

2019



Urban Action Showcase and Expo

Celebrating Diversity in the Blockbuster Action Genre

Sponsorship Presentation

The Premier Action Entertainment Platform Honoring the Multicultural Achievements in the Genre of Heroes

www.urbanactionshowcase.com

2019

Urban Action Showcase & Expo

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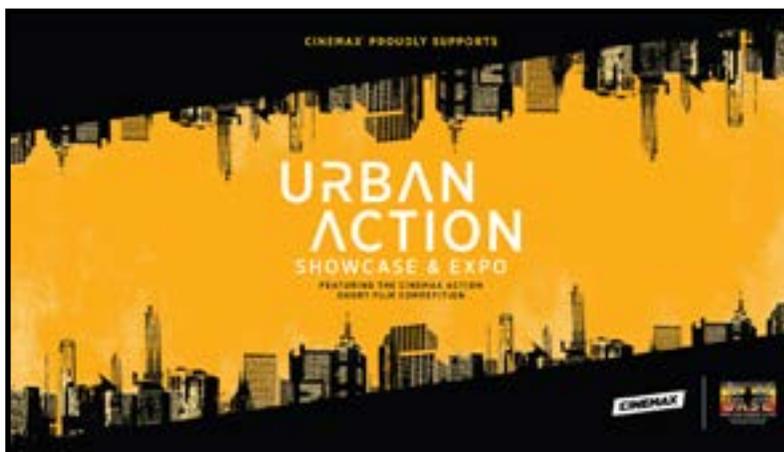
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Urban Action Showcase & Expo

Mission:

The quest of the Urban Action Showcase and Expo (UASE) is to Recognize, Promote, Facilitate, and Encourage the participation of the multicultural filmmaking community in the multifaceted Action genre. The UASE endeavors to recognize Indie Action filmmakers by honoring excellence in various aspects of Action filmmaking. The UASE promotes Action filmmaking through various media outlets, facilitates distribution and encourages new interest through the building of strong networks and key sponsorship participation. The UASE inevitably inspires interest in the art of Action filmmaking through Information, Education, Facilitation and Exposure.



About the Urban Action Showcase and Expo:



The Urban Action Showcase and Expo (UASE) is the premier all Action entertainment platform celebrating and honoring the multicultural achievements within the blockbuster Action genre including Adventure, Fantasy, Grindhouse, Action Horror, Martial Arts, Sci-Fi and Supernatural content. The UASE is the only all Action entertainment platform offering both fan and professional experiences through its International Action Film Festival, Expo and Distribution platforms.

The UASE endeavors to recognize, promote, and facilitate participation of multicultural filmmakers, actors and industry professionals specifically targeted to the Action genre. The UASE recognizes entertainment professionals by honoring excellence in various aspects of filmmaking, acting and content creation. We promote them through various media outlets, facilitate distribution opportunities, and encourage new interest through the building of strong networking communities, panels, workshops and key sponsorship participation.

The multifaceted blockbuster Action genre remains the most profitable and entertaining format keeping us all at the edge of our seats. Action content such as: Arrow, Black Lightning, The Flash, Luke Cage, and the billion dollar blockbuster, Black Panther, are prime examples of how diversity fosters success. By focusing on the thrill and excitement of the Action genre and recognizing the need for integration, the UASE sets itself apart from other festival platforms as the only one of its kind! Support from industry leaders like **HBO, Cinemax, Warner Bros., El Rey Network, Celestial Pictures, Sony** and iconic celebrities like **Fred "The Hammer" Williamson, Kelly Hu, Taimak, Michael Jai White, Ron Van Clief, Cary Tagawa** and a host of others, have made us the mecca for Urban Action entertainment.

The purpose of the UASE is to ultimately see an increase in ethnic heroic principal characters in film and television, increase the development of content and expand distribution platforms reflecting multicultural images and interests as it pertains to the multifaceted Action genre. Facilitating the 2015 launch of the 30th Anniversary Blu-ray Edition of *The Last Dragon* and acquiring distribution on Cinemax on Demand and Max Go for our featured Cinemax Action Short Film Competition are just a few examples of how the UASE is destined to continue to grow, meeting and exceeding expectations, with the help of our partnering sponsors and Action fans across the nation.

The UASE is presented by Action Scene Combat Productions (ASC), a full service production company pioneering ethnically diverse works in the Action film genre, founded in 2000 by Demetrius Angelo, the creator of the UASE.

