

**P A A F I A**

**PENNSYLVANIA FILM INDUSTRY ASSOCIATION**



**SPONSORSHIP OPPORTUNITIES**

**2024 LEGISLATIVE RECEPTION  
AND ANNUAL CAMPAIGN**

**M O N D A Y , J U N E 3 , 2 0 2 4**



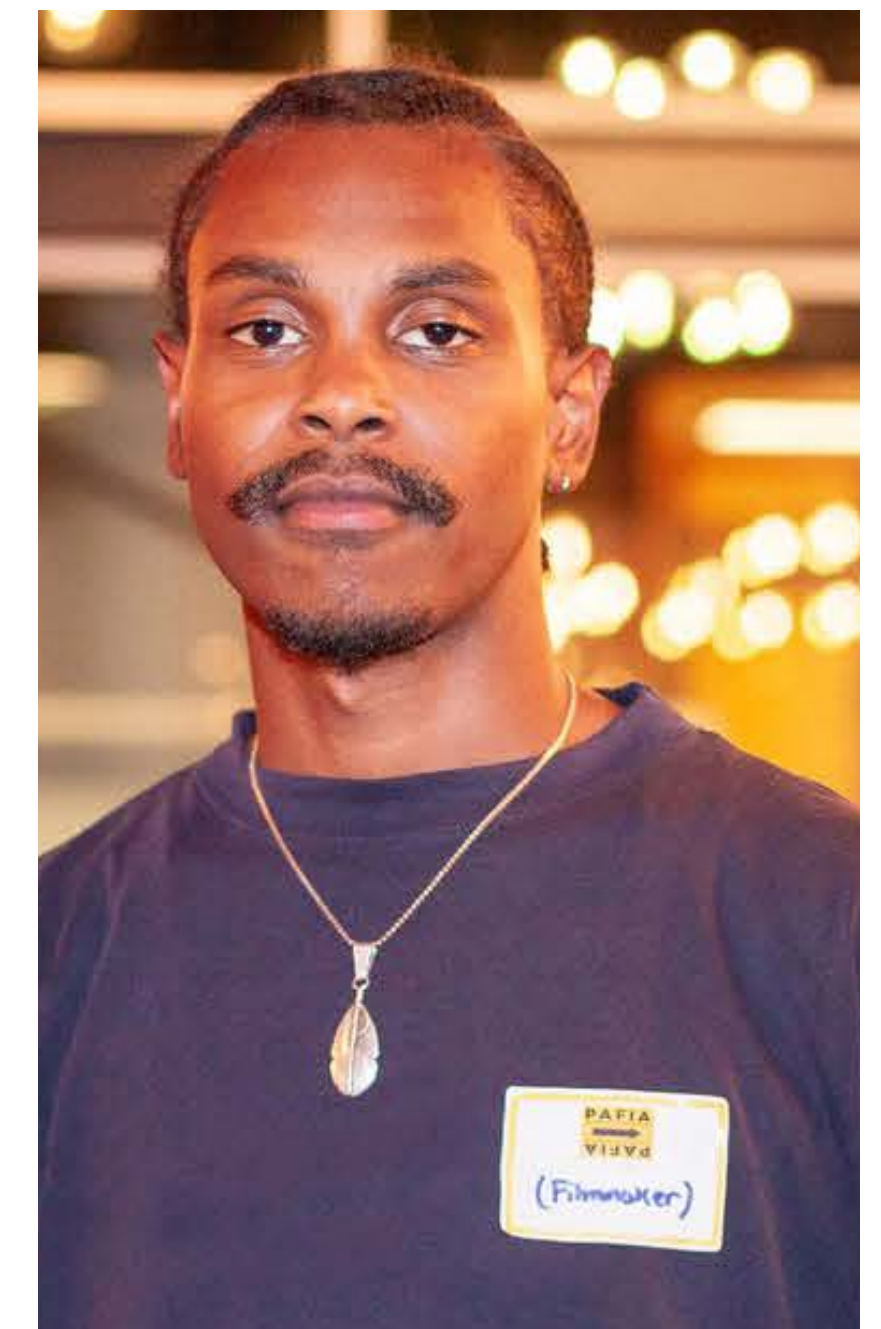
# WHO IS PAFIA?

