



# the 2020 gotham AWARDS

**ELP** EST. 3.27

*FIRST FILM AWARDS  
OF THE SEASON*

*JAN 11, 2021*





*DEFINING TRENDS FOR 30 YEARS*

*On January 11, 2021*, high-profile presenters, a superior central location, and a premium virtual platform will provide an incomparable context for a branded presence.

*HONORING* visionary talent in front of and behind the camera

*EXPANDING* the audience for groundbreaking film & television

*FOSTERING* a development pipeline for talent and ideas in a full life-cycle

*SUPPORTING IFP* year-round programs

## ***PREMIER TIER*** *(Sponsorship Fee: \$175k)*

- Present a Named Award at the ceremony
- Enhanced brand visibility in gobo light display at the ceremony
- Logo placement on red carpet step-&-repeat
- Verbal acknowledgement during the ceremony
- Premier logo placement on event invitation
- Two Premier tables seating ten, including logo on digital table signage

## ***PLATINUM TIER*** *(Sponsorship Fee: \$125k)*

- Logo placement on winners room step-&-repeat
- Verbal acknowledgement during the ceremony
- One Key Association *(i.e., On-site Activation)*
- Platinum logo placement on event invitation
- One Platinum table seating ten, including logo on digital table signage

## ***GOLD TIER*** *(Sponsorship Fee: \$75k)*

- One Key Association *(i.e., On-site Activation)*
- One table seating ten, including logo on virtual table signage
- Gold logo placement on event invitation



# *PREMIER | PLATINUM | GOLD*

## *ALL THREE TIERS:*

### *On-Site Promotion*

- Official recognition at chosen tier
- Category exclusivity
- On-site brand visibility (i.e., on-screen, signage)
- Prominent display opportunity
- VIP gifting opportunity
- Inclusion in press releases
- Invitations to pre- and post-Gothams events

### *Brand Recognition: Marketing & Advertising*

- Logo placement in Gothams advertisements and announcements in trades and national media (20+ placements in *NY Times*, *Variety*, *The Hollywood Reporter*, *Filmmaker Magazine*, and others)
- Logo placement on all Gotham Awards marketing collateral
- Listing and link on the Gotham Awards & IFP websites
- Full-page 4-color ad in *Filmmaker Magazine*'s Gotham Awards issue
- Access to Gothams logo for pre-approved company promotions
- IFP Corporate Membership for four company representatives

*SPONSORSHIP*

*KEY BENEFITS*



the gotham 2020 AWARDS

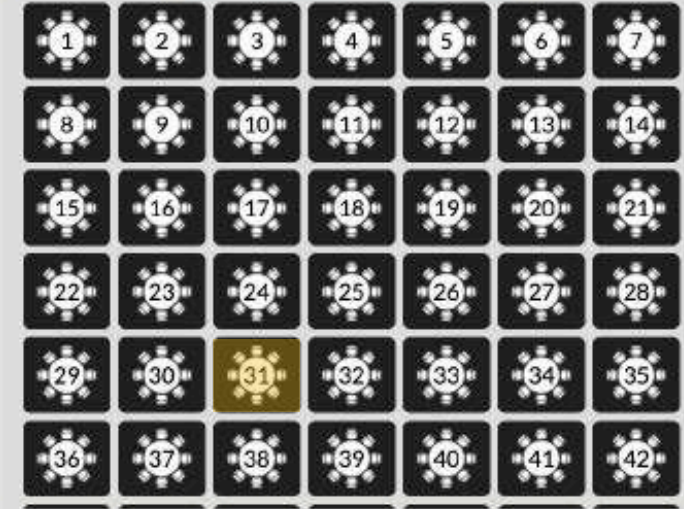
the 2020  
gotham  
AWARDS

Welcome to the 30<sup>th</sup> Anniversary Gotham Awards

Users Chat Help



Welcome, Colin!  
You are seated at Table 31



Global Chat

Talk with other attendees

Shelly Morrow: hi Rick

MK: allol

benjamin huppé: hey jonny at table 4

Waveform: Bonjour bonjour

Other Links

Donate Now

Silent Auction

*The Gotham Awards 2020 virtual table experience offers everything guests and brands are used to, plus additional opportunities:*

- The event is a premium, browser-based experience – no multiple windows or software installation
- Everybody has a front row seat
- Curated celebrities will drop in to tables throughout the evening to say hello and raise a glass
- Brands enjoy in-event activations (i.e. gifting opportunities, auction placement, on-screen branding)

*VIRTUAL TABLES*

# the gotham 2020 AWARDS

the 2020  
gotham  
AWARDS

Welcome to the 30<sup>th</sup> Anniversary Gotham Awards

Users Chat Help



Table 31  
Sponsored by Netflix

Global Chat

Talk with other attendees

Shelly Morrow: hi Rick

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Attending guests will be encouraged to dress formally and to partake of the food and drink included in Gotham Awards gift bags throughout the event, to toast one another and share a common experience. Other functionality focuses on creating a dynamic group environment:

- Attendees seated at the same table can speak directly without disturbing others
- The broadcast will cut to tables throughout the evening to capture activity and feature notable attendees
- Sponsors have prominent and organic branding opportunities at tables

*VIRTUAL TABLES*



the  
gotham **2020**  
AWARDS



### ***MAINSTREAM AUDIENCES***

We are projecting a substantial global audience (100,000s - 1,000,000s live viewers) as we take advantage of a number of non-exclusive streaming relationships

### ***INDUSTRY ENGAGEMENT***

This non-exclusive streaming strategy is intended to create an unusual coalescing of industry that will translate into goodwill in press coverage. Our premier sponsors are invited to join this consortium in streaming through Facebook Live.

