



Michigan film  
industry association

## SPONSOR OPPORTUNITIES

JOIN US IN SHAPING MICHIGAN'S MULTIMEDIA FUTURE

# 2024 LEGISLATIVE RECEPTION

WHERE LEADERS CONVERGE

Tuesday, May 21, 2024 | 5-6:30 p.m.

DoubleTree by Hilton Lansing



# ABOUT US

The Michigan Film Industry Association (MiFIA) is a nonprofit industry association representing Michigan's film, television, and media industry. We are a membership organization with an all-volunteer board giving a voice to the hard-working people and companies that create film, television, commercials, streaming content, and other media in Michigan. We provide grassroots advocacy to establish a pro-jobs, pro-economy multimedia incentive program for Michigan, also known as the **Michigan Multimedia Jobs Act**.

## WHY SUPPORT THE MULTIMEDIA JOBS ACT

SBs 438 & 439 | HBs 4907 & 4908

### Pro Jobs. Pro Economy. Pro Michigan.

Builds creative and tech-related industries to attract new jobs and talent



**1 Film = 60 Vendors** avg.

Including restaurant, lodging, construction, fashion, design & more

Sustainable, transferable tax credit. **Not a rebate**

Tax credits stay in Michigan and benefit Michigan companies.



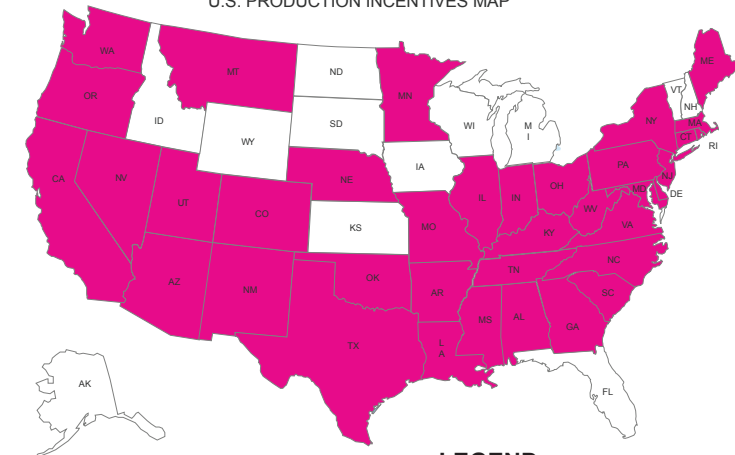
Job-creation & talent retention legislation

Approximately

**\$6B - \$8B** in direct spend over first 10 years

**40+ states and cities** have incentives in place

U.S. PRODUCTION INCENTIVES MAP



#### LEGEND

- STATES WITH FILM INCENTIVES
- STATES WITHOUT FILM PROGRAMS

# WHY SPONSOR THE LEGISLATIVE RECEPTION?

This exclusive signature annual event **brings together the Who's Who of the Michigan Legislature** and Michigan multimedia industry. Enjoy talking policy and everything multimedia over cocktails at downtown Lansing's reimaged DoubleTree by Hilton.

Sponsors enjoy **unique access to state decision makers as well as film industry leaders and influencers**. They also receive special recognition during the event that extends throughout the year.

Don't miss this exceptional opportunity **to support the state's film and multimedia industry!** In 2024, your support is more important than ever as we move a giant step closer to creating a film program, the Multimedia Jobs Act, in Michigan. Sponsor packages are designed to meet every budget and are customizable.



Bill sponsor Rep. Jason Hoskins (D)



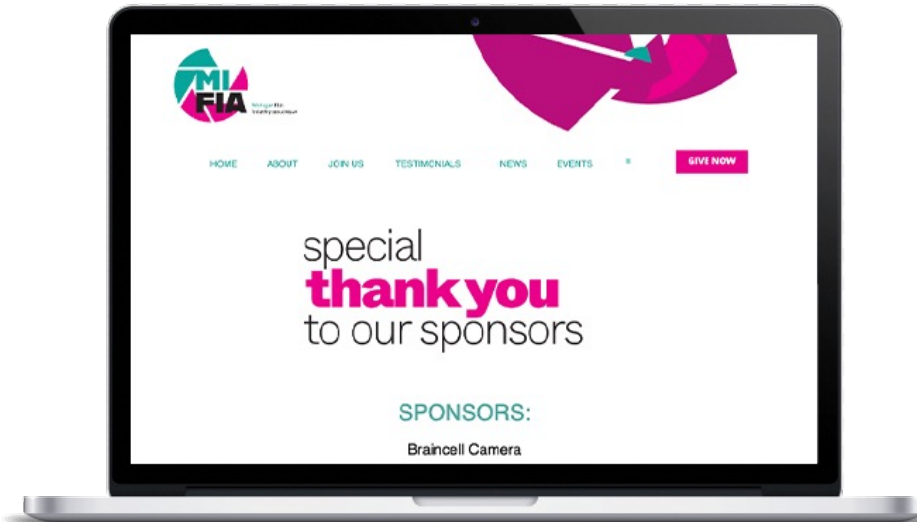
Bill sponsor Rep. John Roth (R)



Bill sponsor Sen. Dayna Polehanki (D)

# MiFIA & YOUR BRAND

Your brand will be spotlighted and receive recognition not just at the event, but throughout the year. This isn't just sponsorship; it's a strategic alignment with multimedia leaders and legislators.



# SPONSORSHIP LEVELS



**Starring Role - \$10,000**

- ✓ Sponsor's commercial will run in front of legislators
- ✓ In-event signage
- ✓ Post-event dinner (up to 6 attendees)
- ✓ Event registration (up to 6 people)
- ✓ MiFIA membership bundle (up to 140 members)
- ✓ Logo on website (4 years)
- ✓ Recognition on MiFIA social media with 10,000+ followers



**Producer - \$5,000**

- ✓ In-event signage
- ✓ Post-event dinner (4 attendees)
- ✓ Event registration (up to 4 people)
- ✓ MiFIA membership bundle (up to 100 members)
- ✓ Logo on website (3 years)
- ✓ Recognition on MiFIA social media with 10,000+ followers



**Director - \$2,500**

- ✓ In-event signage
- ✓ Event registration (up to 4 people)
- ✓ MiFIA membership bundle (up to 50 members)
- ✓ Logo on website (2 years)
- ✓ Recognition on MiFIA social media with 10,000+ followers



**Writer - \$1,000**

- ✓ In-event signage
- ✓ Event registration (up to 2 people)
- ✓ MiFIA membership bundle (up to 20 memberships)
- ✓ Logo on website (1 year)
- ✓ Recognition on MiFIA social media with 10,000+ followers

## **Film Friends of MiFIA - \$500**

Event registration (2 people), MiFIA membership bundle (up to 10 memberships), and inclusion on the MiFIA presentation slide as friends of the film industry



# HOW TO BECOME A SPONSOR

To sign up, contact our MiFIA administrator at **517-580-7710**



**HELP US MAKE IT IN MICHIGAN!**

MiFIA is a 501(c)(6) non profit organization  
Donations are not tax deductible

