



**PMG**  
PROPERTY MASTERS GUILD

# About The Property Masters Guild



The Property Masters Guild is a membership-driven organization of Property Masters. As a non-profit founded in 2021, the Guild is the only organization dedicated exclusively to providing for the needs of Property Masters, highlighting the artistic contributions of Property Masters, and has the interests of Property Masters and furthering their success as its central mission.

Comprised of veteran, established, and upcoming Property Masters, the Guild is a volunteer-run organization that speaks as a collective voice for its members and craft.

The Property Masters Guild engages its members through events, educational classes, newsletters, and private member forums. The Guild reaches an even wider audience of future craft members and fans of the craft through its social media, emails and podcasts.

## Our Members

### 197 Property Master Members

- 120 Active Los Angeles Based
- 46 Active Wider United States and Canada
- 31 Retired



## Our Wider Audience



### Website Traffic

280 Unique Visitors/Month

### Social Media Reach

182.1k - Instagram Reach  
2,152 - Instagram Followers

### Email List

635 Subscribers  
85% Average Open Rate  
14.7% Average Click Rate

### Podcast Listeners

2,040/Month Downloads



# About The MacGuffin Awards



In filmmaking, a MacGuffin is any object so important that it drives forward the story itself. Naturally, adopting it as the name of the Guild Awards seemed a perfect match.

The MacGuffin Awards is the first awards event to celebrate the creative contributions of Property Masters in film, television and commercial productions despite a craft history dating back to the origin of moving pictures.

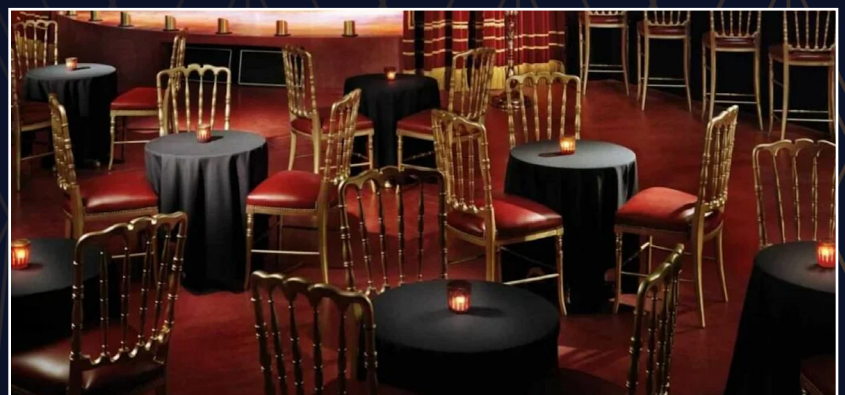
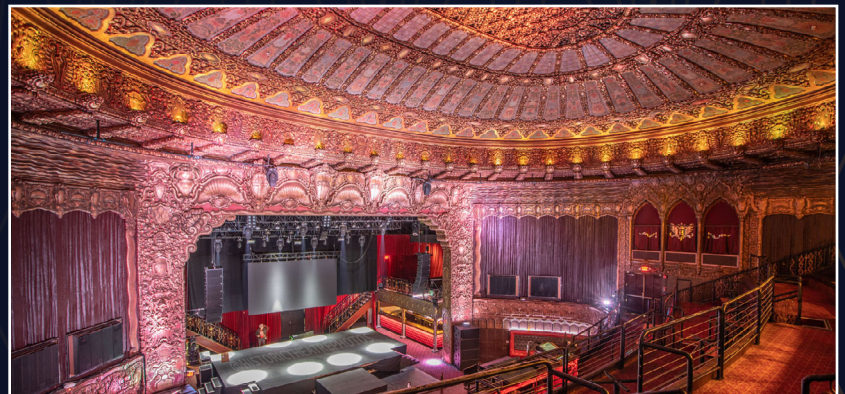
Property Masters will be celebrated with nominations to twelve categories covering work across all mediums and genres with one winner in each category announced at the event. Additionally, a Lifetime Achievement Award will be presented to celebrate the exemplary career of a notable Property Master. Each winner will receive a MacGuffin Award to commemorate their achievement.

