

# Lights, Camera, Revenue!

WE  FILM TOO!

## Connect Your Business With a Booming Industry!

As a sponsor, your business gains increased exposure to visiting productions and the opportunity to expand customer relationships.

The benefits of being a film commission sponsor are immediate and measurable:

- Gain a voice to market your services to the film industry
- Support a sustainable economic driver
- Join a network of industry suppliers and supporters
- Build exposure and relationships with film clientele



**VANCOUVER  
ISLAND SOUTH  
FILM & MEDIA  
COMMISSION**

[filmvictoria.com](http://filmvictoria.com)

## Lights

*Learn about the industry. We have the knowledge and industry expertise to share with you.*

The Vancouver Island South Film & Media Commission (VISFMC) is a non-profit organization with a mandate to assist and encourage film productions to select southern Vancouver Island and the Gulf Islands as their filming destination of choice.

Established in 1972, the VISFMC has built a strong relationship with industry leaders and continues to attract productions from major centers around the world. We offer film clients access to a wide array of services to increase and expand production in the Capital Regional District (CRD). With the support of the local community and businesses we can substantially increase the amount of productions and subsequent revenue in our region.

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*"I've scouted for numerous film locations over the last 35 years in Toronto, New York, Los Angeles, Miami, and Vancouver in addition to numerous other states, Canadian provinces and islands in the Bahamas. The Victoria Film Commission, with their attention to detail, in depth knowledge of the processes of film production and rapid response capabilities is second to none of the location centers or areas I've listed above." — Allan Harmon, Producer, Really Real Films Inc.*

*"It went awesome. Day one was checkmark after checkmark after checkmark... Day two we toured the Sooke area - what a great start! Thank you so much for helping to get this set up and finding those rooms!"*  
— Matthias Mellinghaus, Head of Production, Bron Studios.

*"That was impressively fast. Thanks so much. I look forward to filming in Victoria again." — Christian Bruyere, Line Producer.*

## Camera

*Get exposure. Be seen by producers as an industry supporter/supplier.*

Canada, due to its international reputation as a hospitable filming location, plus significant tax incentives for industry stakeholders, has the nickname "Hollywood North" and contributes more than \$7 billion annually to the Canadian economy.

**"The BC film industry generated more than \$2.5 billion dollars in revenue to the provincial economy in 2016, breaking all previous records in economic growth." — BC Gov News, 2017.**

The VISFMC plays a vital role in the economic development of the CRD, generating more than \$162 million in direct spending in the region in the past ten years, with almost \$33 million in local production spending since 2015.

## Revenue

*Benefit from direct spending on local products and services, economic development in the Capital Regional District.*

To put things into perspective, a TV movie in Victoria with a budget of \$2.4 million will spend around \$45 thousand on hotels, \$898 thousand on below-the-line labour (crew), and \$445 thousand on local services such as production supplies, equipment, and transportation. A larger scale film with a production budget of \$22 million will spend approximately \$88 thousand in location fees, \$188 thousand in set construction materials, and \$27 thousand in office supplies.

- **After joining the VISFMC, Unity Office Equipment reported a 30% increase in business due to film productions.**
- **Disney's *The Descendants* booked 560 rooms.**
- ***Godzilla* booked almost every room at two Langford hotels while filming.**
- ***Gourmet Detective* and the *Last Resort* (TV movies) booked over 3,000 room nights.**
- **The VISFMC filled more than 32,500 beds in 2015.**

## And Praise From Just a Few of our Customers...

*"We love working with the Vancouver Island South Film and Media Commission! Speaking for our two hotels, we certainly see the benefit of continuing to be a sponsor as we have benefited from having several productions stay with us over the past few years." — Kyla-Rae Gonzalez, Sales Manager, Inn at Laurel Point*

*"Sponsoring the film commission has proven to be valuable not only for the off-season business we receive, but because we know we are supporting economic development in the CRD."*  
— Annie Wong-Harrison, National Car Rental and Arbutus Inn

*"Thank you for all your help and time getting us setup with your organization. So far it has produced some great leads as well as business."*  
— Chris Philpott, Sales Manager, Richlock Rentals Ltd.