**PAFIA | Pennsylvania Film Industry Association**

Founded in 2009, **PAFIA is a community of more than 1000 filmmakers, producers, small businesses, crew members and people** who love the film industry and fight to keep film, TV and streaming production alive and real in the great Commonwealth of Pennsylvania.

**“These production jobs are really good-paying jobs that provide livelihoods for families to move here, stay here, buy a home and put their kids through college.”**

**CAMERA BARTOLOTTA, PENNSYLVANIA STATE SENATOR**





# WHAT DOES PAFIA DO?

We have a direct impact on workforce development & economic growth in Pennsylvania by ensuring Pennsylvania provides a viable film incentive program for film production in our state.

The film incentive program brings money into our towns, small businesses and creates jobs across the state.



**"PAFIA is the key to turning my dream into a full-time job."**

**MARIA SHAMKALIAN , VICE-CHAIR, EXECUTIVE COMMITTEE PAFIA BOARD**

The production of *Fences* contributed over **\$9.4 million** to the Pennsylvania economy



# WHY IS FILM IN PA IMPORTANT?

**\$1** → **\$4**

**FOR EVERY \$1 SPENT ON A PRODUCTION,  
\$4 IS GIVEN BACK INTO OUR COMMUNITIES.**

**How?** The production utilizes the talent and resources in the city or neighborhood they film in like coffee shops, restaurants, dry cleaners, hotels, transportation, auto repair shops, salons and more.

**“The film productions inject money right into the local economy.”**

**DAVID HADDAD, PAFIA BOARD CHAIR**





# PA MEDIA HEADLINES

“Our program has not kept current with the industry or states and countries we’re competing against,” said Dawn Keezer, director of the Pittsburgh Film Office.

P.G. 2024

“Unless Pennsylvania increases the tax credit by a substantial amount,” the report concluded, “it will be difficult to entice production firms to relocate from states where they have already invested significant resources and established a long-term presence.”

P.G. 2024

LOCAL

**‘Mayor of Kingstown’ pumps over \$90 million into Pittsburgh’s economy, Shapiro says**



By Natalie Reid Miller, WPXI-TV  
February 20, 2024 at 10:39 am EST

WPXI-TV 2024

Pennsylvania must also contend with entertainment staples such as New York and California, Georgia’s uncapped incentive that helped its film industry generate \$4.1 billion last fiscal year and Canada’s [Film or Video Production Services Tax Credit](#) program.

P.G. 2024

## Expansion of Pa.'s film incentive program not included in new state budget

P.G. 2024

**Josh Shapiro** @JoshShapiroPA

Boosting Pennsylvania’s economy means making our Commonwealth the best place to bring your business.

It's time to uncap the film credit, compete with states like Georgia, and meet the demand of the film industry ready to bring their projects to Pennsylvania.