## Event Details

Property Masters know that its all in the details, and the close up must be perfect.

On the evening of Saturday, September 14th, 2024, the Property Masters Guild will come together to celebrate excellence in their field over cocktails and hors d'oeuvres for a social evening among cabaret and lounge style seating that encourages social mixing and conversation. With such a format at a venue with multiple unique areas, the event will provide optimal opportunities for sponsors to interact with guests and hosts as well as activations for guests to experience.

The evening will feature special guest presenters made of friends of the Prop Department in the entertainment world to encourage additional publicity opportunities.



# Event Sponsor Package - \$5000

*Additional opportunities are available through à la carte and award category sponsor packages.*

## ***Before the Event:***

- Logo included on awards event website and Guild website event page.
- Social Media shoutout recognizing sponsor with logo.
- Name, logo, and brief statement included in press release (100 words).
- Inclusion in 'Sponsor' eblast directed to all members.
- Logo inclusion in all digital promotional materials.
- Use of the PMG logo in your event-related promotional materials (approval of individual use is required).

## ***At the Event:***

- Design a table centerpiece to include any sponsor curated materials (must be approved in advance).
- Inclusion in collective recognition by the host.
- Logo inclusion on event pre-show slide presentation.
- Half page featured advertising space in event program.
- Logo inclusion on signage at red carpet entrance.
- Four tickets for representatives to attend. Additional tickets may be purchased at the member rate.

## ***After the Event:***

- Professional photos and videos will be provided for sponsor use.
- Logo Inclusion in event recording banner.
- Website logo inclusions will remain on the website until the following year's event.
- Logo and message inclusion in 'Thank You' email directed to all members and event attendees (100 words).
- Logo inclusion in all digital post-event materials.
- Name and logo included in post event press release.
- Use of the PMG logo in your event-related follow up materials (approval of individual use is required).



# À la Carte Sponsor Packages

*À la carte packages can only be added after an awards sponsorship has been purchased. Guild sponsors receive a 10% discount on all packages, and do not need to purchase an awards sponsorship for select ala carte packages (marked with \*).*

## Cocktail Sponsor - \$1000 (maximum three sponsors)\*

Sponsor and name a signature cocktail for guests to enjoy.

**Before the Event:** Logo and cocktail name will be included on the website and social media.

**At the Event:** Logo and cocktail name will be at the bar on a featured menu card.

A host will acknowledge the cocktail sponsors collectively.

## Video Displays - \$1000 (maximum ~~three~~<sup>two</sup> sponsor)\*

A sponsor-curated video presentation will be displayed as a pop-up component at the event.

**At the Event:** A monitor will be provided to run a small video loop during the event for guests to watch.

Presentation will be displayed on a high top and placed prominently in the venue.

Additional materials may be provided to fit on the table with the presentation.

**After the Event:** The video will be featured on the awards website until the following year.

The video will be featured on the Guild's YouTube page in perpetuity.

## Provide a Guest Gift in PMG Gift Bag - \$1000 (maximum ~~six~~<sup>five</sup> sponsors)\*

An opportunity to provide a gift and any promotional materials for inclusion in the attendees' gift bag. Additionally, a gift may be provided for the celebrity special guests in their green room.

**Before the Event:** Logo will be featured on the website and social media.

**At the Event:** The gift contents will be prominently displayed for guests with sponsor logo.

A host will acknowledge the gift sponsors collectively.

**After the Event:** The Guild will request quotes from event guests to share with the sponsor for their use.

## Provide a Branded Gift Bag - \$1500 (~~maximum one~~<sup>sold</sup> sponsor)

An opportunity to provide a branded gift bag and its exclusive contents of your choice to all attendees. Additionally, a gift may be provided for the celebrity special guests in their green room.

**Before the Event:** Logo will be featured on the website and social media.

**At the Event:** The gift contents will be prominently displayed for guests with sponsor logo.

A host will acknowledge the gift sponsors collectively.

