



2  
0  
2  
4

# EXNW

EAST BY NORTHWEST

JULY 26-28  
VANCOUVER

ELEVATING RACIALIZED CREATORS IN ENTERTAINMENT

# SPONSORSHIP PACKAGE

EXNW.ORG



# CONTENTS

About EXNW	3
Why Partner with EXNW	4
EXNW Past Speakers & Program Highlights	5
EXNW 2023 Demographics	7
Partner Opportunities	9
EXNW 2023/Past Supporters	11





# About EXNW

A global next-generation creative summit that elevates racialized creatives, storytelling across platforms, and creates pathways to equity through advocacy, export, and innovation.

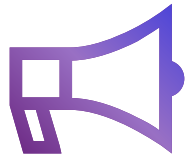
EXNW is where the next-generation of creative leaders come together, and is the heart of trans-Pacific Canadian co-production, collaboration, and strategic growth.



# WHY PARTNER WITH EXNW

Join the movement to prioritize racialized, diaspora, and globally connected storytellers in shaping our entertainment landscape.

Be part of a dynamic community of creatives and industry leaders driving narrative change and innovation in entertainment.



## 1. BRAND AWARENESS

The first Creative Summit of its kind in Canada, centering racialized creatives, across platforms, EXNW has incredible organic media interest, audience engagement. Work with our core marketing team to create a brand package option to reach our diverse, intergenerational, intersectional, and cross-sectoral community.



## 2. THOUGHT LEADERSHIP

Place your organization on centre stage, to be in dialogue with the next-generation of global majority content creators, across continents, platforms, and emerging global trends. Our conference track themes are diverse, forward thinking, and will place your brand at the forefront of innovation.



## 3. COMMUNITY BUILDING

Connect with global producers, recruit talent, meet impactful leaders, or forge new pathways. At EXNW, we foster relationships and offer high-impact opportunities to join an innovative community driving industry change globally.



## 4. BUSINESS DEVELOPMENT

EXNW unites a diverse range of experts spanning platforms, intertwining expertise in export, trade, creativity, and policy to explore the future landscape. Make international industry connections, and deepen relationships with exciting creative leaders.



# EXNW PAST SPEAKERS & PROGRAM HIGHLIGHTS

## PAST SPEAKERS



**SHANNON LEE**  
CEO & Owner  
*Bruce Lee Family Companies*  
Chair  
*Bruce Lee Foundation*

EXNW Partner



**BING CHEN**  
CEO & Executive Chairman  
*Gold House*



**JEREMY TRAN**  
COO & Executive Director  
*Gold House*



**DAN BUGAR**  
CEO  
*Frontier Collective*



**ELLA COOPER**  
Founder  
*Black Women Film! Canada*



**JANICE CHUA**  
Vice President  
*Imagine International*



**MICHELLE CHUBB**  
Influencer  
*@indigenous\_baddie*



**MY NGUYEN**  
Influencer  
*@MyHealthyDish*



**NICHOLAS NING**  
Founder & CEO  
*Farpoint AI*



**PATRICIA RATULANGI**  
VP, Global Communications  
*Nielsen*



**PREM GILL**  
CEO  
*Creative BC*



**RAY WALIA**  
Founder  
*Launch Ventures*



**TAKASHI CHENG**  
Chief Creative Officer  
*ChimeTV*



**TONYA WILLIAMS**  
Founder & Executive Director  
*Reelworld Institute*



**ZARQA NAWAZ**  
Creator  
*Little Mosque on the Prairies*

# EXNW PAST SPEAKERS & PROGRAM HIGHLIGHTS

## PAST PROGRAM HIGHLIGHTS

- Animation and Storytelling
- Content Creator (TikTok) Panel
- Exporting IP
- Industry Pitches
- Making Vancouver a Key Player for Global Film and TV Deals
- Power of Interactive Entertainment
- Production Studio Tours
- Protecting IP for BIPOC creatives
- Racialized Creatives Working Together
- Shaping the Future with Immersive Technology (VR/AR/XR/Metaverse)



