

**SPONSORSHIP PROPOSAL**

*MacWood Short Film Course*

MACWOOD PRODUCTIONS

Grady MacTavish  
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## OVERVIEW

This proposal outlines a sponsorship proposal for the 2025 12-week course *The MacWood Filmmaking Course for Adults*. The workshop will run from March 6th until May 29th and will be held at the Kiwanis Performing Arts Centre in Dawson Creek. In this proposal, you will find information about our teachers, a general outline of what will be taught, the market interest, our budget, and the benefits/sponsorship packages for *The MacWood Filmmaking Course for Adults*.

## OUR INSTRUCTORS



*Grady MacTavish*



*Ryan Leawood*

MacWood Productions was co-founded in 2016 by Grady MacTavish and Ryan Leawood. Since 2016; we have produced 11 commercials, 50 short films, and 3 feature films in Dawson Creek. Over the years we have received recognition from various film festivals, including multiple awards for the horror short film *Anxiety*, and ‘Best Feature Film’ and ‘Best Canadian Feature’ at the *Yes! Let’s Make a Movie Fest* for our first feature film *Hard Reset*. Links to those and other relevant work can be found in the video link section at the bottom of our proposal.

Our passion for filmmaking exists beyond just making our own movies; we also have a love for teaching. In 2023, we taught the first ever youth filmmaking course at the KPAC. The course ran for three

months and had the students write, direct, act in, and edit their own 5-minute short films that were then screened at a red carpet premiere. We've also held scaled-down workshops with a number of organizations in the Peace Region including School District 59, the Dawson Creek Library, and for Indigenous Elder Art Napoleon of Saulneau First Nation. We're passionate about offering arts education in Dawson Creek, especially considering there are no post-secondary options for photography or filmmaking offered in the Peace Region. Local filmmakers who have important stories to tell are often forced to move to larger cities to pursue education and learn how to apply their craft. We want to change that. We want to foster a film community in Dawson Creek that encourages beginner filmmakers to learn and try their hand at filmmaking. Art is a representation and expression of our culture and we need to work to make arts programming more accessible for local creatives.

## **COURSE OUTLINE**

The MacWood Filmmaking Course for Adults is a 12-week intensive workshop, offered in partnership with the KPAC, designed to teach students the basics in all aspects of filmmaking from pre-production to post-production, ultimately preparing them to make their own festival-quality short film by the end of the course. First, students will learn how to format and write a script, eventually writing their own short films. Students will then hold auditions, casting actors and choosing crew members from the class. The class will learn the different aspects of filmmaking as they pertain to what they're working on in their films. For example, the day they begin to plan out their shots for their movies they'll get a hands-on lesson in cinematography and lighting. To be more environmentally conscious, all of our handouts will be located in our own locally produced textbooks that can be purchased to use outside of class. We will have guest speakers come in to teach different skills including acclaimed actor Aaron Tremblay to give a lesson on acting and experienced sound recorder Taylor Leawood for a lesson on sound. Students will then shoot their short films with each person getting a chance to experience and understand all of the different roles on a film set.

After the students have finished shooting their projects, the class will begin learning about post-production and editing. Students will have a month to edit, colour, sound design, and finish each of their films. While post-production continues, marketing will begin for the red carpet premiere held at the KPAC theatre. The students will provide direction to our dedicated graphic designer to create eye-popping posters to promote the event and also to be kept by the students as a keepsake from the course. After the short films are completed, students will help the KPAC staff put on the event, testing out each of their movies on their screen, helping place furniture and posters, and helping collect tickets. The event itself will be roughly an hour and a half long, with the students holding a Q&A session after the screening where audience members can ask questions about the projects and the filmmaking process.

## **MARKET INTEREST**

Since putting on our Youth Filmmaking Course in 2023, we've had an overwhelming amount of requests to put on a filmmaking course for adults. The demand is so high that the staff at the KPAC kept a waiting list of 15 people who asked to be included in an adult course, even though a course has not been advertised or mentioned publicly. This high demand is likely due to a few reasons; a lack of art courses for adults in the area, the excitement surrounding making a movie, showing it in a public space that gets the community together, and because the COVID-19 pandemic made people want to tackle new and exciting learning opportunities. It's also incredibly important for us to make the course as affordable as possible for any and all students. Included in our budget are bursaries that we can give some students to reduce the price of the \$300 course to around \$30. We are confident, through our research, that with proper marketing we can enroll a minimum of 15 students to the *MacWood Filmmaking Course for Adults*.

# BUDGET

Please find the budget link: [+ MWP Adult Filmmaking Course Budget \(3rd Draft\)](#) . A majority of our \$25,000 budget will be put towards wages for our teachers, bursaries, and editing equipment for our students.

## SPONSORSHIP PACKAGES

We have four sponsorship packages with different perks depending on the amount given.

### **Premier Sponsor – \$15,000+**

- Prominent logo placement on all marketing materials, textbooks, dedicated sponsorship poster in all classes, and press releases
- Speaking opportunity at the red carpet screening event
- Social media promotion with dedicated brand video
- Option to provide a guest instructor or mentor
- Plaque of recognition as a founding supporter of film education in Dawson Creek

### **Gold Sponsor – \$10,000**

- Logo placement on all promotional materials and website
- Recognition in press releases and media coverage
- Social media mentions and featured post
- Guest speaking opportunity at one session
- Plaque of appreciation for support

### **Silver Sponsor – \$5,000**

- Logo placement on select marketing materials and website

- Recognition in press releases
- Social media acknowledgment
- Sponsor recognition at course sessions

### **Bronze Sponsor – \$2,500**

- Logo on the course website and select materials
- Social media thank-you mention
- Acknowledgment during the course

By sponsoring the *MacWood Filmmaking Course for Adults* you help support arts education, help develop local talent in Dawson Creek, gain brand exposure in a growing creative sector, strengthen community engagement, connect with emerging filmmakers/industry professionals, and help develop Dawson Creek's filmmaking community.

## **CONTACT INFORMATION**

Grady MacTavish | Instructor | (778) 655 3125 | [contact@macwoodproductions.com](mailto:contact@macwoodproductions.com)

## **VIDEO LINKS**

▶ Hard Reset | OFFICIAL TRAILER 2 (2023)

▶ SHADOWS (OFFICIAL TRAILER)

▶ The Hunter | DRAMA HORROR SHORT FILM

▶ Anxiety | AWARD WINNING HORROR SHORT FILM

▶ BACK 2 KILLIN' | HORROR COMEDY SHORT FILM