Festival Protocols:

INFORMATION:

Resourcing a bastion of information pertaining to current trends in technology and methodology

EDUCATION:

Fostering education through mentoring, workshops, panel discussions, and events with premier industry professionals

FACILITATION:

Expand growth by establishing networks of industry professionals and sponsors as well as distribution and financial platforms in order to facilitate integration and mainstream access

EXPOSURE:

Promote individual and collective brand awareness through Festival Screenings, Vendor Opportunities and Distribution

Structure:

LENGTH: 2 Days

- ◆ Day 1: HBO/Cinemax VIP Welcome Reception and UASIAFF Awards
- ◆ Day 2: Screenings, Panels, Seminars, Master Classes, Urban Action Expo, and Celebrity Guest

LOCATION: New York City Times Square

New York City is the entertainment mecca of diversity, creativity and talent. Times Square is the crossroads of the world and there isn't a greater place with more diversity and access to filmmakers, actors, and entertainment professionals than NYC. With the convenience of being close to neighboring major cities in New Jersey, Pennsylvania, Connecticut and Boston, the talent pool of entertainment professionals seeking this amazing opportunity is virtually endless.

DATE: November 8th & 9th, 2019



Structure: *(continued)*

GENRE:

Accepting Features, Shorts, TV Pilots, Webisodes, Fight & Action Scenes

- ◆ Action Adventure
- ◆ Action Martial Arts
- ◆ Action Comedy
- ◆ Action Drama (Crime, Period, Military)
- ◆ Sci-Fi and Fantasy



Awards & Contests:

ANIMATED AND LIVE ACTION NARRATIVES:

1 to 120 Min

1. Best Action Film
2. Best Action
3. Best Special FX
4. Best Fight Scene
5. Best Weapons Scene
6. Best Cinematography
7. Best Stunts
8. Best Action Actor Male
9. Best Action Actor Female



Awards & Contests: *(continued)*

TV PILOT & WEBISODE:

New Media: 20-120 min

TV Pilot: 30-60 min

Web Series: 5-20 min



2 MINUTE WARNING ACTION SEQUENCE:

Under 3 minutes

BLOOD SWEAT & BONES:

No To Low Budget Competition

(All Categories)

SHORT FILM SHOWDOWN ACTION SHORT FILM COMPETITION:

Premium Short Films 5-30 min



FEATURE FILM COMPETITION:

Premium Feature Films 60-120 min

HONOREE AWARDS:

- ◆ UASIAFF Awards: Honoring excellence in Action Filmmaking
- ◆ Diversity in Action Honoree Awards: Honoring the Past, Present and Future Achievements in the Blockbuster Action genre
- ◆ Behind the Action Stunt Performer Awards: Honoring the Hidden Heroes of Action

Awards & Contests: *(continued)*



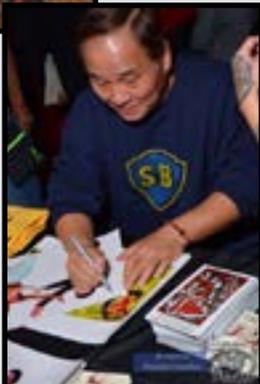
CONTESTS:

- ◆ Angels of Action Contest: Honoring the Sheroes of the Action genre (All categories)
- ◆ Cinemax Action Short Film Competition: Premium Short Films 20-30 min
- ◆ Urban Action Script Competition: Honoring excellence in Action Script Writing
- ◆ Fan Film Contests: Unique Indie Film perspectives on Franchise content from films to gaming
- ◆ Behind the Action Talent Review: Action Stars, Directors, Stunt Performers and Stunt Coordinators review new talent for current and future projects

Prizes & Gifts:

- ◆ Awards & Plaques
- ◆ Software/Equipment
- ◆ Distribution Deals

Festival Functions:



SCREENINGS:

- ◆ Festival Competition Films
- ◆ Showcase Films
- ◆ Honoree Films



EVENTS:

Urban Action Expo:

Features Production/Entertainment Companies, Filmmakers, Comic Artists, Vendors, Celebrity Autograph Signings and Photo Ops

Action Photos:

Strike your hottest action pose in front of the green screen with choice of background

Action Reels:

Perform one minute live action demo of your skills

Celebrity Autograph Signings and Photo Ops

Festival Functions: *(continued)*



PANELS:

Urban Fists of Legends:

Premier Industry Talent Discussion

Behind The Action:

Stunt and Fight Choreography Panel

Legends of Hong Kong Cinema:

Hong Kong Action Icons Panel

Angels of Action:

All Female Action Panel

From Strip to Screen:

A collaboration between Filmmakers and Indie Comic Creators in order to bringing Indie Comics and Graphic Novels to the screen

WORKSHOPS & MASTER CLASSES:

- ◆ Digital Distribution
- ◆ Marketing with Social Media
- ◆ Film Finance with Crowdfunding
- ◆ Filming Fight Scenes
- ◆ Stunts
- ◆ Action Icon & Martial Arts Masters Screen Fighting Series

NETWORKING:

- ◆ Filmmakers Forum (Roundtable discussions on various issues such as finance, editing, distribution and more)
- ◆ Collaboration Corner (Open lounge for professionals to network and collaborate together)

SPONSOR SYMPOSIUMS:

- ◆ Providing Founding, Presenting, and Platinum corporate sponsors with the opportunity to present information pertaining to their brand and how it relates to the industry to a captive target audience

CORPORATE NETWORKING & HOSPITALITY:

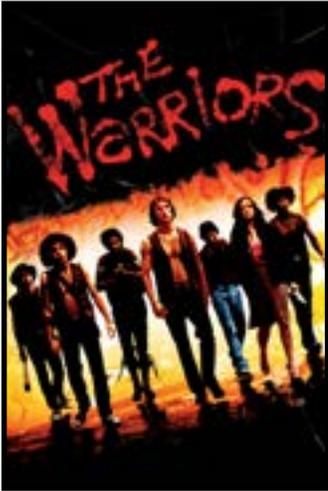
- ◆ VIP Receptions
- ◆ Festival Mixers

ENTERTAINMENT & RECEPTIONS:

- ◆ Opening Night Party (sponsored)
- ◆ Closing Night Party (sponsored)
- ◆ Live Events (sponsored)



2019 Events

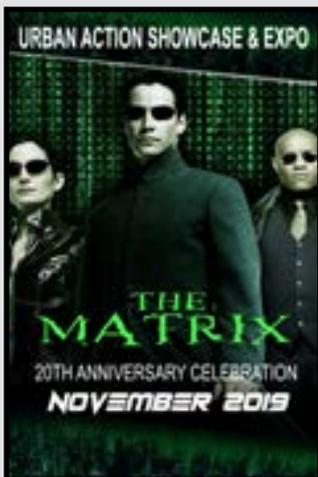


SHOWCASE ANNIVERSARY FILMS

- ◆ The Warriors 40th Anniversary
- ◆ Kickboxer 30th Anniversary
- ◆ The Matrix 20th Anniversary
- ◆ Star Wars Episode 1 20th Anniversary
- ◆ 10th Anniversaries: Avatar, G.I. Joe, Black Dynamite, Ninja Assassin, Dragonball Evolution, Street Fighter The Legend of Chun Li

SATURDAY AFTERNOON KUNG FU THEATER

- ◆ Old School Kung Fu Cinema (Shaw Brothers, Golden Harvest)
- ◆ Bruce Lee Tribute
- ◆ Martial Arts



BACK 2 BLACK ACTION

- ◆ Blaxploitation Action Hits of the 70's
- ◆ Black Action Cinema

RETRO ACTION CINEMA

- ◆ 80's AND 90's Action Films



Audience Demographics:

TARGET AUDIENCE:

- ◆ Action Film Fans
- ◆ Action Video Game Fans
- ◆ Comic Book Fans
- ◆ Actors
- ◆ Stunt Performers
- ◆ Filmmakers

TARGET ETHNICITY:

- ◆ Black
- ◆ Asian
- ◆ Latino
- ◆ White
- ◆ Other

TARGET AGE:

- ◆ Males: 18 – 25 26 – 34 35 – 44 45 – 70
- ◆ Females: 18 – 25 26 – 34 35 – 44 45 – 54

TARGET STATES & MAJOR URBAN CITIES:

- ◆ NY
- ◆ NJ
- ◆ CT
- ◆ PA (Philadelphia)
- ◆ DE
- ◆ MD
- ◆ DC
- ◆ GA (Atlanta)
- ◆ IL (Chicago)
- ◆ NC
- ◆ CA (Los Angeles & San Francisco)
- ◆ NV (Las Vegas)

TARGET MARKET:

- ◆ Ethnic Male and Female Action Film and Comic Enthusiasts
- ◆ Ethnic Male and Female Action Filmmakers
- ◆ Ethnic Male and Female Actors
- ◆ Ethnic Male and Female Script Writers and Graphic Novelists
- ◆ Key Entertainment Industry Executives and Studios
- ◆ Key Sponsors and Funding Sources