9:16 AM · Apr 21, 2022

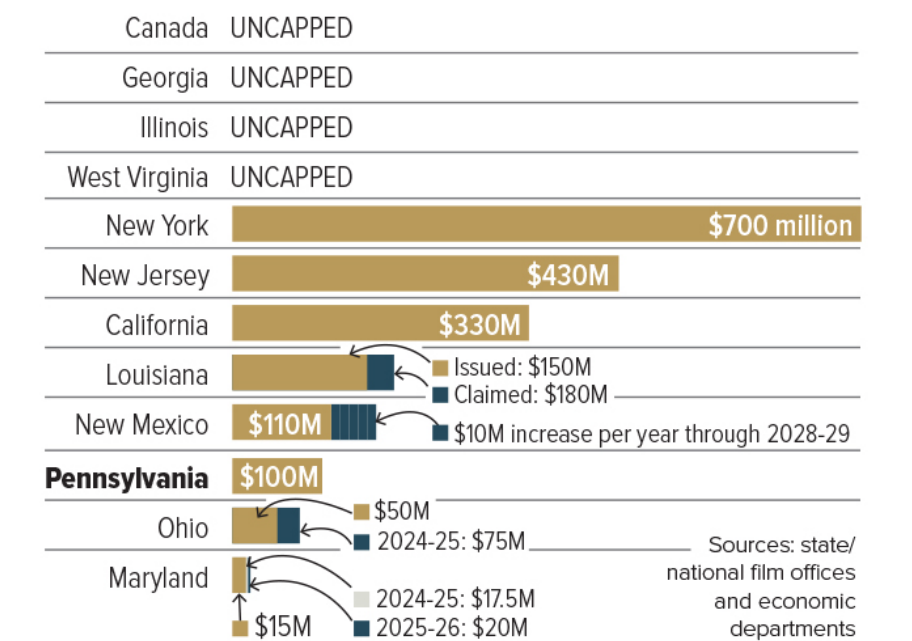
Josh Shapiro, Twitter 2022

Interested parties across the commonwealth argue the current \$100 million ceiling is too low for Pennsylvania to remain an enticing destination. Before he was governor, Josh Shapiro even declared in [an April 2022 post on X](#) that “it’s time to uncap the film tax credit” to “meet the demand of the film industry ready to bring their projects to Pennsylvania.”

P.G. 2024

### Production incentives see increased competition

Pennsylvania’s film tax credit remains capped at \$100 million, with other states and Canada vying for films and TV series with their own incentives.



P.G. 2024

### Is Pennsylvania’s film tax credit program competitive? Some say state should do more to lure Hollywood

Pa. is surrounded by states offering increasingly enticing incentives amid a difficult production landscape

**JOSHUA AXELROD** Pittsburgh Post-Gazette  
jaxelrod@post-gazette.com

FEB 26, 2024 2:34 PM

P.G. 2024



# \$300MIL PA FILM

Increase PA's Film Incentive

**Develop Our Workforce &  
Increase Our Economy Through Film**

**We are asking the Commonwealth of PA to  
raise the tax incentive to \$300 million to  
enable more film productions in Pennsylvania  
resulting in more money & more jobs for  
our communities.**





# \$300 MIL PA FILM LEGISLATION RECEPTION

The Pennsylvania Film Industry Association (PAFIA) is sponsoring a 2024 Legislative Reception, in the East Wing rotunda at the state capital in Harrisburg.

The annual reception hosted by the Film Industry Caucus Chairs, Pennsylvania Senators Camera Bartolotta & Jay Costa and Representatives Joe Ciresi & KC Tomlinson is an unparalleled opportunity to engage with state decision-makers and film industry leaders, advocates, and influencers.

This year, your involvement is pivotal to help increase the film incentive program and bring more jobs and money into our state's economy.





