



WGSA MUSE AWARDS



SPONSORSHIP PROPOSAL 2020

"Unleashing the potential of South African Writers"



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WGSA MUSE AWARDS CEREMONY

Now in its sixth successful year, the Writers Guild of South Africa will be hosting the WGSA Muse Awards Ceremony on Saturday, 15 May 2021.

Every scene we watch or listen to, be it on TV, in the movies, online, in a video game, on stage or even on the radio, originates in the creative mind of a scriptwriter.

The WGSA Muse Awards is a platform which finally recognises the talent, hard work and achievements of the performance writers of the WGSA.

It gives us great pleasure to invite you and your organisation to become an official sponsor of the WGSA Muse Awards and celebrate this important event with us.

Our various packages will give your business-extensive publicity in the build-up to the awards and centre stage exposure at the award ceremony, helping WGSA to make it a tremendous success.

WHY SPONSOR THE WGSA MUSE AWARDS?

- Support the celebration of South Africa's leading performance writers**
- Invest in the development of South African performance writers**
- Invest in the future of the local Film, TV, Radio, Theatre and new media industries**
- Be aligned with the work and objectives of the Writers' Guild of South Africa**
- The WGSA Muse Awards are the ONLY awards for writers that are judged solely on the work of the writer – the original script is judged and not the produced work that includes the interpretation of the director and/or actor**

As WGSA is a non-profit and public benefit company, any sponsorship in excess of what is needed to make the WGSA Muse Awards Ceremony a memorable event will be used to help fund the WGSA's Skills Lab and Grassroots Training Programmes, which will provide workshops and skills enhancement to more than 1000 beneficiaries in 2019/2020.



THE WGSA MUSE AWARDS

The WGSA Muse Awards runs nationally but, in 2019, it opened the competition to writers across the continent*. Submissions are open to all WGSA members, irrespective of whether they are long-standing members or new registrations. Entries are accepted in the following categories:

Animation

Best Animated Film Screenplay
Best Animated Short Film Screenplay
Best Animated Series Screenplay

Documentary

Best Documentary Script
Best Documentary Series Script

FAS Film*

Best FAS Original Feature Film
Screenplay

Film

Best Feature Film Screenplay
Best Short Film Screenplay

Mobile/Internet

Best Webisode Screenplay

Radio Play

Best Radio Play Script

Stage Play

Best Stage Play Script

Television

Best Television (Short Form) Drama Screenplay
Best Television (Long Form) Drama Screenplay
Best Television Mini-Series Screenplay or
Best "Made for Television" Screenplay
Best Sitcom Screenplay
Best Television Comedy Screenplay
Best Micro-Budget Film Screenplay

All finalists will receive a WGSA Muse Awards Finalist Certificate, and winners will be awarded the beautiful and specially designed WGSA Muse Trophy along with their Winners Certificate.

Finalists will all attend the WGSA Muse Awards Ceremony on Saturday, 15 May 2021.

P.O. BOX 1330, FONTAINEBLEAU, 2032 ♦ 34 7TH STREET, LINDEN, JOHANNESBURG
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WRITERS GUILD OF SOUTH AFRICA (WGSA)

The Writers Guild of South Africa (WGSA) opened its doors in May 2009 to advance screenwriting in South Africa and to fill the gap left by the defunct South African Script Writers' Association (SASWA).

The WGSA remains the only official industry organisation mandated to protect, empower and develop performance writers in the local film, television, radio, stage, animation and new media industries.

To achieve this, the WGSA provides a range of services which include:

- Empowerment and development of performance writers in South Africa
- Collective bargaining for fair rates, contracts and benefits
- Protection of the rights of performance writers
- Script registration services and collection of residuals and royalties on behalf of performance writers
- Providing a voice and community for performance writers

