



Sponsorship Opportunities

Monday, May 13, 2024
Koerner Hall in Toronto, Ontario



Writers Guild
of Canada



Every powerful film, TV series and web series requires an equally powerful script crafted by a skillful, innovative writer.

Writers Guild of Canada members are those writers.

Celebrate their talents.

Sponsor the WGC Screenwriting Awards.



**Writers Guild
of Canada**

The 2024 WGC Screenwriting Awards is the 28th annual celebration of Canada's screenwriters, shining a spotlight on their achievements.

The Crowd

One of the most popular Canadian TV and film events of the year, the WGC Awards bring 600+ industry professionals together for one special night, including top screenwriters, directors, producers, actors, agents and broadcasting execs.

Media Coverage

Print, online and TV media coverage includes: Playback, Variety, Deadline, The Hollywood Reporter, **The Globe & Mail**, eTalk, CP24, CBC, and CTV.

Award Hosts

Year after year, the WGC Awards are hosted and written by **Canada's best comedians**, including: Vance Banzo, Nile Séguin, Emma Hunter, Elvira Kurt, Gavin Crawford, Sean Cullen, Debra DiGiovanni, Laurie Elliott, Rick Green, Geri Hall, Jessica Holmes, Cathy Jones, Dan Redican, and Scott Thompson.

The Venue

The WGC Awards will be returning to beautiful **Koerner Hall** at the TELUS Centre for Performance and Learning in downtown Toronto.



**Writers Guild
of Canada**

Each year, the WGC presents awards to the best screenwriting talent within our jurisdiction.

Screenwriting Awards Categories

Children's

Comedy Series

Documentary

Drama Series

Feature Film

MOW & Mini Series

Preschool

Shorts

Tweens & Teens

Special Awards

The WGC Showrunner Award

This award recognizes the showrunner's role as the creative force that drives the development and production of a television series.

The McGrath Service Award

Honouring the memory of the late Denis McGrath and his legacy of service to the WGC.

The Sondra Kelly Award

A monetary award presented to a female screenwriter in mid-career for research and development on a self-initiated project.

The Jim Burt Screenwriting Prize*

Recognizes and nurtures new screenwriting talent.

The Alex Barris Mentorship Prize*

Acknowledges a screenwriter who has made an outstanding commitment to help a peer.

*These awards are given out in alternating years.

Explore our sponsorship opportunities.

Diamond: \$10,000

- Opportunity to record a 30 second to 1 minute message for inclusion in the beginning of the WGC Screenwriting Awards finalist clip reel played both before and after the event, including logo placement
- **Full page colour ad in the awards programme** (Artwork deadline: March 13, 2024)
- Thank-you acknowledgment in the WGC's member e-newsletter, including web link
- Premium logo placement in Playback Online finalist banner, in awards programme and news releases, as well as on WGC.CA (with web link), and event signage
- Formal thank you during event
- Thank-you ad on WGC.CA carousel (both public and member) with logo for one week
- WGC tweet announcing your company as a Diamond sponsor, WGC tweet during show, and WGC tweet thanking you after the show (16,700+ followers). Thank you posted on WGC Facebook page (2,700+ members), and WGC Instagram (1,000+ followers)
- 6 complimentary tickets to the awards

Platinum: \$5,000

- **1/2 page horizontal ad in awards programme** (Artwork deadline: March 13, 2024)
- Logo placement in Playback Online finalist banner, awards programme, news releases, WGC.CA (with link), event signage, and in the finalist clip reel played before/after event
- Thank-you acknowledgment in the WGC's member e-newsletter, including web link
- WGC tweet announcing your Platinum status, WGC tweet during show and WGC tweet thanking you after the show (16,700+ followers). Thank you posted on WGC Facebook page (2,700+ members), and WGC Instagram (1,000+ followers)
- Thank-you ad on WGC.CA carousel (public and member) with your logo for one week
- 4 complimentary tickets to the awards

Gold: \$3,000

- **1/3 page vertical ad in the awards programme** (Artwork deadline: March 13, 2024)
- Logo in awards programme, news releases, WGC.CA (with web link), event signage, and logo placement on the finalist clip reel played before and after the event
- Thank-you acknowledgment in the WGC's member e-newsletter, including web link
- 2 complimentary tickets to the awards