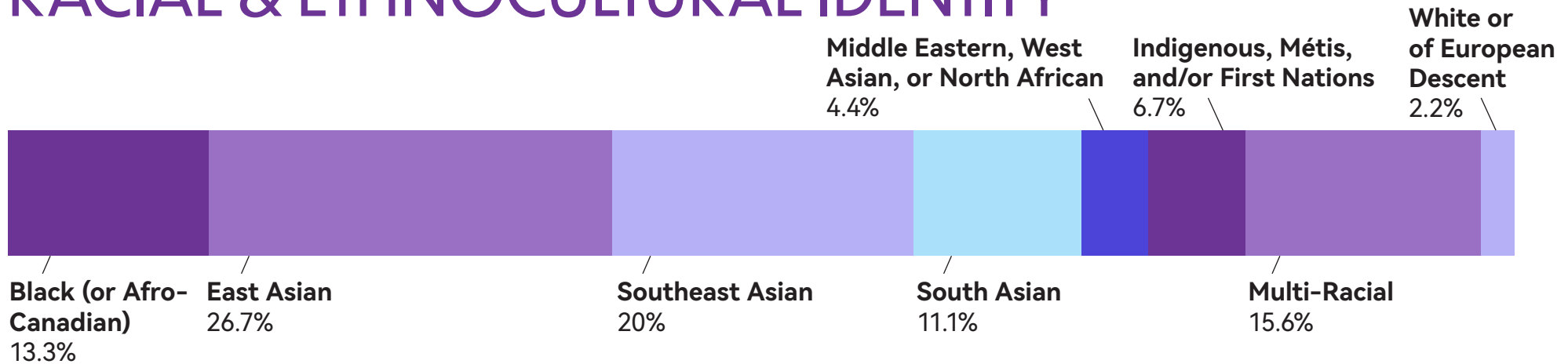
EXNW 2023 attracted **1000+** total attendees (Summit + Ball), gained **exceptional organic media coverage** - 4 Primetime News Interviews, and coverage across 10+ media outlets.



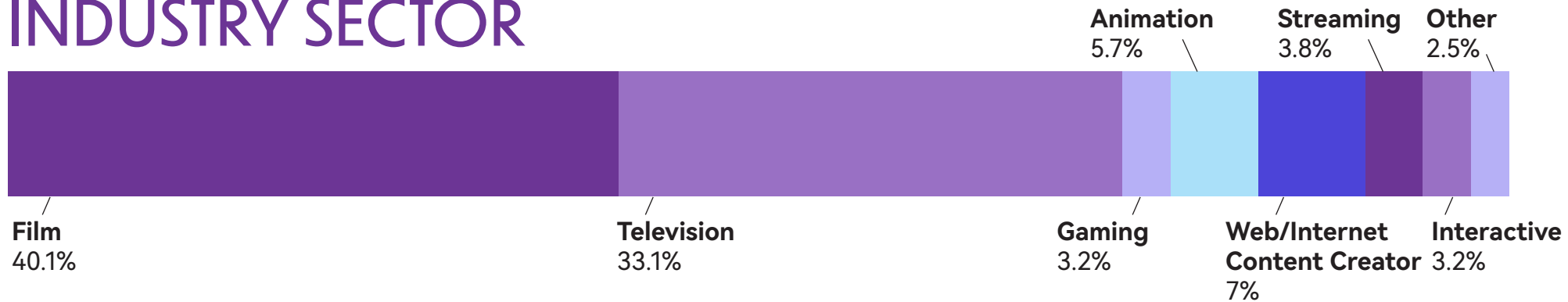
# EXNW 2023 DEMOGRAPHICS

Racialized Creatives are the Centre of all EXNW Conversations and Activations.

