APPENDIX A-10

Form GDEcD-A (3-2021) V28

Georgia Entertainment Promotion (GEP) Guidelines

Alternative Marketing Opportunities—Minimum 5 points for 10% uplift

In lieu of the inclusion of the Georgia promotional logo as legislated, the company may choose to engage in the alternatives listed below, or they may offer the State other unique promotions. However, a production must still satisfy the multimarket commercial distribution requirement under to be awarded the 10%.

All promotions will be evaluated by the Georgia Department of Economic Development (GDEcD) on a case by case basis to ensure that they offer equal or greater promotional value than the use of the peach logo to the State of Georgia. The GEP Uplift is not awarded in partial percentages—there is either *no* uplift awarded or a 10% uplift awarded. If a company receives tax credits for the additional 10% but does not fulfill all promotional opportunities agreed to, the 10% uplift will be denied.

From the list below, production companies must reach a minimum of 5 points to receive the uplift; however, all proposed Alternative Marketing options will be evaluated by GDEcD prior to agreement and are subject to GDEcD approval. Applicants may be required to provide Alternative Marketing options in excess of 5 points in the event GDEcD determines the initial proposal does not offer equal or greater promotional value than the use of the peach logo. If video options are chosen, the video must maintain the same production quality as the project. If two or more video options are chosen, each video must contain different footage and not be a longer or shorter version using the same footage. **None of these opportunities can be duplicated unless an agreement has been made with GDEcD. A television series is per season. The Alternative Marketing does not relieve the production from satisfying the multimarket commercial distribution requirement.**

Although this list is not meant to be exhaustive, alternative opportunities include: (Check the option(s) that equal 5 points and return form to office)

- ☐ Creation of a five-minute minimum ‘behind the scenes’ video of *open to the public* Georgia locations that were used for the film or television project, with commentary about why/how the location was chosen; and with footage and list of locations used provided to the Georgia Film Office for promotional purposes.
  Format: .avi or .mp4 or wmv files **3 points**

- ☐ Minimum of five days of first unit photography in an underutilized Georgia county. Underutilized counties are any of the 159 counties in Georgia except the following: Bartow, Chatham, Cherokee, Clayton, Cobb, Coweta, Dekalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Morgan, Newton, Paulding, Rockdale, Spalding or Walton **1 point**

- ☐ World premiere Georgia screening of feature/indie film project, with GDEcD given the ability to build a consumer-faced contest around it for tickets, including a minimum of two above the line people, one of which must be above the line talent. A minimum of 50 seats must be allocated for legislators, government officials and GDEcD. **3 points**

- Creation of a two-minute minimum video of the producer, director, or above the line talent talking about how/why Georgia was chosen for the film project. This footage must provided to the Georgia Film Office for promotional purposes. Format: .avi or .mp4 or wmv files **2 points**

- Link to www.exploregeorgia.org/film on the project's promotional landing page for the life of the project. **1 point**

- Placement of Georgia logo in opening titles for feature projects and for television projects on minimum of half screen for 3 seconds. For television series, logo must be included in each episode. **5 points**

- Placement of Georgia logo single card, minimum of half screen in end roll credits, not over content and no shared card on the half screen, for a two second exposure. For television series, logo must be included in each episode. (Note: lower third is not acceptable). For feature films the logo shall stand alone, for a two second exposure and not be included with other logos. The Georgia logo placement is for the life of the project beginning at the initial public screening. **2 points**

- Creation of footage of above the line cast talent giving a minimum thirty second plug referencing www.exploregeorgia.org/fim or their favorite thing about Georgia to be provided to the Georgia Film Office to use for promotional purposes. Format: .avi or .mp4 or wmv files **2 points**

- Minimum of two days of first unit photography at an open to the public location(s) in an underutilized Georgia county. Underutilized counties are any of the 159 counties in Georgia except the following: Bartow, Chatham, Cherokee, Clayton, Cobb, Coweta, Dekalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Morgan, Newton, Paulding, Rockdale, Spalding or Walton.**1 point**

- Minimum of 50% of first unit photography days shot in an underutilized Georgia county. Underutilized counties are any of the 159 counties in Georgia except the following: Bartow, Chatham, Cherokee, Clayton, Cobb, Coweta, Dekalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Morgan, Newton, Paulding, Rockdale, Spalding or Walton **4 points**

- Creation of a minimum one-minute video of producer, director or production designer talking about how/why Georgia was chosen for the film project to be provided to the Georgia Film Office to use for promotional purposes. Format: .avi or .mp4 or wmv files **1 point**

- 5 pieces, not all the same, of above the line cast autographed promotional merchandise (i.e.: hero props, hero set dressing, hero wardrobe) listing cast name who signed and related item from the certified project for GDEcD to use for contests/giveaways. A significant set piece, prop, or costume from the production may be donated on the condition that the item(s) may be used for unlimited marketing purposes by the GDEcD. **1 point**

- Inclusion of the Georgia logo in a scene within the feature/indie film project (could be on a sign in the airport, etc.) on screen for 2 seconds. **1 point**

- ☐ Inclusion of a product created by a small Georgia-based business (300 employees or less) within the project, to be shown in a positive light, on screen for a minimum of 2 seconds **1 point**

- ☐ Link to Georgia's Film Works Video on the project's promotional landing page. **1 point**

- ☐ Inclusion of Georgia's Film Works video on all optical disc formats of the project. **1 point**

- ☐ Creation of footage of above the line cast talent giving a minimum thirty second plug referencing the state's anti-littering campaign or the state's COVID vaccination campaign to be provided to the Georgia Film Office to use for promotional purposes. Format: .avi or .mp4 or wmv files **2 points**

- ☐ Include any of the videos listed in this menu on all optical disc formats of the film or television series **1 point**

- ☐ Include any of the videos listed in this menu as standalone bonus footage on a streaming platform **2 points**

By selecting an alternative marketing opportunity in lieu of the inclusion of the Georgia promotional logo, applicant hereby represents and warrants that it possesses the authority to grant GDEcD and hereby does grant GDEcD a nonexclusive, non-revocable, non-transferrable, non-sublicenseable, royalty-free, limited license ("License") to use materials supplied by Applicant to meet the alternative marketing opportunity (the "Licensed Material") for the limited purpose of marketing and or promoting the film and digital entertainment industry within the State of Georgia (the "Limited Use"). Applicant grants GDEcD the unrestricted right to use the Licensed Material in full or in part, modified or unmodified, including, but not limited to as part of a composite with other Licensed Material from other Applicants for the Limited Use. Applicant also represents that the Licensed Materials are free from any and all clearances, licenses, permissions, and consents from any third-parties. To the extent that Applicant seeks to exclude any materials supplied to satisfy the alternative marketing opportunity from being used as Licensed Material, Applicant shall notify GDEcD in writing at the time of the submission of this form and the associated materials.

For consideration of additional marketing opportunities, please contact the Georgia Film Office at 404-962-4052.

By signing below, I agree to provide the materials checked.

_____ _____

Signed **Date**

Print Name	**Email**
Production Company	**Title of Project**