



2015

AMIA SPONSORSHIP OPPORTUNITIES

AMIA is an international nonprofit association dedicated to the preservation and use of time-based media.

ABOUT AMIA

Our culture is increasingly shaped by audio and visual media. We all rely on moving images as much as on the printed word to understand 21st century culture.

At a time of accelerating change, AMIA provides a unique forum for everyone involved in the production, use, preservation and management of visual media. Not only to discuss the changes happening today, but to begin the conversation on how best to deal with tomorrow's constantly evolving technologies and challenges. AMIA is the only place where everyone comes together – archives, content creators, universities, post-production, systems designers, asset managers – where commercial meets nonprofit and we all can find the information that will help make the right decisions in the preservation and use of dynamic media.

*The most vivid and valuable record of who we were
and what we were, and what we thought and what we believed.
And it continues to be that. – Sidney Pollack*

AMIA members represent a broad range of organizations – film studios, national archives, historical societies, labs, post production, universities, footage libraries and more. AMIA provides an international forum for communication, collaboration and forward looking discussion among individuals and organizations concerned with the preservation, exhibition and use of moving image media. Through our publications, events and programs, AMIA supports public and professional education, advocates for archives at risk, and provides support for collaborative projects that move the field forward.

As an international association, AMIA's status as a UNESCO NGO, as well as our membership in the Coordinating Council of Audiovisual Archives Associations, provides a number of opportunities to interact globally in the preservation of our moving image media.

AMIA EVENTS

AMIA provides a number of events throughout the year that provide forums for education and the exchange of information. In addition to workshops and screenings, in 2015 AMIA offers events focused on digital management, on preservation and restoration, and our annual conference which offers a broad range of these and other issues critical to the field.



Digital Asset Symposium: DAS

May 8 . New York | November 18-19 . Portland

DAS brings together speakers and case studies from a broad range of industries and disciplines at the corner where theory and the real world meet. Constantly evolving technology allows new content and new workflows that demand new solutions to access, rights management, and preservation issues. Everyone is dealing with similar challenges and we can learn from each other, but only if we're in the same place. DAS is the place where those conversations happen.

The Reel Thing XXXV: Los Angeles, CA . August 22-24, 2015

The Reel Thing XXXVI: Portland, OR . November 18, 2015

Dedicated to presenting the latest technologies in audiovisual restoration and preservation. The Reel Thing brings together a unique line up of laboratory technicians, archivists, new media technologists and preservationists. Organized by Grover Crisp and Michael Friend, this two day program includes technical presentations, special screenings, and restored feature presentations. The Reel Thing attendees include representatives from studios, post production, filmmakers, major archives and universities.



AMIA 2015: November 18-21 . Portland

The annual AMIA Conference is the world's largest gathering of media archivists and interested professionals. Almost 600 attendees include professionals from the world's major media institutions, including the Library of Congress, the Academy of Motion Picture Arts & Sciences (AMPAS), the British Film Institute, UCLA Film & Television Archive and EYE, the major studios - Sony Pictures, Twentieth Century Fox, Universal Pictures, Paramount Pictures, Warner Bros. - as well as library, university, military and other institutions. In 2015, the annual conference will be held in conjunction with DAS: Portland.

