



## THE REAL DEAL SPONSORSHIP MENU

From the team behind the world's biggest and best non-fiction entertainment conference, the Realscreen Summit, and the world's foremost authority on non-fiction, *realscreen* magazine, comes the Factual Entertainment Forum: The Real Deal.

In its second year, this exciting event is a reality-centric day and a half conference to be held on June 2 & 3 in Santa Monica. FEF: The Real Deal will bring together broadcast and cable executives, producers, agents and other stakeholders in the reality TV/factual entertainment industry for inspiration, discussion about the current state of reality TV and where it's going, and of course, networking.

Also new this year, the Factual Entertainment Awards. The industry's first truly global celebration of factual entertainment excellence! In a high-profile presentation event closing FEF: The Real Deal on June 3, 2010, we will pay tribute to outstanding content that entertains and engages audiences around the world.

## ▶▶ MARQUEE SPONSOR

### FACTUAL ENTERTAINMENT FORUM **AND** FACTUAL ENTERTAINMENT AWARDS

One Exclusive Opportunity at US\$23,995 net

- Above the line exposure ("Factual Entertainment Forum and Factual Entertainment Awards presented in association with...") on all pre-event promotional material to include brochure, mailers, website, advertising in *realscreen* and other trades
- Extensive logo and branding exposure on conference signage and multimedia
- Exclusive sponsorship of Factual Entertainment Awards and cocktail party (includes opportunity to provide branded napkins, provide gift bags etc., subject to the approval of the event producers)
- Eight (8) general conference passes for the Factual Entertainment Forum on June 2 & 3, 2010, including tickets to the Factual Entertainment Awards show on June 3, 2010
- Eight (8) tickets to the Factual Entertainment Awards show on June 3, 2010
- Opportunity to run a 60-second sizzle reel at the commencement of the Factual Entertainment Awards show on June 3, 2010
- Exclusive sponsorship of the keynote presentation including:
  - the opportunity to deliver a one-minute welcome and intro address
  - the opportunity to provide and present a thank-you gift to the keynote speaker at the close of the presentation
  - the opportunity to provide a seat drop during the keynote session
  - Prominent logo representation on all promotional materials in support of the keynote presentation
- One (1) opportunity to send a dedicated email blast to conference and awards show attendees. *Realscreen* will deploy
- Full page 4-color advertisement in the May/June issue of *realscreen*
- One (1) banner hung in high-traffic area
- Sponsorship of the delegate bags. *Realscreen* chooses and prepares the delegate bag with your logo
- One (1) seat drop
- Three (3) 3' x 4' posters placed throughout the conference venue – you provide original art and *realscreen* will print
- One (1) 8' x 6' booth space (includes one (1) attendant pass)
- Sponsorship of one (1) conference session (first-come, first-served)
- Banner ad on [factualentertainment.com](http://factualentertainment.com), in rotation
- Additional conference passes at rate of \$395 (includes awards show)

## TO DISCUSS SPONSORSHIP OPPORTUNITIES CALL OR EMAIL NOW

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## ▶▶ PLATINUM SPONSOR

FACTUAL ENTERTAINMENT FORUM - One (1) Opportunity at US\$15,995 net

- Premium logo exposure on all pre-event promotional material to include brochure, mailers, website, advertising in *realscreen* and other trades
  - Extensive logo and branding exposure on conference signage and multimedia
  - Exclusive sponsorship of poolside opening cocktail party on June 2, 2010. Location is weather-permitting
  - Exclusive opportunity to provide speaker gifts. You supply
  - Exclusive sponsorship of delegate badge lanyards
  - Six (6) general conference passes for the Factual Entertainment Forum on June 2 & 3, 2010, including tickets to the Factual Entertainment Awards show on June 3, 2010
  - Six (6) tickets to the Factual Entertainment Awards show on June 3, 2010
  - One (1) opportunity to send a dedicated email blast to conference and awards show attendees. *Realscreen* will deploy
  - Full page 4-color advertisement in the May/June issue of *realscreen*
  - One (1) seat drop
  - One (1) 2' x 3' poster placed in a high traffic area – you provide original art and *realscreen* will print
  - One (1) 8' x 6' booth space (includes one (1) attendant pass)
  - Sponsorship of one (1) conference session (first-come, first-served)
  - Banner ad on [factualentertainment.com](http://factualentertainment.com), in rotation
  - Additional conference passes at rate of \$395 (includes awards show)
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## ▶▶ SILVER SPONSOR

FACTUAL ENTERTAINMENT FORUM - Two (2) Opportunities at US\$8,995 each

- Premium logo exposure on all pre-event promotional material to include brochure, mailers, website, advertising in *realscreen* and other trades
  - Extensive logo and branding exposure on conference signage and multimedia
  - Exclusive sponsorship of MyEvent online delegate communication tool and iPhone App **OR** sponsorship of the "30 Minutes With" and Speed Pitching sessions
  - Four (4) general conference passes for the Factual Entertainment Forum on June 2 & 3, 2010, including tickets to the Factual Entertainment Awards show on June 3, 2010
  - Four (4) tickets to the Factual Entertainment Awards show on June 3, 2010
  - One (1) opportunity to send a dedicated email blast to conference and awards show attendees. *Realscreen* will deploy
  - Half page 4-color advertisement in the May/June issue of *realscreen*
  - One (1) seat drop
  - One (1) 2' x 3' poster placed in a high traffic area – you provide original art and *realscreen* will print
  - Shared table-top space for one (1) promotional item. *Realscreen* will replenish
  - Sponsorship of one (1) conference session (first-come, first-served)
  - Banner ad on [factualentertainment.com](http://factualentertainment.com), in rotation
  - Additional conference passes at rate of \$395 (includes awards show)
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## ▶▶ BOOTH PACKAGE

US\$3,995 each (only 3 spaces available)

- 8'x6' space in exhibit area
  - Includes one (1) table with two (2) meeting chairs
  - Includes basic power with extension cord and power bar (any additional a/v requirements can be ordered ahead through the hotel's a/v supplier)
  - Logo exposure on exhibitor signage and website
  - Includes one (1) full conference pass for the Factual Entertainment Forum, including tickets to the Factual Entertainment Awards show on June 3, 2010 and one (1) attendant pass for booth
  - Quarter (1/4) page 4-color advertisement in the May/June issue of *realscreen*
  - Additional conference passes at rate of \$395 (includes awards show)
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## ▶▶ A LA CARTE OPPORTUNITIES

- Delegate bag insert \$1250 each
- Seat Drop \$995 each
- Shared Table Top Literature space \$750 each
- Sponsorship of Coffee Stations. (Opportunity to supply branded coffee cups, lids, napkins etc.) \$1,995
- Other custom opportunities may be quoted on an individual basis