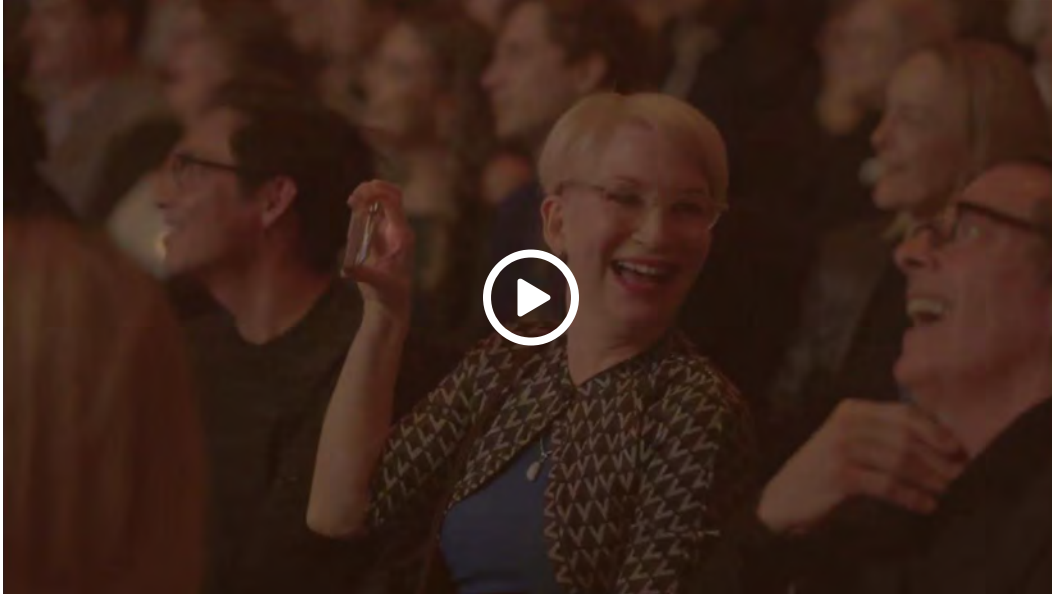
Silver: \$2,000

- **1/4 page horizontal ad in awards programme** (Artwork deadline: March 13, 2024)
- Company name placement in awards programme, on news releases, WGC.CA (with web link), and on event signage
- Name recognition on finalist clip reel played before and after the event
- 2 complimentary tickets to the awards

Bronze: \$1,000

- Company name placement in awards programme, news releases, WGC.CA, and on event signage
- 2 complimentary tickets to the awards

Contact sponsors@wgc.ca



Note: Inclusion in Playback ads is dependent upon date of sponsorship commitment.

COVID Disclaimer

Should in-person events be cancelled due to government-ordered quarantine, the Awards will be held virtually, and all sponsorship benefits will be honoured with the exception of the complimentary tickets and event signage.



For **30+ years**, the Writers Guild of Canada has served as the professional association for English language screenwriters in Canada. We represent more than **2,500 members**.

WGC members are the **creative force** behind Canada's successful TV series, films and web series.



WGC members bring the **diversity of Canadian life** and culture to the world's screens, and they drive a significant part of the Canadian economy.

WGC members' work is critical to the **nearly \$3 billion domestic production industry**, creating jobs and economic value across the country.





*Celebrate Canadian talent.
Sponsor the WGC Screenwriting Awards.*



Writers Guild
of Canada

Sponsorship Order Form.