	<b>GOLD SPONSOR \$5,000</b>	<b>SILVER SPONSOR \$2,000</b>	<b>BRONZE SPONSOR \$1,000</b>	<b>BUSINESS SPONSOR \$500</b>	<b>FRIEND SPONSOR \$250</b>
<b>Website Landing Page Feature *</b>	Featured on front page of website	Featured on front page of website			
<b>Production Access</b>	Inclusion in initial location package <ul style="list-style-type: none"> <li>• Industry partner brochure feature</li> <li>• A set visit for 4 people (production chosen by VISFMC)</li> </ul>	Inclusion in initial location package <ul style="list-style-type: none"> <li>• Industry partner brochure</li> </ul>	<ul style="list-style-type: none"> <li>• Industry partner brochure</li> </ul>		
<b>Collateral Advertising**</b>	Logo on promotional + event materials	Logo on promotional + event materials	Digital logo on promotional materials		
<b>Newsletter Spotlight</b>	Membership newsletter <ul style="list-style-type: none"> <li>• 100 words</li> <li>• Logo</li> <li>• Two photos</li> </ul>	Membership newsletter <ul style="list-style-type: none"> <li>• 60 words</li> <li>• Logo</li> <li>• One photo</li> </ul>	Membership newsletter <ul style="list-style-type: none"> <li>• 40 words</li> <li>• Logo</li> </ul>	Membership newsletter <ul style="list-style-type: none"> <li>• 10 words</li> </ul>	
<b>Website Featured Sponsor Slideshow</b>	4 week feature (non-consecutive)	3 week feature (non-consecutive)	2 week feature (non-consecutive)	1 week feature (non-consecutive)	
<b>Website Listing on Current Sponsors Page</b>	<ul style="list-style-type: none"> <li>• Web link</li> <li>• Contact info</li> <li>• Logo</li> <li>• Business description (50 words)</li> </ul>	<ul style="list-style-type: none"> <li>• Web link</li> <li>• Contact info</li> <li>• Logo</li> <li>• Business description (30 words)</li> </ul>	<ul style="list-style-type: none"> <li>• Web link</li> <li>• Contact info</li> <li>• Logo</li> </ul>	<ul style="list-style-type: none"> <li>• Web link</li> </ul>	<ul style="list-style-type: none"> <li>• Web link</li> </ul>
<b>Annual Membership***</b>	2 people	2 people	2 people	1 person	1 person
<b>Social Media Promotion****</b>	<ul style="list-style-type: none"> <li>• Thank you</li> <li>• 3 additional posts</li> </ul>	<ul style="list-style-type: none"> <li>• Thank you</li> <li>• 2 additional posts</li> </ul>	<ul style="list-style-type: none"> <li>• Thank you</li> <li>• 1 additional posts</li> </ul>	<ul style="list-style-type: none"> <li>• Thank you</li> </ul>	<ul style="list-style-type: none"> <li>• Thank you</li> </ul>
<b>Production Directory</b>	<ul style="list-style-type: none"> <li>• Gold feature directory listing</li> <li>• Bolded</li> <li>• Link</li> </ul>	<ul style="list-style-type: none"> <li>• Basic directory listing</li> <li>• Bolded</li> <li>• Link</li> </ul>	<ul style="list-style-type: none"> <li>• Basic directory listing</li> <li>• Bolded</li> <li>• Link</li> </ul>	<ul style="list-style-type: none"> <li>• Basic directory listing</li> <li>• Link</li> </ul>	<ul style="list-style-type: none"> <li>• Basic directory listing</li> <li>• Link</li> </ul>

\*IMAGE WILL BE VETTED BY FILM COMMISSION AND ROTATED WITH OTHER GOLD & SILVER SPONSORS. \*\*NEW SPONSORS ADDED TO PRINTED COLLATERAL MATERIALS DURING REPRINTS. AT THE DISCRETION OF THE VISFMC. \*\*\*MEMBERSHIP INCLUDES: VOTE AT AGM, NEWSLETTER, WORKSHOP & EVENT INVITATIONS, INDUSTRY MIXER INVITATION. ONE MEMBERSHIP PER INDIVIDUAL. \*\*\*\*SOCIAL MEDIA POSTS WILL BE IN ACCORDANCE WITH OUR SOCIAL MEDIA PLAN. PLEASE CONTACT US FOR MORE DETAILS.



## The Vancouver Island South Film & Media Commission (VISFMC) Welcomes:

COMPANY NAME

CONTACT NAME

EMAIL

PHONE

ADDRESS

*Your generous donation is most appreciated*

(PLEASE CHECK ONE)

- ☐ Gold Sponsorship ..... \$5000.00
- ☐ Silver Sponsorship..... \$2000.00
- ☐ Bronze Sponsorship..... \$1000.00
- ☐ Business Sponsorship..... \$500.00
- ☐ Friends of the Film Commission ..... \$250.00

Paid by ☐ Visa ☐ M/C ☐ Cheque

COMPANY REPRESENTATIVE SIGNATURE

DATE

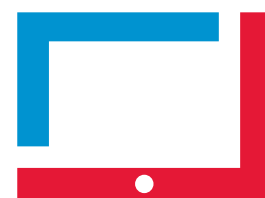
VISFMC REPRESENTATIVE SIGNATURE

DATE

Your support enables us to substantially increase the number of productions and subsequent revenue in our community, including to businesses such as yours.

*Thank You!*

WE  FILM TOO!



**VANCOUVER  
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