

Sponsorship Guidelines

Guidelines for Sponsorship Applicants

screenrights

The Audio-Visual Copyright Society

Sponsorship is an important element of Screenrights marketing and communications strategy. Screenrights recognises that sponsorship can provide an effective means of reaching our key audiences, enhancing our brand and growing our business.

The guidelines set out below will enable applicants to understand:

- Screenrights sponsorship objectives; and
- The requirements for receiving sponsorship.

Screenright's Sponsorship Objectives

Screenrights collects royalties for copyright owners in film and television from a number of sources, including principally, the education sector. Our aims are to facilitate access to audio-visual material and ensure returns to copyright owners for the use of their work. Any sponsorship provided by Screenrights should further these aims.

Examples of the benefits that Screenrights seeks include:

- Increase brand awareness of Screenrights and enhance understanding of Screenrights services in the education & film & TV industry.
- Reinforcement of Screenrights position as a global non-profit copyright collecting society.
- Support for opportunities that develop and strengthen our relationships with existing and potential members.
- Building of relationships with influential decision makers such as government, educators, film and television industry and special interest groups.
- Access to identified key market segments.
- To develop a partner based approach where we have a clear presence on the website of the organisations and events which we sponsor.

Sponsorship Checklist

In order for any sponsorship proposal to be considered the following issues must be addressed in writing:

- Key details of the sponsorship opportunity, what, where, when, and who is the target demographic.
- Brief description of your organisation.
- Sponsorship amount requested including a breakdown of how the funds will be utilised, plus a timetable for payment of sponsorship funds if applicable.
- Projected audience or attendance.
- A comprehensive list of benefits to Screenrights including details of any requirements i.e. banners or signage.
- Identification of opportunities to involve Screenrights staff.
- List of sponsors who have committed to date.
- Media partners and their confirmed commitment to date.
- Details of the dedicated person working with Screenrights on this project.

Evaluating Success

All sponsored organisations are required to provide Screenrights with an Evaluation Report at the conclusion of the sponsorship period. The report should measure the following:

- Success of the activity.
- Demographics and number of people who attended.
- Benefits/leveraging opportunities.
- Coverage of promotional activities and media exposure.

Contact and Submission Details

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