**After the Event:** The Guild will request quotes from event guests to share with the sponsor for their use.

# À la Carte Sponsor Packages

## Editorial Promotionals - \$2500 (maximum ~~three~~<sup>two</sup> sponsors)

This sponsor package creates unique opportunities to present curated content to the guests and the Guild's online audience. Editorial content must be pre-approved by an official representative of the Guild.

**Before the Event:** A brief profile will be featured on the awards website (500 words, 2 images).

Sponsor content will be featured in an exclusive social media post (200 words, 5 slides).

Sponsor content will be featured in an exclusive email to membership.

**At the Event:** A two-page spread will be prominently placed in the event program.

**After the Event:** The Guild will request quotes from event guests to share with the sponsor for their use.

## Guest Contact List - \$2500 (maximum ~~three~~<sup>two</sup> sponsors)

Sponsors may receive the contact information of event guests for use in their promotional efforts.

**After the Event:** A csv file of the guests' emails will be provided.

## Champagne Toast Sponsor - \$3500 (maximum one sponsor)

Be the exclusive sponsor of the celebratory champagne toast to kick off the evening's festivities.

**Before the Event:** Logo will be featured on the website and social media.

**At the Event:** A champagne bottle display will feature your logo.

A host will acknowledge the sponsor during the toast.

Sponsor representative will have an opportunity to offer a brief toast.

**After the Event:** The Guild will share photos of the toast with the sponsor for their use.

*\*In kind availability is subject for consideration. Sponsor would be responsible for any corkage fees.*

## Space Activation Take Over - \$5000 (maximum three sponsors)

Three areas at the venue will be sectioned off for sponsors to curate a unique experience for guests to directly interact with your brand in an environment fully customized to your goals.

**Before the Event:** Activation will be featured in the event website, social media, and email promotionals.

**At the Event:** Directional signage for the activation will feature your logo and experience details.

A host will acknowledge the activation and its sponsor.

**After the Event:** Photos from the activation will be highlighted in social media.



# À la Carte Sponsor Packages

## Industry Exclusivity - \$5000 (based on availability)

Be the only sponsor featured from your industry. Obtain exclusive access to event guests and promotional opportunities around the event for your industry. *This package is only available to sponsors spending more than \$10,000 on other sponsorship packages collectively.*

## Sponsors with Significant Financial Commitment

Any sponsors collectively spending more than \$20,000 on packages will receive an additional four tickets, their logo on all event signage\*, stage podium, and a special thank you from the host at the event. They will also receive a 10% discount on any additional sponsorship package above \$20,000.

*\*Event signage that is sponsor-package specific is not included.*

## Product Use at Event \ In Kind Sponsorship - (based on availability)

Show off your brand at the event through an in kind sponsorship.

*Subject to availability and venue restrictions. Packages will be customized based on value of sponsorship.*

## Media Sponsors - (based on availability)

The inaugural MacGuffin Awards for a craft as old as Hollywood itself creates a unique story opportunity.

**At the Event:** Tickets will be provided for representatives and their guest to attend the event

**After the Event:** Professional photos and video will be provided for editorial use.

## Additional Sponsor Opportunities - (based on availability)

Sponsorship opportunities can be fully customized to suit your needs. Interested in sponsoring a dessert bar? An after party? We would be happy to discuss what that might look like with you!

*Subject to venue restrictions. Packages will be customized based on value of sponsorship.*

## Renewals

All sponsors will receive first right of refusal and receive a 5% discount on consecutive year sponsorships.

# Award Category Sponsor Packages

*Award category packages can only be added after an awards sponsorship has been purchased.*

## Award Sponsor - \$5000 (based on availability, maximum ~~three~~ <sup>two</sup> sponsors)\*

Sponsor one of the twelve award categories.

**Before the Event:** Sponsor logo will be featured on all promotional materials where the award categories are promoted.

**At the Event:** A sponsor representative may briefly address the guests with the event host, present the sponsored award, and be photographed with the recipient. Your logo will be featured on the screen when the award is presented.

