



**What:** “Night at the Movies’: Leukemia Charity Event”

**When:** Saturday, July 18<sup>th</sup> 3-7pm

**Where:** Rose Wagner Theater – Janae Auditorium

**Cost:** Donations welcome at door and “tickets (donations)” sold prior to event

**Sponsorships:** Various sponsorships available for your business. See below.

**About:** MidNyte is a 12 episode mini-series produced by local artists and filmmakers in Utah. The production promotes local talent and creativity. The mini-series is sponsored in part by LunaWebs.com. The concluding and main event will be a “**Night at the Movies: Leukemia Charity Event**” at the Rose Wagner Theater. This goal of the event is to support Leukemia research for the **Huntsman Cancer Foundation**, and will be held at the end of the series on July 18<sup>th</sup>.

### Midnyte.tv Sponsorships

If you are interested in sponsoring the LunaWebs.com Produced - Comcast On-Demand mini-series "Midnyte", please contact us. Sponsorships are limited on a first come first serve basis.

Become a sponsor today! Without this production, this particular “movie premier” charity event could not take place. LunaWebs.com hopes to raise thousands of dollars to donate directly to the **Huntsman Cancer Foundation**. MidNyte is currently in production. 2 of 12 episodes have been filmed so continued support is needed. By supporting the production you will be helping bring exposure to local talent, advertise your organization, and directly fund research at the Huntsman Cancer Foundation by bringing exposure to the “**Night at the Movies: Leukemia Charity Event**”. In addition your sponsorship helps fund leukemia research directly. Sponsorships are tax deductible as an advertising expense. As a result of sponsorships to produce the mini-series and host the event – LunaWebs.com will donate proceeds directly to the Huntsman Cancer Foundation for leukemia research.

Sponsors will receive advertising at the charity event, on this website, in movie credits and many other sources. Other goals of the production include creating art locally in Utah, bringing exposure to local talent and creating an annual event that will raise funds and create awareness for leukemia research.

### Benefits of Sponsorship.

- Exposure at the “Night at the Movies”: Leukemia Charity Event in the Huntsman Cancer Research Auditorium.
- MidNyte will be broadcast on Utah **Comcast On-Demand**, nationally on **YouTube**, **Itunes**, **LunaWebs.com** and the **MidNyte.tv** website.
- There will be 12 episodes in this “mini-series” airing over a 12 consecutive week period

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- Every episode will have titles and credits listing sponsors of various types with their company name and logo depending on the type of sponsorship.
- In addition there will be exposure for your organization in various local and national media outlets, press releases, websites, newspapers, direct mail and radio.
- Supporting this local film production also supports local business, local students and the economy.
- This is a unique opportunity to participate firsthand in film making industry.
- Sponsors are permitted special passes to attend scheduled episode shoots as they will be filming the final episodes after the series has gone live

## **Sponsorship Opportunities**

### **Title Sponsor - \$10,000**

- Top Logo placement on all signage at all events and multi media
- Banner at Leukemia Charity Event for Huntsman Cancer Foundation
- Logo and advertisement "featured" on program at Leukemia Charity Event
- Top Logo placement from midnyte.tv home page
- 4x6 Table Top at event to display your services
- 30 second custom video production for your website (donated by LunaWebs.com)
- Top Logo and link placement back to your website from Midnyte.tv sponsorship page
- Top Logo placement and/or company name on all episode credits.
- Top Logo placement and/or company name on all advertising and press releases
- Top Logo placement and/or company name and link on all email newsletters.
- Top Logo placement on any promotional items (t-shirts, hats, etc.)
- 5 t-shirts, hats, stickers for your organization

### **Premier Charity Event Sponsor - \$8,500**

- Top Logo placement on all Charity Event signage
- Banner at Leukemia Charity Event for Huntsman Cancer Foundation
- Logo and advertisement "featured" on program at Leukemia Charity Event for Huntsman Cancer Foundation
- 4x6 Table Top at event to display your services
- 30 second custom video production for your website (donated by LunaWebs.com)
- Top Logo placement from midnyte.tv home page
- Top Logo and link placement back to your website from Midnyte.tv sponsorship page
- Top Logo placement and/or company name on all episode credits.
- Top Logo placement and/or company name on all advertising and press releases
- Top Logo placement and/or company name and link on all email newsletters.
- Top Logo placement on any promotional items (t-shirts, hats, etc.)