WHY YOU SHOULD CONSIDER BECOMING AN AMIA SPONSOR

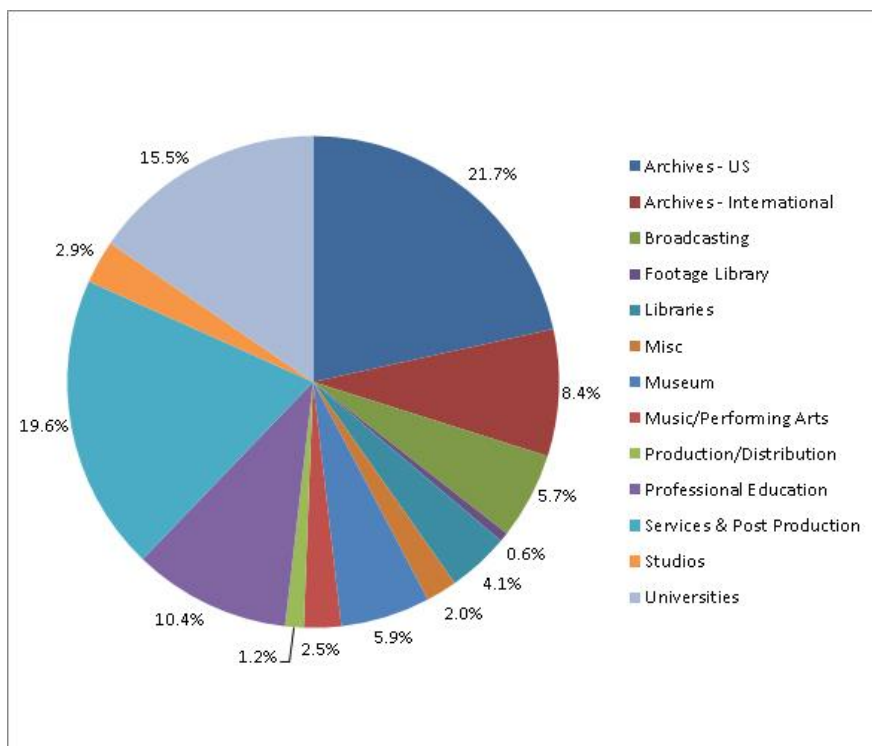
AMIA is uniquely positioned within the community. Members and attendees come from every area of the field – from small institutions to national archives to major corporations. All specializing in media management, preservation and use.

Our sponsorship packages provide opportunities to reach all levels of your target audience. Within the event environments you have the opportunity to promote yourself as a key player and position your message & branding.

- Create, maintain and enhance awareness of your products and services
- Elevate your profile
- Foster relationships within the community
- Maintain relationships with current clients
- Intellectually influence your industry peers

We offer a wide variety of sponsorship packages. These range from Preservation sponsorship that supports AMIA programs throughout the year to event-based packages and vendor exhibits.

Our approach also allows for tailor made packages designed to meet your precise needs and budget.



2014 Conference attendees included a unique mix of studio, broadcast, museums, archives, libraries, performing arts and universities – all specifically working with time-based media.

AMIA SPONSORSHIP OPPORTUNITIES

PRESERVATION LEVEL SPONSORSHIP . \$20,000+

Be a part of AMIA activities all year long. In addition to all of AMIA's major events, your sponsorship supports the scholarship program, publications, travel grants, and projects such as the DEEP FOCUS database, the upcoming cataloging compendium, film advocacy efforts, and Archives at Risk.

As a Preservation Sponsor, in addition to being part a part of all AMIA activities, benefits include:

- Listing and link for one year on the AMIA website as AMIA Preservation partner
- Listing and link and each individual AMIA event websites
- Banner placement onsite at Annual Conference
- Sponsorship Email Announcement to AMIA member and event list
- Listing as AMIA Preservation partner in each Newsletter and Annual Report
- Prominent logo placement on promotional materials for all events
- Your logo in emails to prospective and confirmed attendees for all events
- A one year AMIA Institutional Membership
- A 350 word profile of your company, logo and hyperlink included on the AMIA website and each AMIA event websites
- Eighteen full registrations to be divided between all AMIA events for one year
- (1) Complimentary trade show booth in the Vendor Café at AMIA 2015
- First option of booth placement in Vendor Café at AMIA 2015 (at time of sponsorship)
- Enhanced Listing in the AMIA Global Supplier Directory
- A full page ad in each AMIA publication
 - *The Moving Image* journal (two issues)
 - Quarterly Newsletter (four issues)
 - Global Supplier Directory (four issues)
 - Membership Directory (three issues)
 - Event Programs (all)
- A list of attendees sent to you one week prior to each event, with email addresses of attendees who have opted in
- An option to provide event lanyards with your logo at all 2015 events
- Invitation to AMIA's AIM events
- Your marketing collateral included at each event

Because AMIA is a 501c(3) organization, a portion of your Preservation Level Sponsorship is tax deductible.



