

HISTORY

SPONSORSHIP INVESTMENT MENU

DECEMBER 7 - 10, 2003

PARIS, FRANCE

In 2001, the **Banff Television Foundation**, with the support of the top international players in the production and broadcast of history television, launched a new industry association called **The World Congress of History Producers**. This year, the third Congress will be held in Paris in December with host broadcaster France 5 et le Groupe France Télévisions. The dates are December 7 - 10, 2003.

The Congress was initiated because history and biography are key components of both public broadcasting schedules and various specialty channels whose success proves that viewers want to see more history programming. The Congress is relevant now and organizers believe it will be even more important as this content area continues to grow to meet the demands from new media and convergent technologies. The **Banff Television Foundation** would like to encourage multi-year commitments from key stakeholders in History to ensure stability of operations and to use designated levels of commitment to ensure the sponsors receive value and consistency for the dollars they provide.

The following uses US dollars as the currency throughout.

- events and pricing subject to change
- Banff Television Foundation September 8, 2003

FOR FURTHER INFORMATION:

Martha Mills

Development Coordinator

Tel: **(403) 609-6025**

Fax: (403) 678-9269

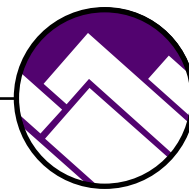
e-mail: mmills@btvf.com

Host Broadcaster:



france télévisions





Sponsorship Categories

(all prices listed in US dollars)

Host Sponsor	\$25,000+
Platinum Sponsor	\$15,000 - \$24,999
Gold Sponsor	\$10,000 - \$14,999
Silver Sponsor	\$5,000 - \$9,999
Bronze Sponsor	\$1,500 - \$4,999

Sponsor Category/Benefit Breakdown:

Host Sponsor

Sample benefits (subject to negotiation according to level and nature of sponsorship)

- * Logo recognition as Host Sponsor on Delegate bag, registration badges and Opening Reception
- * Logo recognition on front cover of Congress Handbook, the official guide of the Congress
- * Logo recognition as Host Sponsor on Congress website with link to own website
- * Logo recognition as Host Sponsor on prominent signs throughout Congress venue
- * One full page black and white advertisement in the Congress Handbook
- * One item in the delegate bag (400 bags)

Platinum Sponsor

Sample benefits (subject to negotiation according to level and nature of sponsorship)

- * Prime opportunities for sponsorship on a first-come first-serve basis
- * Logo recognition on Sponsor Listing in the Congress Handbook, the official guide of the Congress
- * Logo recognition as Platinum Sponsor on Congress website with link to own website
- * Logo recognition as Platinum Sponsor on prominent signs throughout Congress venue
- * One full page black and white advertisement in the Congress Handbook
- * One item in the delegate bag (400 bags)
- * Four complimentary registrations

Gold Sponsor

Sample benefits (subject to negotiation according to level and nature of sponsorship)

- * Logo recognition on Sponsor Listing in the Congress Handbook, the official guide of the Congress
- * Logo recognition as Gold Sponsor on Congress website with link to own website
- * Logo recognition as Gold Sponsor on prominent signs throughout Congress venue
- * One full page black and white advertisement in the Congress Handbook
- * One item in the delegate bag (400 bags)
- * Four complimentary registrations

Silver Sponsor

Sample benefits (subject to negotiation according to level and nature of sponsorship)

- * Logo recognition on Sponsor Listing in the Congress Handbook, the official guide of the Congress
- * Logo recognition as Silver Sponsor on Congress website with link to own website
- * Logo recognition as Silver Sponsor on prominent signs throughout Congress venue
- * One full page black and white advertisement in the Congress Handbook OR one item in the delegate bag (400 bags)
- * Two complimentary registrations

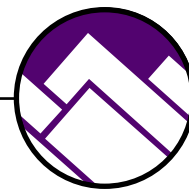
Bronze Sponsor

Sample benefits (subject to negotiation according to level and nature of sponsorship)

- * Logo recognition on Sponsor Listing in the Congress Handbook, the official guide of the Congress
- * Logo recognition as Bronze Sponsor on Congress website with link to own website
- * Logo recognition as Bronze Sponsor on prominent signs throughout Congress venue
- * One complimentary registration



**Events and pricing subject to change



CONFERENCE

Seminar Sessions:

Keynote Address: The Keynote Address is the initial plenary session of the Congress. This promises to be the best attended session involving a major speaker in Science television.

Sponsorship: \$12,500 US

Plenary Sessions: There are 2 plenary sessions in addition to the Keynote Address.

Sponsorship: \$5,000 US each

Main Sessions/Specialist Sessions:

Throughout the Congress there will be 7 Main sessions and 7 specialist sessions discussing a variety of topics from writing to directing, from production to distribution of History Programming for television and new media. These sessions may vary in format from a discussion amongst a panel of prominent players to an intimate master class presentation. Seminar sessions are the backbone of the Congress and will present delegates with the latest knowledge and discussion about some of the current issues challenging History content creators.

Sponsorship: \$3,000 US each

SOCIAL EVENTS

Lunch with the Commissioning Editors: This unique luncheon format is a prime opportunity for independent producers to meet with key international commissioning editors – in an intimate setting.

Sponsorship: \$7,500 US for one
\$12,500 US for two

Evening Reception and Dinner: Dinner and Reception

Sponsorship: \$25,000 US

Evening Reception: Reception without dinner.

Sponsorship: \$15,000 US

* *Events and pricing subject to change



Coffee Break: Be the host of a complimentary coffee break within the conference area.

Sponsorship: \$1,500 US for one
\$7,000 US for all6

Closing Lunch: Sponsorship: \$10,000 US

SERVICES

Video Library and: The Video Library/Screening Room is a popular venue enabling
Screening Rooms delegates to view programs from around the world. The Library and
Screening Rooms are a high traffic area as delegates are keen to
screen the latest work and to compare different approaches of
creating history programming.

Sponsorship: \$7,500 US

Lanyard: Every delegate will receive a name badge held by a lanyard
(neck leash used to hold badges) and wear it throughout the Congress. Your company
name/logo will be printed on the lanyards and thus be
prominent at the Congress throughout the Congress.

Sponsorship: \$7,500 US

Registration Located in the main conference area of the hotel, this area receives
Information Area: high volume of traffic all day long. It is the first area to open at
the Congress and one of the last to close.

Sponsorship: \$10,000 US

Delegate Lounge: The Delegate Lounge offers delegates a place to
gather their thoughts, meet with new contacts and
exchange ideas. The lounge is widely use throughout
the Congress.

Sponsorship: \$10,000 US

