNESSY

Founder and President, The Development House Inc.

In addition to story editing many of the company's projects, Carrie also co-teaches Storyvision: Story Editing For Producers, (Telefilm OMDC, WIFT) with Marguerite Pigott and has been a guest speaker for the Canadian Film Centre, SMPA, Film Training Manitoba, Practical Mechanics, WGC and Power Flash Forward. She has also served as a juror for the Gemini Awards. Previously, Carrie was the Vice President of Development for Norstar Filmed Entertainment Inc. She oversaw the development of dozens of feature film and long-form television projects. Carrie trained under L.A. Development Exec, Cynthia Sherman.

ANNA-LEA BOEKI

Director of Business Development, The Development House Inc.

Anna-Lea's vision of developing the untapped resources of screenwriting talent in Canada is consistent with her philosophy of, "Big things start out as a great idea". Working in development for Periscope Productions (The Gavin Crawford Show) has given her great insight into the Canadian film and television industry as a whole. With a background in publicity, she has also been responsible for promoting and fundraising for several not-for-profit organizations. Her passion for storytelling and filmmaking will continue to be a driving force in all her endeavours.



THE DEVELOPMENT HOUSE INC.

SPONSORSHIP

Contribute to **The Development House Screenwriting Competition** and champion the Canadian writing talent of today and tomorrow.

"Don't miss the real talent that resides within our borders."
Ivan Reitman, Canadian/ Hollywood Producer

SPONSORSHIP BENEFITS

By making a tax-deductible donation to **The Development House Screenwriting Competition** you will directly support Canada's exciting screenwriters and indirectly infuse funds into the economy of production in Canada.

You will ensure the continued support of screenwriters and the development of challenging and engaging films. In fact, the establishment of the **DH Screenwriting Competition** will offer an additional form of financial, creative and promotional support that will keep our valued Canadian screenwriters in this country. Lower budget films, such as the commercial blockbuster, "My Big Fat Greek Wedding," written by Canadian Nia Vardalos, is a prime example of a screenplay that could have been produced here in Canada. You could play a major role in such a success story.

The extensive coverage of this event offers your company national exposure. Your corporate identity will be cultivated in association with this prestigious cultural event.

SUMMARY OF BENEFITS

- National advertising campaign exposure
- Tax-deductible incentive
- Support of the top screenwriters who create the culture that your customers consume
- Presence in the arts/culture and film/television community
- Association with the most prestigious award of its kind in Canada



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THE PRIZES

The Grand Prize (1 prize)

- \$ 30 000 cash award
- One year story editing services from The Development House
- First look deal with a major production company
- A lap top computer
- Final Draft Screenwriting software
- Toronto International Film Festival Industry pass

Honorable Mention (2 Prizes)

- \$10,000 cash award
- One phase of story editing from The Development House
- Lap top computer
- Final Draft Screenwriting Software
- Toronto International Film Festival Industry pass

The Development House reserves the right to grant less than three, or no, awards at its sole discretion, if a lesser number of entries meet the submission requirements and/or industry standards of excellence.

ENTRY DEADLINE: June 2003



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THE SPONSORSHIP PACKAGES

TITLE:	\$ 100,000
PATRON:	\$ 50,000
PLATINUM:	\$ 10,000
GOLD:	\$ 5,000
SILVER:	\$ 1,000

We are currently offering the unique opportunity to underwrite the festival and be its major sponsor! Don't miss this chance to be the Official Sponsor of The 1st Annual **DH Screenwriting Competition**. The Development House will work with you to conceive, execute and maximize other image-building and branding promotional opportunities in association with the event.

The **TITLE Sponsor** receives:

- Individual's name or corporate name "PRESENTS" The Development House Screenwriting Competition in all event materials
- Most prominent listing on sponsor page (banner/logo and links)
- Promotions in all media advertising, including an announcement Playback Magazine
- Mention in our press releases to a mailing list of over 1000 media resources, before, during and after the competition
- Official Sponsor signage for the awards presentation
- 10 VIP passes to attend the awards ceremony

The **PATRON Sponsors** receive:

- Premium Logo placement in all Development House Screenwriting Competition Event materials
- Listing on sponsor page (banner/logo)
- Promotions in all media advertising, including an announcement in Playback Magazine
- Mention in our press releases to a mailing list of over 1000 media resources, before, during and after the competition
- Signage for the awards presentation
- 6 VIP passes to attend the awards ceremony

The PLATINUM Sponsors receive:

- Listing on sponsor page
- Mention in our press releases to a mailing list of over 1000 media resources, before, during and after the competition
- 4 tickets to attend the awards ceremony

The GOLD Sponsors receive:

- Listing on sponsor page
- 4 tickets to attend the awards ceremony

The SILVER Sponsors receive:

- Listing on sponsor page
- 1 ticket to attend the awards ceremony

TO DISCUSS OR CONFIRM SPONSORSHIP CALL
CARRIE PAUPST SHAUGHNESSY 416. 531.5191



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GOODS & SERVICES SPONSORSHIP OPPORTUNITIES

Laptop Sponsor

Provide two laptops for the DH Competition's office and to the three competition winners.

Screenwriting Software

Provide screenwriting software to the three competition winners.

SPONSOR: FINAL DRAFT

Airfare/Travel Expenses

Out of town winners of the competition will be flown in for the awards event. There will be a maximum of three possible return flights from anywhere in Canada.

Hotel

For out of town winners of the competition during the awards ceremony. There will be a maximum of three possible winners for 2 nights 3 days accommodation.

Venue Sponsor

Provide the venue (capacity for 500 guests) for the Awards and be affiliated with the event.

Refreshments/Spirits: Liquor and refreshments sponsorship for 500 guests – \$8,000.

Hors D'oeuvres: Food for 500 guests- \$5,000

Gift Bags

Merchandising opportunities are available to have sponsor items in special event gift bags.

Goods and services sponsors will receive benefits equal to the value of their donation.

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DH SCREENWRITING COMPETITION GUIDELINES

1. Open to Canadian residents and citizens
2. ONLY un-produced, non-optioned, properly formatted screenplays can be submitted
3. Writer is allowed to submit more than one screenplay
4. Application, Release Form & Application Fee MUST be sent with each screenplay

ENTRY DEADLINE: June 2003

SELECTION PROCESS

Selection is based on concept, execution, originality, and salability of the screenplay. Development House readers, who will write coverage reports on each entry, will first assess all screenplays. Coverage will be passed to Development House Story Editors who will do a second tier selection of the final 6 –10 screenplays, which will be assessed by our jury of industry leaders. The jury will select the three winning screenplays.

Winner(s) will be selected ONLY if the screenplay meets our quality standards. The Development House reserves the right to grant less than three, or no, awards at its sole discretion, if a lesser number of entries meet the submission requirements and/or industry standards of excellence.

INDUSTRY JURY

Our panel of judges will include highly esteemed industry leaders from the areas of writing, producing and distributing. Our first two jurors have been confirmed:

Marguerite Pigott
Vice President, Development & Production, Odeon Films

Steven Murphy
Vice President, Sales & Acquisitions, Oasis International