

# Impact + Profit **24**

Entertainment to Change the World

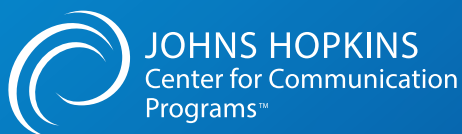
An old belief in the entertainment industry is that storytellers must choose between impact and profit. The Impact + Profit Conference turns that belief upside down.



**SPONSORSHIP PACKAGE**

[conference.siesociety.org](https://conference.siesociety.org)

December 5 - 6, 2024  
Los Angeles, CA



2024

# The inaugural Impact + Profit Conference in 2023 was a massive success with more than 200 attendees and 22 panels over the course of two inspiring days!

Our incredible speakers and attendees came from across many sectors that use the power of entertainment to drive positive change, from academics to producers and other power brokers in the industry.

Some of the amazing speakers at the 2023 conference included:

## **Madeline di Nonno**

President & CEO, Geena Davis Institute on Gender in Media

## **Debora B. Freitas López:**

Executive Director, Johns Hopkins Center for Communication Programs"

## **Stephen Gyllenhaal**

Film Director and Producer, known for "Bosch", "Billions", "Blue Bloods" and "UnCharitable"

## **Peter Farrelly**

Director, Oscar-winning "Green Book" and "There's Something About Mary"

## **Christine Simmons**

CEO, Alis Volat Propriis; Former COO, the Academy of Motion Pictures

## **Heather Rae**

Producer of "Frozen River" and "Tallulah," narrative change strategist at IllumiNative

## **J.J. Duncan**

Executive Producer, "Project Runway" and "The Gentle Art of Swedish Death Cleaning"

## **Michael Kelly:**

Vice President of Impact at Participant Media

## **Andi Gitow**

Emmy Award-Winning Journalist, Head of Advocacy, Entertainment Industry, and Civil Society Engagement, the UN's Department of Global Communications

## **Deeksha Gaur**

Executive Director, Theatre Development Fund

## **Alana Selkowitz**

Senior Director of Partnerships at Games for Change (G4C)



# Why Sponsor the Impact + Profit Conference



## LEAD

Show leadership, influence and set the agenda for impactful entertainment alongside other forward-thinking creatives and executives.



## CONNECT

Get in front of an engaged and passionate audience invested in changing the world through entertainment – and win top-tier talent for the future.



## PROMOTE

Showcase and promote your brand to senior entertainment industry attendees. Bolster your reputation. Opportunities for networking, sales, and advertising abound.



# Sponsorship Packages

## PLATINUM

"Presented By"

**\$50,000**

1 Available



### BENEFITS

- ▶ **15 passes** for all events and panels
- ▶ **Reserved seating** for all panels
- ▶ **1st position** on all social media including:
  - website
  - email blasts
  - social media announcements
  - press releases
- ▶ **1st logo** placement on:
  - step and repeat
  - TV screens throughout venue
  - conference room screens
  - 6-foot welcome banners
  - merchandise
  - lanyards
  - "Friends of SIE" banner



- ▶ **Welcome speech** during the conference kick-off
- ▶ **Branded panel:** Choose a mutually agreed upon speaker and topic for an exclusively branded panel
- ▶ **Panelist spot** on an appropriate panel
- ▶ **Impact Film Award, "Presented by"**

# Sponsorship Packages

## GOLD

"Sponsored By"

**\$25,000**

2 Available



## BENEFITS

- ▶ **7 passes** for all events and panels
- ▶ **Reserved seating** for all panels
- ▶ **2nd position** on all social media including:
  - website
  - email blasts
  - social media announcements
  - press releases
- ▶ **2nd position** on:
  - step and repeat
  - conference room screens
  - 6-foot welcome banners
  - "Friends of SIE" banner
- ▶ **Branded Panel:** Choose a mutually agreed upon speaker and topic for an exclusively branded panel
- ▶ **Panelist spot** on an appropriate panel
- ▶ **Best Campaign Award, "Sponsored by"**





# Sponsorship Packages

## SILVER

"Hosted By"

**\$12,500**

4 Available



### BENEFITS

- ▶ **5 passes** for all events and panels
- ▶ **3rd position** on all social media including:
  - website
  - email blasts
  - social media announcements
- ▶ **3rd logo position** on:
  - step and repeat
  - 6-foot welcome banners
  - "Friends of SIE" banner
- ▶ **First night party** welcome speech
- ▶ **Branded Panel:** Choose a mutually agreed upon speaker and topic for an exclusively branded panel
- ▶ **Panelist spot** on an appropriate panel
- ▶ **Lunch sponsor** with branded table tents



# Sponsorship Packages

## **MEDIA SPONSORSHIP**

**"Official Sponsor"**

**\$10,000**

4 Available



### **BENEFITS**

- ▶ **4th position** on branding:
  - website
  - email blasts
  - social media
- ▶ **4th logo position** on:
  - step and repeat
  - 6-foot welcome banners
  - "Friends of SIE" banner
- ▶ **First night party** welcome speech
- ▶ **Champagne Toast/Conference close**
- ▶ **Pitch Fest**

## **TRAVEL SPONSORSHIP**

**\$10,000**

1 Category each available

- ▶ **"Official Airline of..."**
- ▶ **"Official Hotel of..."**



# Sponsorship Packages

## BRONZE

"Sponsor"

\$5,000

4 Available



### BENEFITS

- ▶ **2 passes** for all events and panels
- ▶ **5th position** on all social media including:
  - website
  - email blasts
  - social media announcements
- ▶ **3rd logo position** on:
  - 6-foot welcome banners
  - "Friends of SIE" banner
- ▶ **Panelist spot** on an appropriate panel
- ▶ **Branded** table tents/partial exposure
- ▶ **Sponsor of:**
  - Breakfast (both days)
  - Breakout sessions





# Sponsorship Packages

## COPPER

"Partner"

**\$2,500**

8 Available



### BENEFITS

- ▶ **1 pass** for all events and panels
- ▶ **6th logo position** on branding:
  - website
  - email blasts
  - social media announcements
- ▶ **6th position** on:
  - "Friends of SIE" banner
- ▶ **Panelist spot** on an appropriate panel
- ▶ **Branded table tents** partial exposure (10)
- ▶ **Partner of:**
  - Breakfast (both days)
  - Breakout sessions



# THANK YOU!



Entertainment to Change the World

December 5 - 6, 2024

Los Angeles, CA

Contact:

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To purchase tickets and for more information:

[conference.siesociety.org](https://conference.siesociety.org)

## SIE Foundation

The SIE FOUNDATION gives individuals and organizations the ability to contribute to the conference via a 501(c)(3) tax-deductible gift, grant, or in-kind donation.

For more information on donating to the conference, please reach out to [will@siesociety.org](mailto:will@siesociety.org). To make a direct contribution, click here: <https://ajbrmcmd.donorsupport.co/page/SIEFoundation> or scan the QR code below.