Marketing Campaign:

OBJECTIVES:

- ◆ To invoke awareness of the UASE and its participants
- ◆ To broaden the awareness of sponsors in urban niche markets
- ◆ To promote filmmaker participation, submissions and fan attendance

MARKETING STRATEGIES:

- ◆ Initiate a 9-month marketing campaign creating awareness of the UASE and its purpose through bartered targeted multiple platform advertisements
- ◆ Utilize targeted Social Media such as Facebook, Twitter, Instagram, Google +, YouTube and others to gain core recognition and establish communication with our target audience
- ◆ Develop key partnerships with professional, civic, cultural and social organizations
- ◆ Hold bimonthly or quarterly mini screenings to promote the festival among filmmakers and fans



Marketing Campaign: *(continued)*

TACTICS:

- ◆ Vendor booth presence at Comic Cons and Trade events
- ◆ Internet Marketing Campaigns
- ◆ Email Marketing Campaigns
- ◆ Social Media Marketing
- ◆ Magazine
- ◆ Radio
- ◆ Sponsorship Cross Marketing
- ◆ PR Articles
- ◆ PR Event Photographers & Videographers
- ◆ Event Giveaways

Revenue:

REVENUE MODEL:

- ◆ Sponsorships
- ◆ Vendor tables
- ◆ Website advertisements
- ◆ Submission fees
- ◆ Workshop fees
- ◆ Film admission fees
- ◆ Awards Ceremony ticket sales
- ◆ Festival Program advertisements

Sponsorship Opportunities:

Corporate Sponsorships are available for the Urban Action Showcase at the Presenting, Platinum, Gold, Supporting and Promotional levels which include various marketing and public relations benefits.

Note: All Sponsorship Offers are Customizable

SPONSORSHIP MODEL:

- ◆ Presenting _____ \$100,000
- ◆ Platinum _____ \$50,000
- ◆ Gold _____ \$25,000
- ◆ Supporting _____ \$10,000
- ◆ Promotional _____ \$5,000

Sponsorship Opportunities: *(continued)*

SPONSORSHIP EXPOSITION:

Brand Positioning:

Enhance brand recognition within niche untapped ethnic markets

Increase Sales:

New markets equal new sales opportunities among growing niche ethnic markets

ROI:

Receive a favorable return on investment through digital marketing, on-site branding and cross-promotional campaigns

New Talent:

Connect with acclaimed niche talent and future rising stars that can transcend brand awareness

Goodwill:

Align with a growing organization committed to inspiring, educating and promoting positive images with the niche ethnic talent of the future

PRESENTING SPONSOR: \$100,000

- ◆ "Presenting Sponsor" title prominently displayed on all digital and print marketing materials (Banners, TV Screens, Gift Bags, Programs, etc.)
- ◆ Present an award of choice in the closing night Awards Ceremony
- ◆ TV Ads and Trailer opportunities
- ◆ Full page advertisement in the Festival Program
- ◆ Workshop or Panel to increase Brand awareness to a captive audience
- ◆ Booth at the Urban Action Expo
- ◆ Banner on Website for 1 year
- ◆ Social Media recognition in all posts
- ◆ 15 VIP All Access passes to the Festival



Sponsorship Opportunities: *(continued)*

PLATINUM SPONSOR: \$50,000

- ◆ "Platinum Sponsor" branding on all marketing materials
- ◆ Present Award at the closing Awards Ceremony.
- ◆ TV Ads and Trailer opportunities
- ◆ Full page advertisement in the Festival Program
- ◆ Workshop or Panel to increase brand awareness to a captive audience
- ◆ Booth at the Urban Action Expo
- ◆ Banner on website for 1 year
- ◆ Social Media recognition in all posts
- ◆ 10 VIP All Access passes to the Festival

GOLD SPONSOR: \$25,000

- ◆ "Gold" title on Website, Festival Program and digital signage
- ◆ Present an award at the closing night Awards Ceremony
- ◆ Full page advertisement in Festival Program
- ◆ Workshop or Panel sponsored by the brand
- ◆ Booth at the Urban Action Expo
- ◆ Banner on website for 1 year
- ◆ Social Media recognition
- ◆ 5 VIP All Access passes to the Festival

SUPPORTING SPONSOR: \$10,000

- ◆ Logo under the Supporting Sponsor heading on all promotional materials
- ◆ Half page advertisement in the Festival Program
- ◆ Party or Reception sponsored by brand
- ◆ Booth at the Urban Action Expo
- ◆ Recognition in Social Media promotions
- ◆ Logo under the Supporting Sponsor heading on the website for 1 year
- ◆ 5 VIP All Access Festival passes