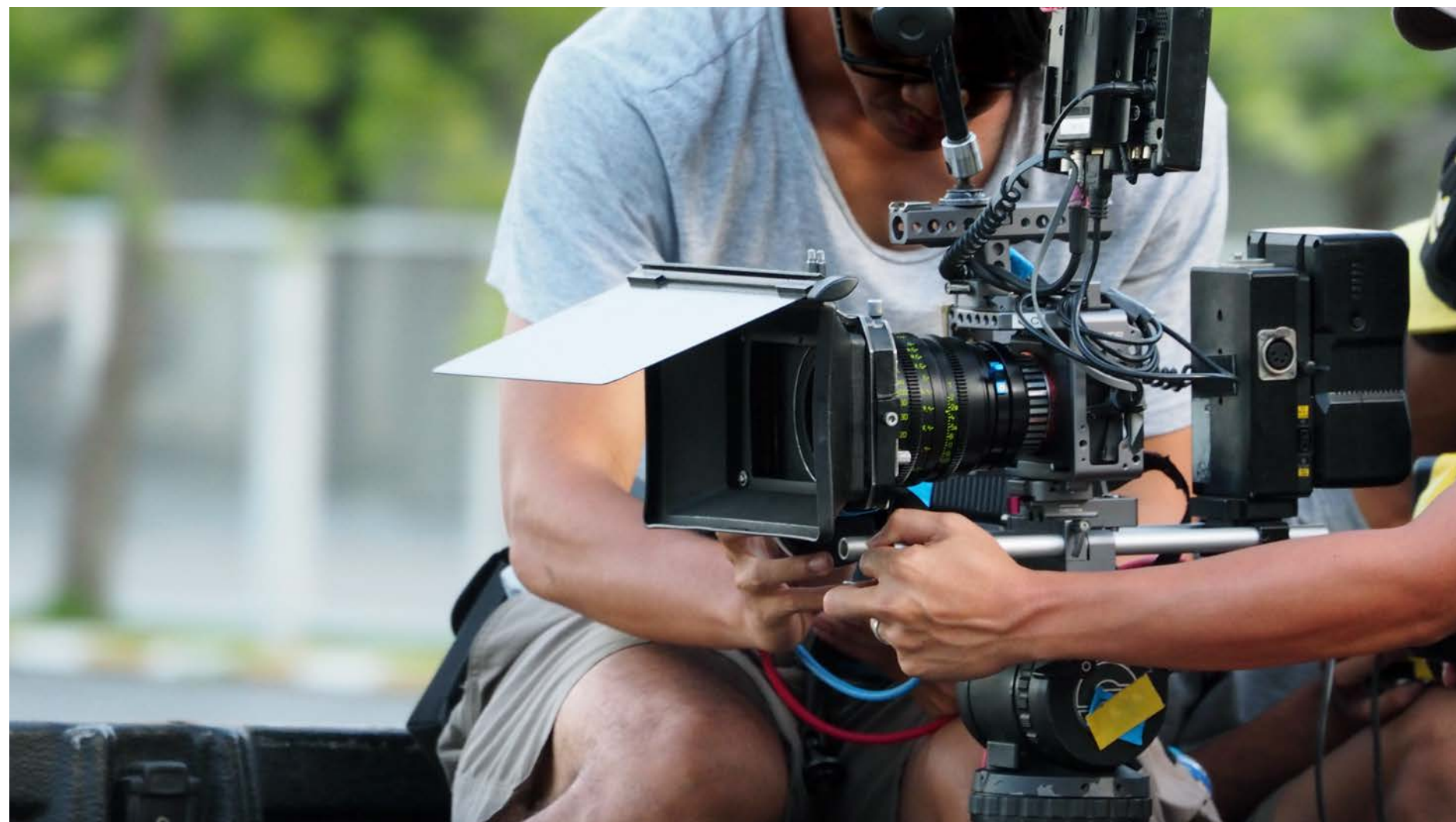
# \$300 MIL PA FILM | SPONSORSHIP LEVELS



## PLATINUM SPONSORSHIP

**\$20,000**

- PAFIA Newsletter Platinum Sponsor
- PAFIA Website Platinum Sponsor Banner
- PAFIA Social Media Post – Once a Month
- Logo on Legislation Reception as Platinum Sponsor
- Logo on PAFIA event signage including Legislation Reception as Platinum Sponsor
- Private Dinner Invitation for up to 4 Guests to Legislation Reception in Harrisburg with Lawmakers
- Opportunity to set a promo table at every PAFIA event
- Interview Article on PAFIA website
- 1 promo text message to the members with a thank you to the sponsor and a link to their services



## EXECUTIVE PRODUCER

**\$10,000**

- PAFIA Newsletter Spotlight
- PAFIA Social Media Post – Once a Month
- Logo on Legislation Reception
- Logo on PAFIA event signage including Legislation Reception
- Private Dinner Invitation for up to 4 Guests to Legislation Reception in Harrisburg with Lawmakers
- Opportunity to set a promo table at every PAFIA event
- 1 promo text message to the members with a thank you to the sponsor and a link to their services



# \$300 MIL PA FILM | SPONSORSHIP LEVELS



## DIRECTOR

**\$5,000**

- PAFIA Newsletter Thank You
- Social Media Thank you
- Logo on Event Signage
- Private Dinner Invitation for up to 4 Guests to Legislation Reception
- 1 promo text message to the members with a thank you to the sponsor and a link to their services



## FRIEND

**\$500**

- PAFIA Social Media Thank You
- Invitation to Legislation Reception
- 1 promo text message to the members with a thank you to the sponsor and a link to their services