GOLD LEVEL SPONSOR . \$15,000

Sponsorship of four flagship events and additional opportunities to get your message to moving image media archivists around the world.

Benefits include

- Listing as a Gold Sponsor on DAS New York, DAS Portland, Reel Thing; Los Angeles and AMIA 2015 Conference websites
- Your logo included in emails to prospective and confirmed attendees for DAS, The Reel Thing and AMIA 2015
- A one year AMIA Institutional Membership
- A 250 word profile of your company, logo and hyperlink included on The Reel Thing; Los Angeles and AMIA 2015 Conference websites
- Twelve full registrations to be divided between AMIA 2015 events
- A full page ad space in the Reel Thing Program as well as one full page ad space in the Conference Program
- A full page ad in four (4) issues of the AMIA Newsletter
- A full page ad in the Global Supplier Directory (three issues)
- Enhanced listing in Global Supplier Directory (three issues)
- Preferred booth placement in 2015 Conference Vendor Café
- Your logo onscreen during The Reel Thing: Los Angeles
- Your logo included on post-Conference emails to AMIA members
- Electronic list of attendees who have opted-in
- Your marketing collateral included in all event registration packages
- A list of attendees sent to you one week prior to the event, with email addresses of attendees who have opted in
- Invitation to AMIA's AIM events

AMIA can customize a sponsorship package that will meet your needs. If you would like information on sponsorship of individual events, contact the AMIA Office at amia@amianet.org or 323.463.1500.

SILVER LEVEL SPONSOR . \$8,500 BENEFITS INCLUDE

- Listing as a Silver Sponsor on the DAS, Reel Thing; Los Angeles and AMIA 2015 Conference websites
- Your logo included in emails to prospective and confirmed attendees for DAS, The Reel Thing and AMIA 2015
- A 100 word profile of your company, logo and hyperlink included on The Reel Thing; Los Angeles and AMIA 2015 Conference websites
- Seven full registrations to be divided between DAS, The Reel Thing; Los Angeles and AMIA 2015 Conference
- Enhanced Listing in the AMIA Global Supplier Directory (two issues)
- A full page ad space in the Reel Thing Program as well as one full page ad space in the Conference Program
- A full page ad in the AMIA Newsletter (two issues, including the post conference issue)
- Your logo onscreen during The Reel Thing: Los Angeles program interstitials
- Your logo included on post-Conference emails to AMIA members
- Complimentary post-event package of mailing labels listing all attendees. Electronic list of attendees who have opted-in
- (3) Invitations to AMIA's AIM events
- Your marketing collateral included in the AMIA 2015 conference packages

BRONZE LEVEL SPONSOR . \$3,500 BENEFITS INCLUDE

- Listing as a Bronze Sponsor on the DAS, Reel Thing; Los Angeles and AMIA 2015 Conference websites
- Your logo included in emails to prospective and confirmed attendees for DAS, The Reel Thing and AMIA 2015
- A 50 word profile of your company, logo and hyperlink included on both The Reel Thing and the Conference websites
- One full registration to The Reel Thing in Los Angeles
- One full registration AMIA 2015
- One full registration to either DAS New York or DAS Portland
- Upgraded listing in the AMIA Global Supplier Directory (two issues)
- A full page ad in the AMIA Newsletter (post conference issue)
- A full page ad space in the Reel Thing Program as well as one full page ad space in the Conference Program
- (2) Invitations to AMIA's AIM events
- Your marketing collateral included in the AMIA 2015 conference packages