Please email a PDF of the completed form to sponsors@wgc.ca

Please select sponsorship level:

Diamond: \$10,000 Platinum: \$5,000 Gold: \$3,000 Silver: \$2,000 Bronze: \$1,000

Please select a method of payment:

CREDIT CARD (VISA or MC only)

Card Number: _____ Exp. Date: _____ CVV: _____

Card Holder Name (as it appears on the card): _____

CHEQUE Please make cheque payable to:

Writers Guild of Canada, 366 Adelaide St. W., Suite 401, Toronto, ON, M5V 1R9

Sponsor Contact Information:

Booked By: _____

Organization: _____

Street Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Email: _____ Fax: _____

Twitter (Company): _____ Instagram (Company): _____

Website: _____

Signature: _____ **Date:** _____

Company Name (as it should appear in publications and signage):

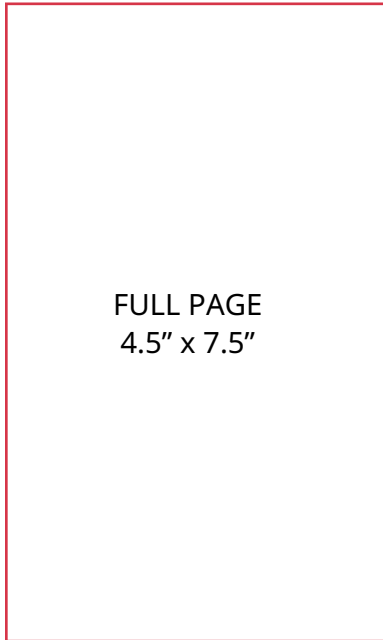
If Gold, Platinum, or Diamond Sponsor, please email a copy of your logo in high-resolution format (.EPS, .TIF, .AI or .SVG) along with a .JPG or .PNG version to: sponsors@wgc.ca. Please see following page for ad specifications.

Deadline for Artwork: March 13, 2024

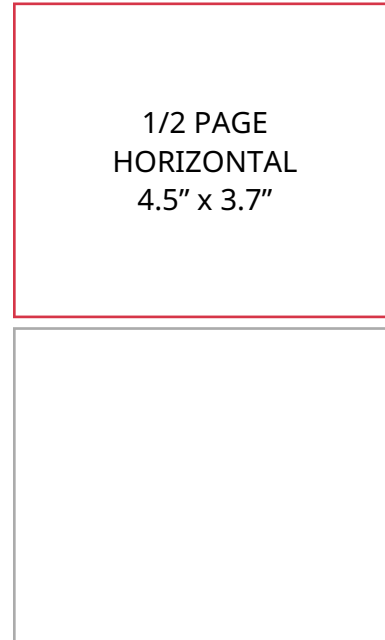


WGC Screenwriting Awards Programme Ad specs.

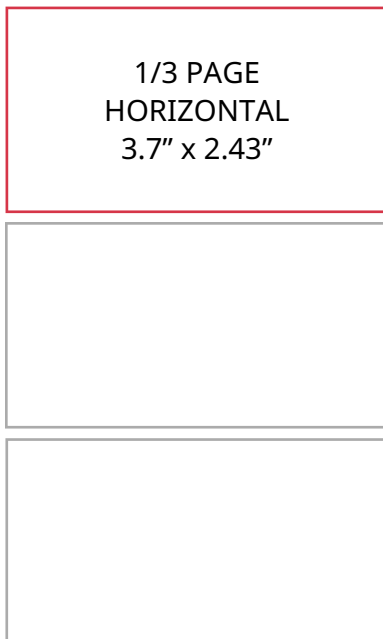
Diamond



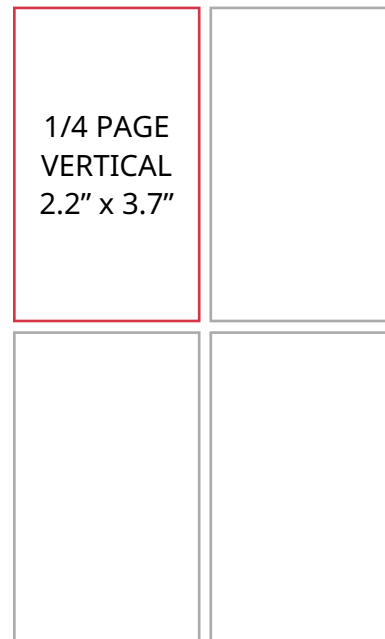
Platinum



Gold



Silver



Please submit your artwork in high resolution .TIF or .PDF format to sponsors@wgc.ca by March 13, 2024..