



Easterseals  
**Disability Film  
Challenge**

HOME EDITION 2.0

- 2021 -



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**CHANGE THE WAY  
THE WORLD DEFINES  
AND VIEWS DISABILITY**

**2021 SPONSORSHIP OPPORTUNITIES**

## **EASTERSEALS DISABILITY FILM CHALLENGE: HOME EDITION 2.0**

The Easterseals Disability Film Challenge: Home Edition 2.0 is a weekend-long film making competition, open to all, where teams create and produce a short film (1-5 minutes in length). The only requirements are that at least one participant on every team must have a disability – and for 2021, that all participants adhere to safe, at-home production practices during the coronavirus pandemic. Challenge winners receive invaluable access to entertainment professionals, opening the door to an industry notoriously difficult to enter. This includes impactful mentorship meetings with high-level executives and other valuable prize packages including cash production grants, film making software and hardware, industry memberships and more.

### ***The Challenge provides a creative outlet to:***

- Give new voices a platform to share authentic stories
- Increase the volume of shared stories
- Showcase disability in its many forms
- Applaud those who are doing the best work
- Bring tangible employment opportunities to people with disabilities
- Advance disability inclusion and representation, connecting to diverse audiences

And, it is leading to real work, careers and opportunities across entertainment – we're making incredible progress:



## ***LET'S REWRITE THE SCRIPT***

Thanks to the widespread support from the entertainment industry, the **Easterseals Disability Film Challenge**, and the hundreds of films produced through the competition, are changing public perception about inclusion and the way the world views and defines people with disabilities.

What's more, the Challenge has become an essential Hollywood resource to help inspire diverse, rich and authentic storytelling while advancing careers in entertainment. In turn, talent scouts, directors, producers and entertainment companies rely on the Challenge to recruit qualified talent both in front of and behind the camera and access truly engaging content.

Now, in our second virtual year, the Easterseals Disability Film Challenge: Home Edition 2.0 is stronger than ever, with entries growing in volume and overall quality. Nothing can stop us and our mission, even a global pandemic!

Today, the Challenge boasts a 10 million plus audience reach, with talent participating from across the globe, and general public/media interest, as well as social engagement, surging. Ultimately, the Challenge films both entertain, and change hearts and minds, tackling stigmas and ultimately leading to a more inclusive and accepting society.

## ***WIDENING THE LENS ON INCLUSION***

People with disabilities make up the largest minority population. But while 61 million Americans have a disability, this community is vastly underrepresented across entertainment and media, with too few opportunities afforded in front of or behind the camera. Less than 3% of on-screen speaking roles are given to people with disabilities.

We all know disability inclusion is the right thing to do, but it also makes good business sense. People with disabilities have a buying power of more than \$22 billion. According to a recent study reported in Fast Company, companies that offer the most inclusive working environment for employees with disabilities outperformed their competitors.



2020 finalist film, "Aine"

## 2021 SPONSORSHIP BENEFITS

### \$10K LEVEL:

#### Digital Recognition

- Logo on:
  - Easterseals Disability Film Challenge (EDFC) website
  - Easterseals in Entertainment website
  - In annual sizzle reel
- Social Channels
  - 1 Shoutout in EDFC Social Media Posts
- 1/4 page add in digital awards ceremony program

#### PR & Branding

- Listing in press release
- Shoutout during announcement event at Sundance Film Festival
- Shoutout during finalists announcement event
- Shoutout during awards event

### \$25K LEVEL (\$10K level plus):

#### Digital Recognition

- Logo on:
  - Easterseals Southern California (ESSC) website
  - Virtual Step and Repeat at Virtual Awards Ceremony
- Social Channels
  - 1 Shoutout in ESSC Social Media Posts
- 1/2 page add in digital awards ceremony program

#### PR & Branding

- Opportunity to name “Best Awareness Award”
- Opportunity to help present a panel at a 2021 EDFC participating film festival
- Opportunity to nominate a judge to participate in selecting EDFC finalists
- 4 reserved seats at 2021 Media Access Awards

### \$50K LEVEL (\$25K level plus):

#### Digital Recognition

- Logo on:
  - Featured on Easterseals National website
  - ESSC newsletter shoutout
  - Specialized partnership box on Easterseals in Entertainment website
- Social Channels
  - 1 Shoutout in Easterseals National Social Media Posts
- Full page add in digital awards ceremony program

#### PR & Branding

- Tailored story pitch in PR outreach
- Opportunity to name one 1 of the 4 awards:
  - “Best Film”
  - “Best Director”
  - “Best Editor”
  - “Best Actor”
- 6 reserved seats at 2021 Media Access Awards

### \$100K LEVEL

***This level is completely individualized and will include all of the benefits listed herein, but will also include:***

- Custom, mutually agreed upon high level sponsorship recognition
- A table at the 2021 Media Access Awards
- Brief speaking opportunity at 2021 Virtual EDFC Awards Ceremony
- Tailored pitch with ESSC’s PR firm, Slate PR, to provide story/media/interview opportunities announcing this level partnership
- Opportunity to engage ESSC in disability inclusion consultation



**With your help**, we are breaking down stigmas and making certain that people with disabilities are afforded equal opportunity to work in the entertainment industry. Through this lens, together we're giving voice to the most under-represented minority group, and yet it is the largest.

Ultimately, our work together leads to enriched storytelling, giving a deeper dimension to how we see ourselves, how we understand and empathize with other people and connect with a growing and diverse audience.

**Let's create a customized partnership to match your business objectives.**

Easterseals Disability Film Challenge is a key initiative, and part of a broader Easterseals strategy to support the entertainment industry's commitment to advancing inclusion.

**CURRENT FILM CHALLENGE SPONSORS**



**CURRENT ENTERTAINMENT PARTNERSHIPS**



**PAST MEDIA PARTNERS**



# 2021 KEY DATES

Dates subject to change

**Saturday, January 30**

**Registration Opens from Sundance Film Festival**

**Tuesday, March 16 - Sunday, March 21**

**2021 Film Challenge**

**Thursday, April 29**

**Announcement of Finalists**

**Thursday, May 6**

**Virtual Awards Ceremony**



2020 Winner of the Adobe Best Film Award to Jennifer Msumba for “The Fish Don’t Care When It Rains”



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**Take Action!**

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[disabilityfilmchallenge.com](http://disabilityfilmchallenge.com)