



## ***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 horizontal 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



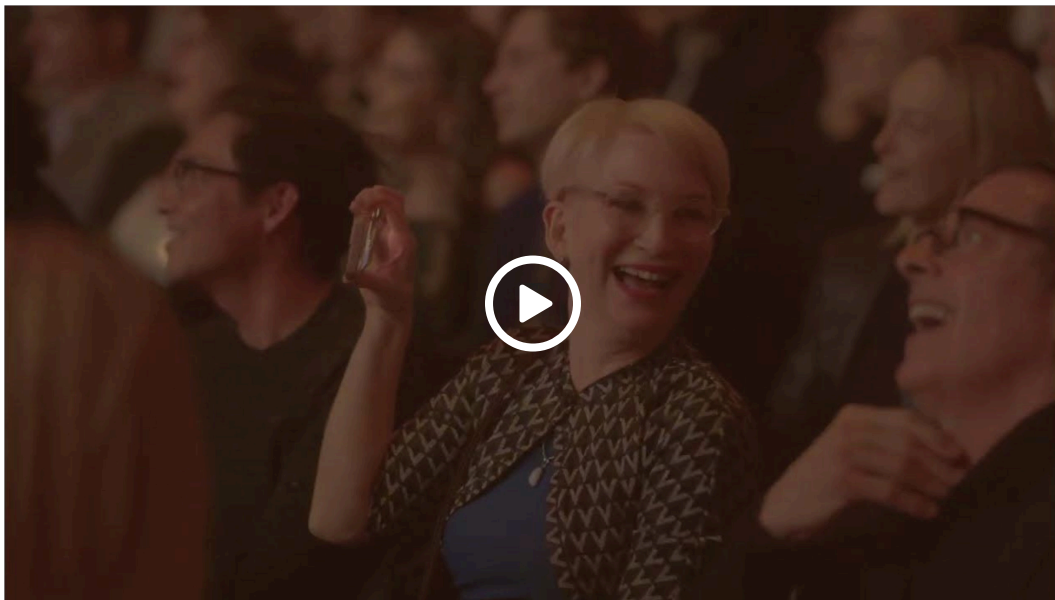
## *Silver: \$2,000*

- **1/4 page vertical 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](mailto: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](mailto: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:** \_\_\_\_\_

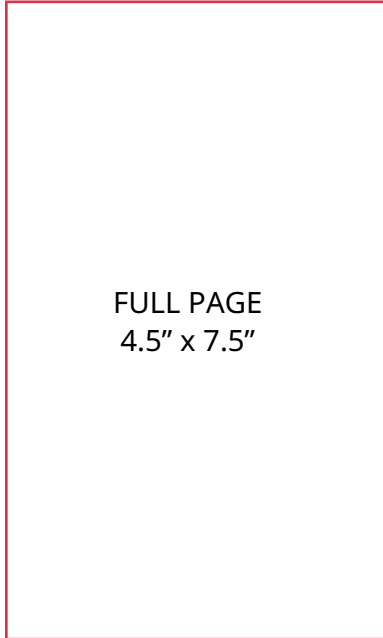
Company Name (as it should appear in publications and signage): \_\_\_\_\_

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](mailto:sponsors@wgc.ca). Please see following page for ad specifications.

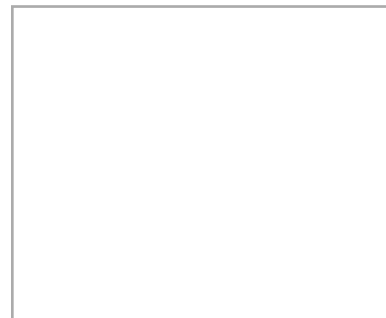
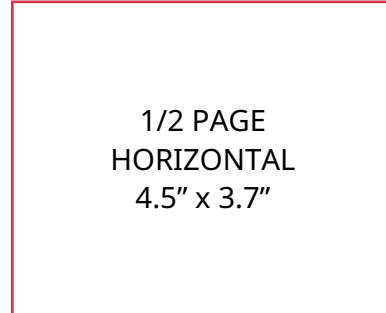
**Deadline for Artwork: March 13, 2024**

## WGC Screenwriting Awards Programme Ad specs.

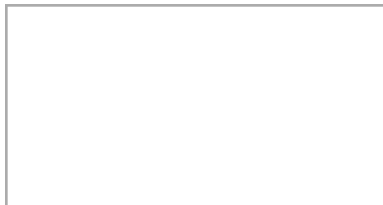
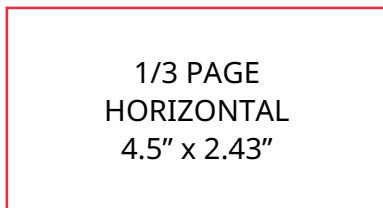
### *Diamond*



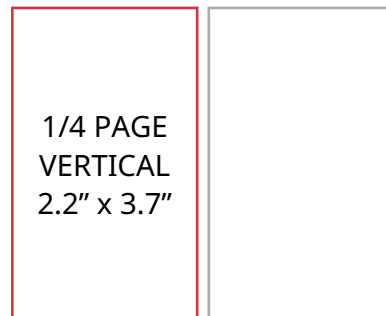
### *Platinum*



### *Gold*



### *Silver*



Please submit your artwork in high resolution .TIF or .PDF format to [sponsors@wgc.ca](mailto:sponsors@wgc.ca) by March 13, 2024..