### ***DIGITAL BRANDING***

We are offering on-screen branding and advertising opportunities to select sponsors

***WORLDWIDE  
STREAMING***

# *APPENDIX*



*SPOTLIGHT*  
2015



*MOONLIGHT*  
2016



*CALL ME BY YOUR NAME*  
2017



*KILLING EVE*  
2018



*MARRIAGE STORY*  
2019



# CATEGORIES & WINNERS

## CATEGORIES:

- *Best Feature*
- *Best Documentary*
- *Best Actor*
- *Best Actress*
- *Audience Award*
- *Best Screenplay*
- *Breakthrough Actor*
- *Breakthrough Director*
- *Breakthrough Series (Long)*
- *Breakthrough Series (Short)*
- *Best International Feature*

## RECENT WINNERS & NOMINEES:



*Mahershala Ali*



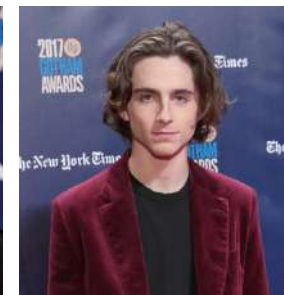
*Awkwafina*



*Cate Blanchett*



*Mary J. Blige*



*Timothée Chalamet*



*Adam Driver*



*Will Ferrell*



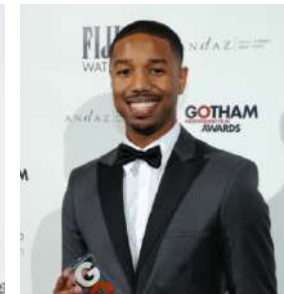
*Ethan Hawke*



*Barry Jenkins*



*Scarlett Johansson*



*Michael B. Jordan*



*Brie Larson*



*Lupita Nyong'o*



*Jordan Peele*



*Margot Robbie*



*Saoirse Ronan*



*Mark Ruffalo*



*Adam Sandler*

# TRIBUTES & TRIBUTEES

## TRIBUTE CATEGORIES:

- *Excellence in Acting*
- *Excellence in Directing*
- *Excellence in Industry*

*Achievement*

## RECENT TRIBUTEES:



*Amy Adams*



*Glenn Close*



*Marion Cotillard*



*Willem Dafoe*



*Laura Dern*



*Ava DuVernay*



*Al Gore*



*Nicole Kidman*



*Julianne Moore*



*Natalie Portman*



*Robert Redford*



*Sam Rockwell*



*Meryl Streep*



*Tilda Swinton*



*Charlize Theron*



*Uma Thurman*



*Rachel Weisz*

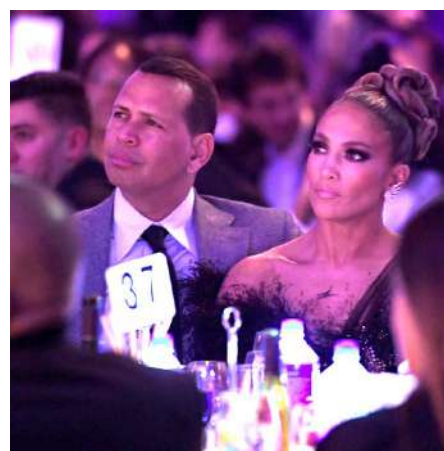


*Forest Whitaker*



# *CUSTOM ACTIVATIONS*

RED CARPET STEP & REPEAT | GOBO LIGHTING | VIP WINNER'S ROOM | UNIQUE INSTALLATIONS | PRODUCT DISPLAY | GIFTING





# ***PREMIUM PRESS COVERAGE***

COVERAGE FROM HUNDREDS OF PREMIER BROADCAST, PRINT AND ONLINE OUTLETS

*2.8+ billion media impressions*



**US** WEEKLY

**VARIETY**

**Entertainment** WEEKLY

**THE** Hollywood REPORTER

InStyle

**The Guardian**

**E**NEWS

The Washington Post

**People**

marie claire

**Newsweek**

**TIME**

**W**

**NEW YORK POST**

**USA TODAY**

**NEW YORK**

**BAZAAR**

**ACCESS** HOLLYWOOD



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NETFLIX

verizon✓



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WATER

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Bloomberg  
Philanthropies

HBO<sup>®</sup>

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A&E | IndieFilms<sup>™</sup>

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F O C U S  
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SONY PICTURES CLASSICS

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NETWORKS



ACADEMY  
OF MOTION PICTURE  
ARTS AND SCIENCES

euphoria  
Calvin Klein

facebook



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## *ABOUT IFP*

IFP champions the future of storytelling by connecting artists with essential resources at all stages of development and distribution. The organization fosters a vibrant and sustainable independent filmmaking community through its year-round programs, which include IFP Week, IFP Labs, and the Gotham Awards, as well as the award-winning Filmmaker Magazine.



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