**After the Event:** The award photo will be highlighted on social media.

## Custom Award Sponsor - \$6500 (maximum one sponsor)\*

Sponsor can create an award category in alignment with their mission goals to highlight a one-time recipient. Sponsor will participate in the nomination and selection process of choosing the award recipient. (Please inquire for specific details on this process.)

**Before the Event:** Sponsor logo will be featured on all promotional materials where the award categories are promoted.

**At the Event:** A sponsor representative may briefly address the guests with the event host, present the sponsored award, and be photographed with the recipient. Your logo will be featured on the screen when the award is presented.

**After the Event:** The award photo will be highlighted on social media. The Guild will request a quote from the recipient to share with the sponsor for their use.

## Lifetime Award Sponsor - \$7500 (~~maximum one sponsor~~ <sup>sold</sup>)

Every year, the Guild will present one lifetime achievement award to a Property Master who represents a truly exemplary standard of excellence and career achievements in the craft. The award sponsor will participate in creating a name that will be used for years to come, and in the nomination and selection process of choosing the award recipient. (Please inquire for specific details on this process.)

**Before the Event:** Your logo and the award name will be featured wherever the award is promoted.

**At the Event:** A sponsor representative may briefly address the guests with the event host, present the sponsored award, and be photographed with the recipient. Your logo will be featured on the screen when the award is presented. Your logo will be featured on the screen when the award is presented. Your logo and award statement will be featured on a special award display at the event.

**After the Event:** The award photo will be highlighted on social media. The Guild will request a quote from the recipient to share with the sponsor for their use.



# Program Advertising

Full Page Ad

\$850

8.5" x 5.5"

.125" Bleed

Back Cover

~~\$2000~~ **sold**

Inside Front

Cover

\$1,500

Half Page Ad

\$450

4.25" x 5.5"

Quarter Page Ad

\$250

4.25" x 2.75"

Crew Quarter Note

\$100

4.25" x 2.75"



20750 Ventura Blvd, Ste 204 | Woodland Hills, CA 91364  
info@propertymastersguild.org | www.propertymastersguild.org

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Event Sponsor - \$5,000

**À la Carte Sponsor Packages:**

Cocktail Sponsor - \$1,000

Editorial Promo - \$2,500

Industry Exclusivity - \$5,000

Video Display - \$1,000

Guest Contacts - \$2,500

Award Sponsor - \$5,000

Guest Gift - \$1,000

Champagne Toast - \$3,500

Custom Award Sponsor - \$6,500

Branded Gift Bag - \$1,500

Space Activation - \$5,000

Lifetime Award Sponsor - \$7,500

**Program Advertising:**

Back Cover - \$2,000

Full Page - \$850

Quarter Page - \$250

Inside Front Cover - \$1,500

Half Page - \$450

Crew Quarter Page - \$100

**Package Customizations and Notes:**

Sponsorship Amount: \$ \_\_\_\_\_ In-Kind Value:

Payment can be remitted to:  
Property Masters Guild | Attn: Michelle Foti | 818-697-7500  
20750 Ventura Blvd, Ste 204, Woodland Hills, CA 91364





20750 Ventura Blvd, Ste 204 | Woodland Hills, CA 91364  
sponsorship@[propertymastersguild.org](mailto:t.corvino@propertymastersguild.org) | [www.propertymastersguild.org](http://www.propertymastersguild.org)

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# Technical Specs and Deadlines

## Your Logo:

Please provide your logo and any branding guidelines to [t.corvino@propertymastersguild.org](mailto:t.corvino@propertymastersguild.org).

## Logo Specs for Print:

JPEG, PNG, PDF, PSD, EPS, AI file

Color: CMYK

Resolution: 300dpi

## Logo Specs for Web:

JPEG, PNG, PDF, PSD, EPS, AI file

Color: RGB

Resolution: 72dpi

*\*If you have a B&W or greyscale version of your logo, please include. If you do not have your logo in the specified formats, please share what you have and we will make best efforts to adapt as needed to preserve your brand.*

## Website Placement:

Logo will be added to the website within one week of providing.