Sponsorship Opportunities: *(continued)*

PROMOTIONAL SPONSOR: \$5,000

- ◆ Logo under the “Promotional Sponsor” heading on website and Festival Program
- ◆ Quarter page advertisement in the Festival Program
- ◆ Sponsor of a Film Category or Award Category
- ◆ Recognition in Social Media promotions
- ◆ Table at the Urban Action Expo
- ◆ 3 VIP All Access passes to the Festival

MAKING IT HAPPEN (M.I.H.) TEAM MEMBER: \$1,000

- ◆ Name displayed under the M.I.H. heading on our website for 1 year
- ◆ 1 VIP All Access pass to the Festival
- ◆ Gift Bag entry for 1 promotional item (Promotional item must be provided by M.I.H. Team member)
- ◆ Hyperlink connected to your name to URL of your choice



About Founder:



Demetrius Angelo
Founder – UASE

As an actor, Demetrius recognized the void in Film/TV roles for people of color especially in the Action Film genre. In response to this void, he founded [ASC Productions](#), a full service Film/TV production company producing everything from Fitness Videos to Action Films with an emphasis on casting multi-ethnic actors in principal roles.

Having developed a passion for Action Films at a young age, the Action genre became his focus. Unfortunately, the majority of talent available had no Martial Arts or little fight experience. With this void in "Action Actors", he began devising a system that would teach actors how to fight "on screen" safely without the full working knowledge of Combat. Demetrius labeled his specialized Screen Fighting system **Action Scene Combat™**. Demetrius soon founded the [NYC Action Actors Academy](#), teaching Action Scene Combat Screen Fighting, Movie Weapons and Tactical Firearms 4 Film™ to enthusiastic actors seeking a start in the Action genre.

The journey of being an independent production company and Action Acting school is often challenging but with every challenge comes promotion and when the challenges of Distribution became an issue, the creation of [ASC Troopers Touch Entertainment](#) became the answer. Demetrius' ASC Productions partnered with longtime friend and colleague of the Martial Arts, La'Mard J Wingster of Troopers Touch Films. This partnership offers the full production services of: Directing, Writing, Editing, Cinematography, Fight Choreography, Action Directing, Graphic Design, Marketing and Distribution.

Recognizing both the need and importance for diversity in the Action Film genre, he set out to create a platform that would encourage, inspire, recognize and empower the Urban Poly-Ethnic Action Community. As a result, the [Urban Action Showcase and Expo](#) was manifested having the initiative of diversity with the protocols of information, education, facilitation and exposure. The UASE sets itself apart from all other festivals as the mecca of the action genre, celebrating and featuring the urban community.

Contact and Inquiries:

FESTIVAL FOUNDER:

Demetrius Angelo

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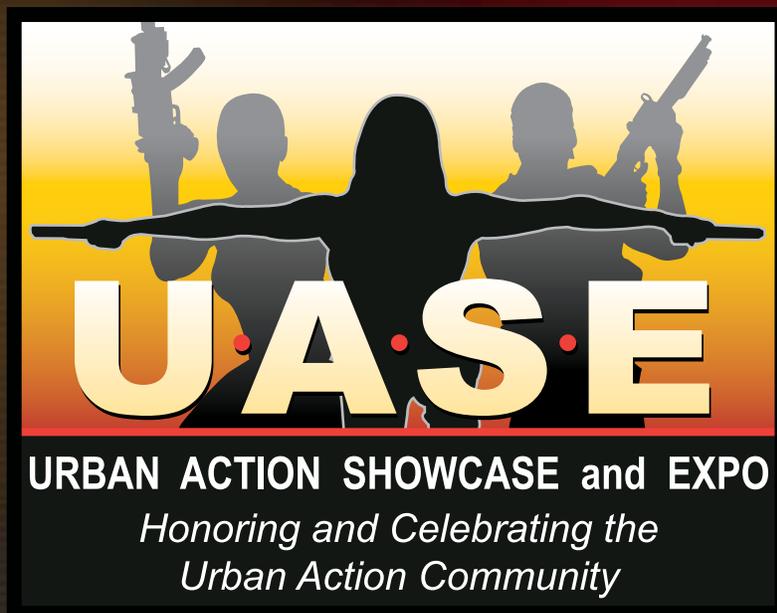
Photo Gallery:



Photo Gallery *(continued)*



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