

<h2>List of Giveback Options</h2>		
Description:		Giveback Amount:
a.	Donation to a NM educational institution with a film program (school info will be provided by the NMFO).	Amount of donation (TBD)
b.	Premiere of feature film or television pilot/episode in New Mexico with a welcome address or Q and A with a minimum of two ATL crew or principal cast. A minimum of 50 seats must be allocated for legislators, government officials and NMEDD/NMFO/etc. Virtual is an option during COVID.	\$15,000
c.	Special screening of feature film or television pilot/episode at a Mainstreet Theatre (NMFO to provide a list of theaters) with a welcome address or Q and A with a minimum of two ATL crew or principal cast. A minimum of 20 seats must be allocated for legislators, government officials and NMEDD/NMFO/etc. Virtual is an option during COVID.	\$10,000
d.	30-minute interview (print or video) with ATL crew or principal cast, conducted or sponsored by NMFO (e.g., interview with Cabinet Secretary of NMEDD, NMFO Director, Albuquerque Journal, NM PBS, etc., as determined by the NMFO). Either produced by production's EPK team, NMEDD, or other as determined by NMFO. If approved for a print interview please include a photo of the person/people being interviewed. Delivery date to be 30 days after the last day of principal photography. Production will need to finalize content of print/video with NMFO immediately. Print or video must include positive impressions filming in NM, NM cast, NM crew, NM locations, etc. and mention of the New Mexico Film Office.	\$10,000
e.	24-hour social media/Instagram Take over NMFO's social media accounts with ATL crew or principal cast on NMFO's Instagram account for 24 hours. Giving followers a sneak peak of a day in the life of their role on set, things they like about NM (favorite restaurants/shops etc.), things they like about filming in NM. Contact Jennifer@nmfilm.com for more details on this option. Production will need to finalize content of print/video with NMFO immediately. Take over must include positive impressions filming in NM, NM cast, NM crew, NM locations, etc. and mention of the New Mexico Film Office.	\$10,000
f.	15-Minute interview (print or video) with ATL crew or principal cast, conducted or sponsored by NMFO (e.g., interview with Cabinet Secretary of NMEDD, NMFO Director, Albuquerque Journal, NM PBS, etc., as determined by NMFO). Either produced by production's EPK team, NMEDD, or other as determined by NMFO. Delivery date to be 30 days after the last day of principal photography. Production will need to finalize content of print/video with NMFO immediately. Print or video include positive impressions filming in NM, NM cast, NM crew, NM locations, etc. and mention of the New Mexico Film Office.	\$8,000
g.	5-Minute BTS video of "open-to-the-public" NM locations that were used for the production with commentary about why/how the location(s) were chosen. Commentary can be by those involved in choosing the location and who can explain why they choose the location. Produced by production's EPK team, NMEDD, or other as determined by NMFO. Include list of all NM locations used. Delivery date to be 30 days after the last day of principal photography. Production will need to finalize content of print/video with NMFO immediately. BTS must include positive impressions filming in NM, NM cast, NM crew, NM locations, etc. and mention of the New Mexico Film Office.	\$5,000
h.	15-minute interview with ATL crew or principal cast or BTL department heads about their experience in NM and how/why NM was chosen for the project. Either produced by	\$3,000



	production's EPK team, NMEDD, or other as determined by NMFO. Delivery date to be 30 days after the last day of principal photography. Production will need to finalize content of print/video with NMFO immediately. Interview must include positive impressions filming in NM, NM cast, NM crew, NM locations, etc. and mention of the New Mexico Film Office.	
i.	Minimum 30 second video post for social media – (video post must be by ATL crew or principal cast only – from their social media accounts and the productions social media account); video post must include NM location, individual speaking's name and title and include @NMFilmOffice for NMFO's Twitter/Facebook/Instagram. Production will need to finalize content of post with NMFO immediately before approved. Video post must include positive impressions filming in NM, NM cast, NM crew, NM locations, etc. and mention of the New Mexico Film Office.	\$2,000 / per video – limit 5 posts
j.	Social media post – (post must be by ATL crew or principal cast only); post must be by ATL crew or principal cast only ; post must include NM location, name of ATL or principal cast, title and include @NMFilmOffice for NMFO's Twitter/Facebook/Instagram. Production will need to finalize content of print/video with NMFO immediately before approved. Post must include positive impressions filming in NM, NM cast, NM crew, NM locations, etc. and mention of the New Mexico Film Office.	\$1,000 / per post – limit 5 posts