## Use of PMG Logo in Your Materials:

Any use of the PMG logo or identity in your materials must be pre-approved in advance. Such approvals should be sent to [t.corvino@propertymastersguild.org](mailto:t.corvino@propertymastersguild.org). Please allow at least 72 hours for turn around.

## Editorial - Website Profile:

Profile may include up to 500 words and two images of your choice. Materials should be sent to [t.corvino@propertymastersguild.org](mailto:t.corvino@propertymastersguild.org). Please allow up to one week for implementation.

## Editorial - Social Media Post:

Social media post may include up to 200 words and 5 slides/images of your choice. Materials should be sent to [m.bergman@propertymastersguild.org](mailto:m.bergman@propertymastersguild.org) along with requested release date. Please allow up to one week for implementation.

## Editorial - Exclusive Email:

Content of email is up to the discretion of the sponsor. Promote your brand, show off products, provide an offer, ask questions...whatever you like. Materials should be sent to [t.corvino@propertymastersguild.org](mailto:t.corvino@propertymastersguild.org) along with requested release date. A proof will be provided. Materials must be approved by the PMG. Please allow at least two weeks for turn around.

## Press Release Inclusion (April 15, 2024):

Press release distribution will begin in May 2024. For inclusion, your 100 word statement must be received by April 15, 2024. If not received in time, it can be included in later press releases. Materials should be sent to [t.corvino@propertymastersguild.org](mailto:t.corvino@propertymastersguild.org).



20750 Ventura Blvd, Ste 204 | Woodland Hills, CA 91364  
sponsorship@[propertymastersguild.org](mailto:sponsorship@propertymastersguild.org) | [www.propertymastersguild.org](http://www.propertymastersguild.org)

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# Technical Specs and Deadlines

## **Custom Award Sponsor (July 31, 2024):**

Sponsor may provide their request for the name of the award along with any request for a receipt. Sponsor can work with the Awards Committee regarding their requests. Final award name and receipt will require PMG approval no later than July 31, 2024.

## **Lifetime Award Sponsor (July 31, 2024):**

Sponsor may provide their request for the name of the award along with any request for a receipt. Sponsor can work with the Awards Committee regarding their requests. Final award name and receipt will require PMG approval no later than July 31, 2024.

## **Event Program Advertising / Materials (July 31, 2024):**

Any materials for inclusion in the event program must be received no later than July 31, 2024. Any materials should be sized in advance according to advertising purchased and provided in CMYK, 300 dpi image format. Materials can be sent to [t.corvino@propertymastersguild.org](mailto:t.corvino@propertymastersguild.org).

## **Cocktail Sponsor (August 15, 2024):**

Name of cocktail must be received no later than August 15, 2024. It can be sent to [t.corvino@propertymastersguild.org](mailto:t.corvino@propertymastersguild.org).

## **Video Display (August 15, 2024):**

Video file must be complete and ready for viewing. Video can be sent to [t.corvino@propertymastersguild.org](mailto:t.corvino@propertymastersguild.org) and must be received no later than August 15, 2024. Related table materials can be brought on the day by sponsor representative. Access to the space will be available one hour in advance.

## **Gift Bag Contents / Branded Bag (September 1, 2024):**

Gift inclusions should be received no later than September 1, 2024. Pickup / delivery arrangements should be made through [l.shell@propertymastersguild.org](mailto:l.shell@propertymastersguild.org).

## **Table Centerpieces:**

Table centerpieces can be brought on the day by the sponsor representative. Advance access to the space should be coordinated with [l.shell@propertymastersguild.org](mailto:l.shell@propertymastersguild.org).

## **Space Activations:**

Any advance promotional materials for website, social media or email promotion should be sent to [t.corvino@propertymastersguild.org](mailto:t.corvino@propertymastersguild.org) for inclusion in event promotions. Please allow one week for implementation. Activation materials can be brought on the day by the sponsor representatives. Advance access to the space should be coordinated with [l.shell@propertymastersguild.org](mailto:l.shell@propertymastersguild.org).