## RACIAL & ETHNOCULTURAL IDENTITY



## INDUSTRY SECTOR



“

EXNW was a game changing event for our BIPOC-owned and operated production company. While we have spent a decade building a reputation in unscripted content with Canadian broadcasters and attending national marketplace events, RESO and EXNW brought new partners to the table with a proven interest in untold, BIPOC-led stories. Thanks to EXNW's unique and intimate pitch events, we connected with new international and US networks.

”





# PARTNER OPPORTUNITIES

	<b>Presenting</b> \$60K + above	<b>Platinum</b> \$25K - \$59K	<b>Gold</b> \$10K - \$25K	<b>Silver</b> \$5K - \$10K	<b>Bronze</b> \$2.5K - \$5K	<b>Promotional/ Community In-Kind</b>
<b>ENGAGEMENT OPPORTUNITIES</b>						
Pre-Summit event leaders private VIP dinner	2 reps	1 rep				
Speaking/Presenting Opportunity: Representative for opening/closing remarks	✓	✓				
Opportunity to be seated at head table for all formal meals and the EXNW Ball	✓	✓	✓			
<b>EXNW Summit</b>						
EXNW Summit Passes	10 Passes	10 Passes	8 Passes	5 Passes	3 Passes	2 Passes
Customized Discount Promo Codes for additional passes	✓	✓	✓	✓	✓	
<b>EXNW Ball &amp; Awards Ceremony</b>						
EXNW Ball and Awards Ceremony Tickets/ Seats at VIP Table	1 Branded Head Table/ 10 Seats with Keynote	1 Branded VIP Table/ 10 seats	8 Seats	2 Seats	2 Seats	
<b>Partner Recognition at EXNW</b>						
Top level Logo	✓	✓				
Upper level Logo			✓			
Mid level Logo				✓	✓	

<b>BRAND EXPOSURE</b>	<b>Presenting</b> <b>\$60K</b> <b>+ above</b>	<b>Platinum</b> <b>\$25K -</b> <b>\$59K</b>	<b>Gold</b> <b>\$10K -</b> <b>\$25K</b>	<b>Silver</b> <b>\$5K -</b> <b>\$10K</b>	<b>Bronze</b> <b>\$2.5K -</b> <b>\$5K</b>	<b>Promotional/ Community</b> <b>In-Kind</b>
Hyperlinked logo in EXNW marketing materials	✓	✓				
Dominant brand exposure in all print and marketing materials, press announcements	✓	✓				
Branding on all EXNW swag/conference lanyards, volunteer t-shirts	✓					
Logo on red carpet step and repeat	✓	✓	✓			
Brand acknowledgement at opening and closing remarks for EXNW	✓	✓	✓	✓	✓	
Logo on all EXNW signage, presentation slides, program guide, participant directory	✓	✓	✓	✓	✓	
Hyperlinked logo on EXNW website	✓	✓	✓	✓	✓	
Hyperlinked logo in pre/post event email and social media	✓	✓	✓	✓	✓	
Mention in sponsor thank you post in social	✓	✓	✓	✓	✓	
Logo on EXNW website, social media, program guide, conference slides/remarks	✓	✓	✓	✓	✓	✓
Other bespoke and mutually agreed benefits i.e. named meal/reception break, invitation to moderate/participate in program panel (where applicable)	✓	✓	✓	✓	✓	

*Note: Partnership packages are all customizable.*



# EXNW 2023/PAST SUPPORTERS

## Premier Partners



## Gold Supporters



## Silver Supporters



## Bronze Supporters



## Media Sponsor



## Community Partners







Together, we can elevate racialized creators in entertainment.







RACIAL EQUITY SCREEN OFFICE



# THANK YOU!

...for partnering with us to elevate racialized creators in entertainment and for joining us in celebrating our vibrant, powerful community of creatives and industry leaders.

For custom partnership opportunities, inquiries, or to learn more about the EXNW Ball, please contact:

Hanna Cho - RESO Executive Director

[hanna@reso-ca.org](mailto:hanna@reso-ca.org)

[reso-ca.org](http://reso-ca.org) / [exnw.org](http://exnw.org)