# 501(c)(6) DEDUCTIONS

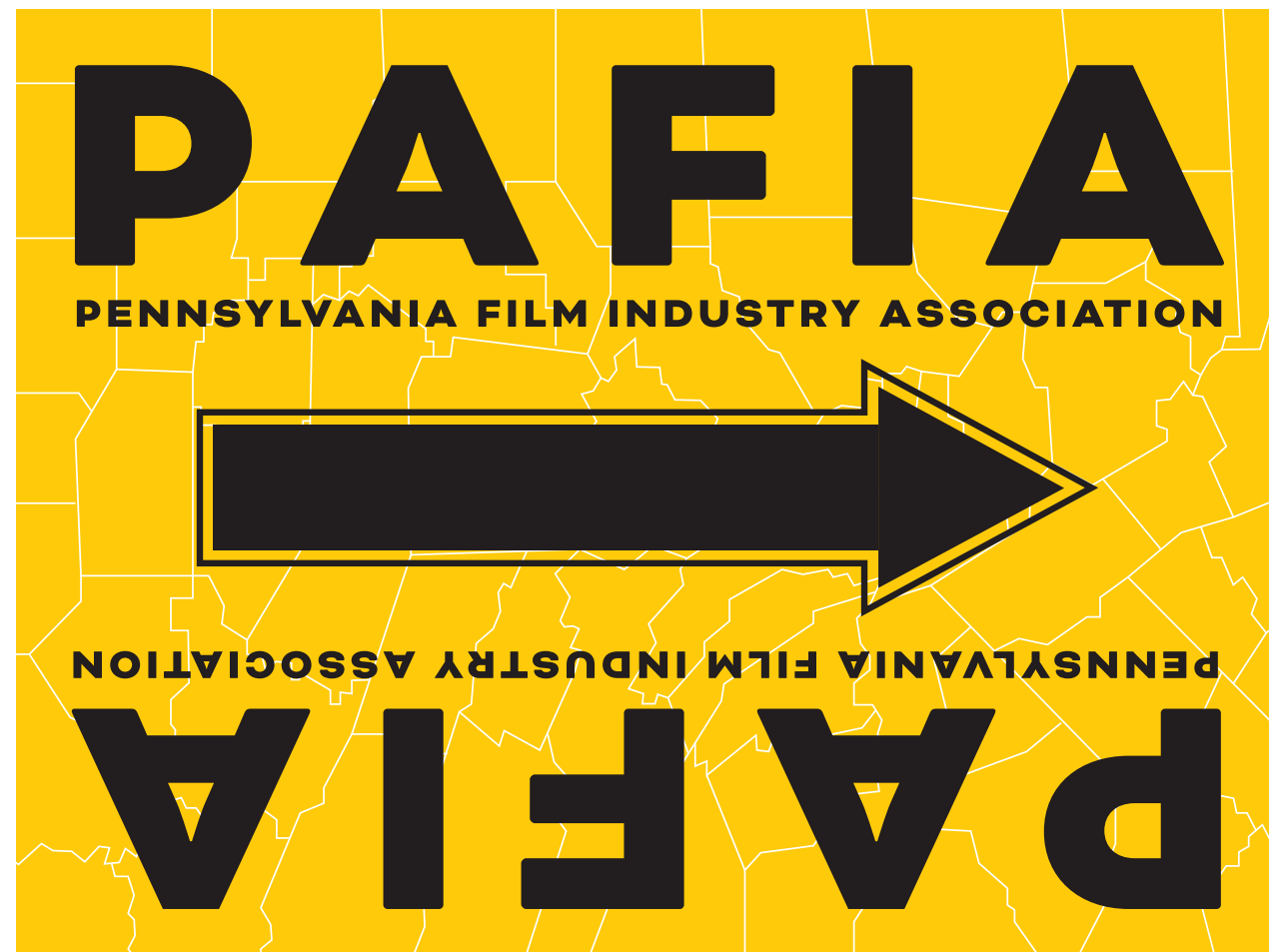
PAFIA is a nonprofit 501(c)(6) organization. Contributions to section 501(c)(6) organizations are not deductible as charitable contributions on the donor's federal income tax return.

**However, they may be deductible as trade or business expenses if ordinary and necessary in the conduct of the taxpayer's business.** The donee organization may be required to make certain disclosures and pay a proxy tax in connection with the dues payment.

**Simply put – This is a sponsorship and not a donation so you could write it off as a business expense.**







# BECOME A SPONSOR

CONTACT

JENN IAMS

Pennsylvania Film Industry Association  
461 Cochran Road, #246 Pittsburgh, PA 15228  
(717) 833-4561 | [info@pafia.org](mailto:info@pafia.org)