SPONSORSHIP PACKAGES: BRANDING AND EVENT BENEFITS



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| HEADLINE SPONSOR | |
|--------------------------|---|
| Branding Benefits | <ul style="list-style-type: none"> ✚ Event branding will be "2020 WGSA Muse Awards brought to you by "Sponsor's name" ✚ Predominant branding on all collateral and at the event ✚ Logo to appear on event programmes ✚ Logo to appear on event banners ✚ Logo, plus a welcoming note to appear inside of the event programme ✚ Logo to appear on the event web page with a hyperlink through to your website ✚ Logo to appear on all future print media for the advertising done to promote the event ✚ Sponsor mention on radio adverts and press releases ✚ Sponsor mention in post-event communication ✚ Sponsor mention in WGSA newsletter and on FB page |
| Event Benefits | <ul style="list-style-type: none"> ✚ Sponsor may appoint a senior executive to deliver a 3 minutes address, to announce nominees present one award ✚ 15 free VIP tickets to the WGSA Muse Awards ceremony and show ✚ Logo in the Awards Venue and in the registration area |
| R 500,000.00 | Only ONE available |

| PLATINUM SPONSOR | GOLD SPONSOR | BRONZE SPONSOR |
|---|--|--|
| Branding Benefits | | |
| <ul style="list-style-type: none"> ✚ Logo to appear on event programme ✚ Recognition as a Platinum sponsor ✚ Logo to appear on event banner ✚ Logo to appear on the event web page with a hyperlink through to your website ✚ Logo to appear on all future print media advertising done to promote the event ✚ Sponsor mention on radio adverts and press releases ✚ Sponsor mention in WGSA newsletter and on FB page | <ul style="list-style-type: none"> ✚ Logo to appear on event programme ✚ Recognition as the Gold sponsor ✚ Logo to appear on event banner ✚ Logo to appear on the event web page with a hyperlink through to your website ✚ Logo to appear on all future print media advertising done to promote the event ✚ Sponsor mention in WGSA newsletter and on FB page | <ul style="list-style-type: none"> ✚ Logo to appear on event programme ✚ Recognition as a Bronze sponsor ✚ Logo to appear on event banner ✚ Logo to appear on the event web page with a hyperlink through to your website ✚ Logo to appear on all future print media advertising done to promote the event ✚ Sponsor mention in WGSA newsletter and on FB page |
| Event Benefits | | |
| <ul style="list-style-type: none"> ✚ Sponsor may appoint a senior executive to announce nominees and 1 award ✚ 10 free VIP tickets to the WGSA Muse Awards show | <ul style="list-style-type: none"> ✚ Sponsor may appoint a senior executive to announce nominees and 1 award ✚ 8 free VIP tickets to the WGSA Muse Awards show | <ul style="list-style-type: none"> ✚ 8 free VIP tickets to the WGSA Muse Awards show ✚ Logo in the Awards Venue and in the registration area |

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| | | |
|---|---|-------------------------|
| <ul style="list-style-type: none"> ☑ Logo in the Awards Venue and in the registration area | <ul style="list-style-type: none"> ☑ Logo in the Awards Venue and in the registration area | |
| R 250,000.00 | R 100,000.00 | R 50,000.00 |
| Only 2 available | Only 4 available | Only 6 available |

| ASSOCIATE SPONSOR | PRIZE SPONSOR |
|--|--|
| Branding Benefits | |
| <ul style="list-style-type: none"> ☑ Logo to appear on event programme ☑ Recognition as an Associate sponsor ☑ Logo to appear on event banner ☑ Logo to appear on the event web page with a hyperlink through to your website ☑ Sponsor mention in WGSA newsletter and on FB page | <ul style="list-style-type: none"> ☑ Logo to appear on event programme ☑ Logo to appear on the event web page with a hyperlink through to your website |
| Event Benefits | |
| <ul style="list-style-type: none"> ☑ 4 free VIP tickets to the WGSA Muse Awards show | <ul style="list-style-type: none"> ☑ 2 free VIP tickets to the WGSA Muse Awards show ☑ Sponsor mention by MC before the handover of the prize ☑ Prizes: Vouchers, Goodie Bag gifts, Technology Prizes, Holidays |
| R 10,000.00 | R 5,000.00 |
| Unlimited | Unlimited |

We look forward to partnering with you and your organisation as we recognise and celebrate the potential of South Africa's performance writers!



**Best Regards,
WGSA MUSE AWARDS COMMITTEE**