



Easterseals
**Disability Film
Challenge**

2019 SPONSORSHIP PACKAGE



disabilityfilmchallenge.com

OVERVIEW

Widening the Lens on Inclusion

People with disabilities represent 25% of the U.S. population, but are seen in less than 3% of on-screen speaking roles. Some 61 million adults in the United States identify as having a disability, representing an estimated \$21 billion in discretionary income. This community is vastly underrepresented in front of and behind the camera, and Hollywood is missing out on authentic stories as well as a significant segment of the marketplace. The Easterseals Disability Film Challenge offers a tangible solution.

A Tangible Solution

The Easterseals Disability Film Challenge is an annual weekend film competition where participating teams have 55 hours to create a short film. One participant on every team must have a disability. Our goal is to create opportunity and generate filmmaking experience for the disability community in front of and behind the camera. As part of the Easterseals Disability Film Challenge, we are able to:

- Empower the disability community to create their own content, and provide practical experience in content creation and filmmaking
- Connect creatives in the disability community to other working professionals, who continue to work together as teams on projects year round
- Convene year-round educational and workshop programming for the disability community
- Engage casting directors, producers, networks, studios and film festivals looking to hire people with disabilities
- Generate high-quality, authentic content that people with disabilities are free to leverage as they build their careers in entertainment
- Provide impactful mentorship meetings to winning filmmakers, to help the disability community learn how to advance their careers
- Distribute valuable prize packages that assist in career building – Dell Computers, Adobe software, production grants and distribution in renowned Academy Award-qualifying festivals around the country

100 Years of Impact

We are excited that the 6th Easterseals Disability Film Challenge, to be held in April 2019, will also coincide with Easterseals' 100th Anniversary. Over the last century, Easterseals has been the indispensable resource for people and families living with disabilities. We're changing the way the world defines and views disability by making a profound, positive difference in people's lives every day. The Easterseals Disability Film Challenge is an important part of this mission, and we hope you join us!



2019 SPONSORSHIP BENEFITS

\$50K GIFT

\$25K GIFT

\$10K GIFT

Website Recognition

- Easterseals Disability Film Challenge (EDFC) website
- Easterseals Southern California website
- Easterseals New York Website



Marketing and Press Materials

- Inclusion in all EDFC Press Materials
- Shotout in EDFC Social Media Posts
- Shoutout in ESSC Social Media Posts
- Inclusion in ESSC Email Newsletter



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Film Challenge

- Opportunity for one organization member to participate as official 2019 judge
- Naming rights to one award category
 - Best Film
 - Best Filmmaker
 - Best Actor
 - Best Awareness Campaign



Awards Event (Date TBA)

- Speaking role to welcome event attendees
- Logo recognition on event signage (step-and-repeat & on-stage)
- On-stage acknowledgement by Nic Novicki/Easterseals Leadership
- Name/logo inclusion in printed program
- Reserved seating
- Meet and greet with mentors/winners
- Opportunity to host VIP Reception
- Opportunity to present branded awards
- Gifting opportunity for film challenge participants or winners
- Walk red carpet at Awards Event



Exclusive Meet & Greet with Nic Novicki



First Right of Refusal for 2020



Opportunities for additional engagement at Sundance, Newport and Bentonville Film Festivals



NEWS STORIES

The Easterseals Disability Film Challenge has received widespread recognition around the world. Check out some news stories about the film challenge!



<https://bit.ly/2IFkMRC>



<https://bit.ly/2NE2ReK>



<https://bit.ly/2NnsUXL>



<https://cnn.it/2NjOHPR>



SUCCESS STORIES

The Easterseals Disability Film Challenge offers invaluable life-experiences, with many past winners going on to even greater career opportunities and success in entertainment, and in life. Check out just a few of our success stories!



Sofiya Cheyenne created and starred in [*You're Up*](#) for the 2018 Easterseals Disability Film Challenge and was subsequently cast in a recurring role on the Farrelly Brothers' (*Dumb and Dumber*, *There's Something About Mary*) new show *Loudermilk*.



Dickie Hearts, a deaf filmmaker, won "Best Filmmaker Award" for his 2015 Challenge submission, [*Passengers*](#). Dickie went on to win the HBO Project Greenlight Digital Series Competition, as well as the AT&T Entertainment Project held at Warner Bros. Studio where he received a \$20,000 prize.



Jamie Brewer won the 2017 Film Challenge's "Best Actor Award" for her role in [*Whitney's Wedding*](#), a comedic love story. Jamie has continued to shine in FX's *American Horror Story* and in on-stage performances of *Amy and the Orphans*.



John Lawson's [*Whitney's Wedding*](#), won the 2017 "Best Film Award" at the Focus on Ability Film Festival in Sydney, Australia and numerous other film festivals around the world.



YEAR-ROUND EDUCATION

We are proud to host year-round workshops, education and screening opportunities for the disability community!



Newport Beach Film Festival



SAG-AFTRA Workshops



Heartland Film Festival



Bentonville Film Festival



Performing Arts Studio West Workshop



Youtube Workshop



Sundance Film Festival



Panel at HollyShorts Film Festival



Producers Guild of America Workshop





For additional information, please contact

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