### **Episode Sponsor - \$2500 (12 opportunities)**

- Banner at Leukemia Charity Event for Huntsman Cancer Foundation
- Logo and advertisement on program at Leukemia Charity Event for Huntsman Cancer Foundation
- Logo and link back to your website from Midnyte.tv sponsorship page website
- 4x6 Table Top at event to display your services
- 30 second custom video production for your website (donated by LunaWebs.com)
- Logo and/or company name on selected episode credits.
- Logo and/or company name on selected episode advertising
- Logo and/or company name and link on 1 email newsletter.

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- Logo on any promotional items (t-shirts, hats, etc.)
- 3 t-shirts, hats, stickers for your organization

#### **Production Sponsor - \$1500**

- Logo on Banner at Leukemia Charity Event for Huntsman Cancer Foundation
- Logo on program at Leukemia Charity Event for Huntsman Cancer Foundation
- Text link back to your website from Midnyte.tv sponsorship page website
- Logo and/or company name on 1 episode credits.
- Company name and link on email newsletter.
- 2 t-shirts, hats, stickers for your organization

#### **Cast Sponsor - \$1250**

- Logo on program at Leukemia Charity Event for Huntsman Cancer Foundation
- Text link back to your website from Midnyte.tv sponsorship page website
- Company name on 1 episode credits.
- 1 t-shirt, hat and sticker

#### **YouTube Vlog Sponsor - \$500**

- Logo on program at Leukemia Charity Event for Huntsman Cancer Foundation
- Text link back to your website from Midnyte.tv sponsorship page website
- Logo placed on YouTube director/producer updates
- 1 t-shirt, hat and sticker

#### **Other Cash and In-Kind Sponsorships Available:**

- Postcard Direct Marketing sponsorship
- Bottled Water Spons or
- Refreshments Sponsor
- PopCorn Sponsor
- Program Sponsor
- Newspaper Ad Sponsor
- AudioVisual Equipment Sponsor
- Event Signage Sponsor
- Other in-kind donations welcome (to be approved by Sponsor Director)

Please note:

- Although the minimum mini-series sponsorship cost is \$100 all cash donations are welcome and will be used to offset any costs of production, cast and crew.
- In kind sponsorships are welcome for assistance in production, cast and/or crew.
- 20% of all sponsorship proceeds go directly to Huntsman Cancer Foundation - no administrative costs are incurred. 100% of all donations specified will go directly to Huntsman Cancer Foundation.

**Custom Sponsorships** available. Please send us your proposal.

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## What is MidNyte?

### The Story

MidNyte all started with an idea. Scott (Luna's multi-media producer) had an idea for a mystery thriller story that he had created long ago. He longed for a venue that would be more than a short film...a true mini-series. When Comcast let us know of the opportunity to air on the on-demand channel - the rest was history. Scott made the pitch at a LunaWebs team meeting and the next thing we knew Chris Henderson was ripping out an awesome script faster than lightening at midnight...ah so corny. After auditioning over 80 actors and some amazing callbacks - a production was born. Without the support of many talented individuals like Doug Clift, Tye Nelson, Marne Eggleston and April Henderson who helped this get off the ground, the lift-off would not have been as much a success. Finally when Scott, Chris, Shad and Jeff Nicholson (our Assistant Producer) finalized the cast - we knew something big was happening.



### Why Huntsman Foundation?

As time went on so did the publicity around local actors, local film and an opportunity to provide awareness to Leukemia research. The Huntsman Cancer Foundation is close to the heart of the Executive Producer and owner of LunaWebs.com (Shad Vick), because his own sister passed away of Leukemia when she was 7 years old. She was part of a test group in leukemia research at Boston Children's that helped future children to be medicated properly.



Shad with his wife Jennifer are also very good friends with "Jenny", who is surviving Leukemia of 5 years. They helped raise \$60,000 through a website and online marketing fundraising effort for one of her critical surgeries. The website helped fund Jenny's surgery who at the time was receiving treatment at the Huntsman Cancer Institute.



The results are staggering. 20 years ago 8 out of 10 children would die of Leukemia. Now because of research and donations to charitable foundations like Huntsman, 8 out of 10 children LIVE. This is a wonderful cause.

The "Night at the Movies: Leukemia Charity Event" will be held on Saturday, July 18<sup>th</sup> from 3-7pm at the Rose Wagner Theater (see right). The entire mini-series will be shown in an open house style. Admission is free but donations are welcome. Tickets will be sold and proceeds from ticket will go directly to the Huntsman Cancer Foundation.

### MidNyte Supports Local Talent

Although MidNyte the mini-series is currently a complete non-profit production - the intent is to create exposure for local actors and talent, provide awareness and donations to the Huntsman Cancer Foundation and to enjoy creativity in the process.



We hope you will consider becoming a sponsor for this event to bring exposure to local film making and to help a great charity who is really advancing research for Leukemia.

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