

# newmexicofilmmoffice

## List of Giveback Options

(Alternative giveback options must be pre-approved by NMFO in writing)

	Description:	Giveback Amount:
a.	Payment by the production to a fund for New Mexico educational institution	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.	\$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.	\$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. Delivery date to be 30 days after the last day of principal photography.	\$10,000
e.	24-hour social media/Instagram Take Over 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.	\$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.	\$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. Produced by production's EPK team, NMEDD, or other as determined by NMFO. Include list of locations used. Delivery date to be 30 days after the last day of principal photography.	\$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	\$3,000

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i.	Video social media post – minimum 30 second post (e.g., post positive quote/testimonial about filming in NM - photos must be by ATL crew or principal cast); must tag NMFO on either Twitter/Facebook or Instagram <a href="#">@NMFilmOffice</a>	\$3,000 / per post
j.	Set photos for use on social media/NMFO marketing, etc. of ATL or principal cast. Include, name, title/role, and photo location.	\$1,000 / per post