

MONITOR SPONSORSHIP

07.05.2011

MONITOR SPONSORSHIP

SPONSORSHIP STRATEGY

Leverage MONITOR program expansion to garner funds to support organizational growth and development

1. Additional 20% to reinforce SAVAC programs/infrastructure
2. Additional 10% to support MONITOR brand development

MONITOR SPONSORSHIP

IN-SCHOOL PROGRAM

Taking films with artists and learning programs into Toronto schools + youth monitor program development and screening event

artist fees	\$6,000
education officer (p/t)	\$20,000
materials, promotion, screening	\$25,000
documentation/measurement	\$15,000
post-promo material for sponsors	\$15,000

TTL EST. COSTS **\$81,000**

TOURING PROGRAM

Tour of 8 countries including India, Pakistan, Bangladesh, Sri Lanka, UK, USA, Australia and Canada / 10-12 screenings

artist fees	\$20,000
marketing	\$50,000
travel	\$45,000
documentation & measurement	\$35,000
research & development	\$20,000

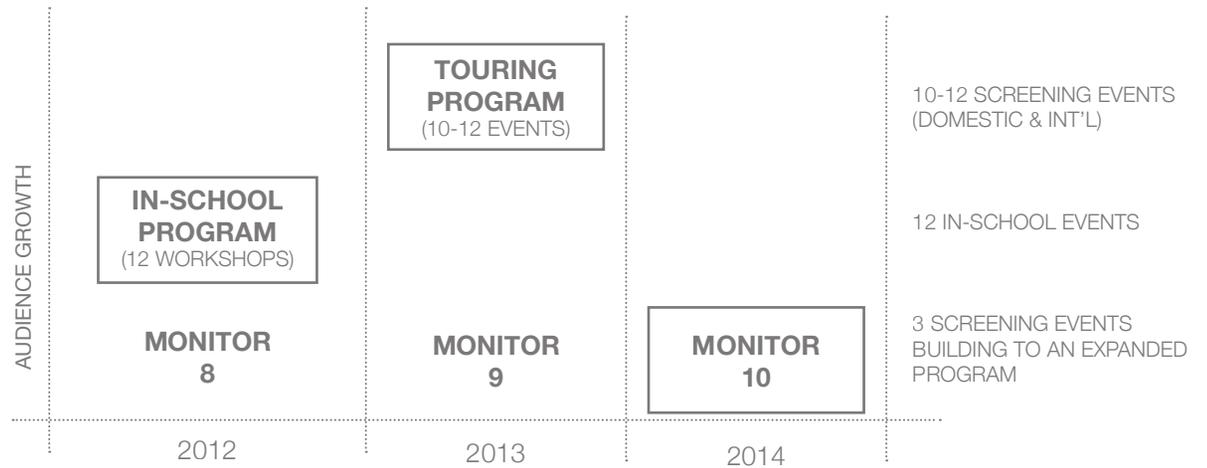
TTL EST. COSTS **\$170,000**

MONITOR 10 PROGRAM

A roundtable with filmmakers & film academics, development of an exhibition book and a larger screening event

TTL EST. COSTS **TBD**

MONITOR EXPANSION PLAN



IN-SCHOOL PROGRAM & TOURING PROGRAM DEVELOPMENT COSTS

+ 30% TO REINFORCE SAVAC/MONITOR INFRASTRUCTURE

= \$215K / YEAR 1 SPONSORSHIP

MONITOR SPONSORSHIP

LOCAL SPONSOR MOTIVATIONS

- Local reach & impact
- Quantified audience profile
- Brand growth trajectory

IN-SCHOOL

CINEPLEX
BMO / TD BANK
WIPRO

LEVERAGE

- Established equity, programming and audience profile
- Growing South Asian demographic and mainstream interest
- TDSB approved content

MONITOR 10

FUND FROM SURPLUS

TOURING

FAIRFAX
ENGRO

INT'L SPONSOR MOTIVATIONS

- Investing in future possibility
- Building affinity with a growing int'l transnational demographic

LEVERAGE

- Strategically sound and refined brand poised for international expansion

SOURCE OF FUNDS

- Cineplex
- WIPRO
- Rogers
- TD / BMO
- Weston Foundation
- ENGRO

approx \$35K each
could satisfy our year 1
program dev't needs

MONITOR SPONSORSHIP

FINANCIALS	2011				2012				2013				2014			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
SPONSORSHIP REVENUE				\$215K				\$300K				\$300K				
EXPENDITURES																
EDUCATION PROGRAM					WORKSHOPS Q1 / Q2 \$81K											
TOURING PROGRAM					R&D Q1 / Q2 \$20K											
MONITOR 10																
TOTAL EXPENDITURE								\$151K					\$190K			\$150K
20% TO SAVAC								\$30K					\$54K			\$54K
10% TO MONITOR DEV'T								\$15K					\$27K			\$27K
10% SPONSORSHIP DEV'T (JANINE)								\$19K					\$27K			\$27K
TOTAL ALLOCATED FUNDS								\$215K					\$298K			\$258K
UNALLOCATED								\$0K					\$2K			\$42K