

MADDEN MEDIA

Film Commission Partnerships

Let's Get To Know Each Other...



Our Proposal

Your Story, in Cinemascope + Our Director's Cut Approach.

Whether your community has a well-oiled film commission or you're still figuring out what that even means—we can help. From building the foundation from scratch to supercharging what's already working, we know how to make your location camera-ready.

We get it, there are a lot of agency options. As a means of throwing our hat in the ring, here's a quick look at how we approach partnership. Think of us as your behind-the-scenes crew—quietly brilliant, fiercely creative, and always rooting for your win.

- **Spotlight-Worthy Strategy:** From film commissions to curious communities, we help you roll out the red carpet with creative tactics that drive economic growth and screen-time success.
- **Production-Ready Foundations:** We build the toolkit—from incentives to local workforce pipelines—that makes your location the obvious “yes” for film and TV.
- **Marketing That Rolls Credits:** Campaigns, on-set support, PR, and content collaborations—all crafted to make your story unforgettable (and unmissable).
- **Industry Connections That Matter:** We put your name in front of studios, scouts, influencers, and press—then help you own the room at every pitch, party, and premiere.

Ready to roll camera? Because your community has main character energy—and we're here to make it undeniable.

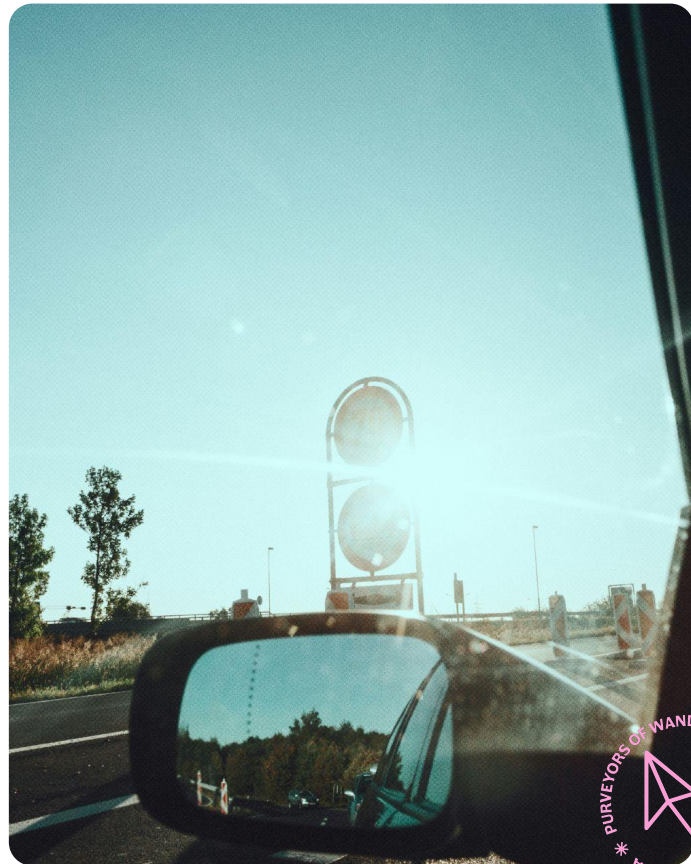


Cameras Rolling, Strategy Locked: Planning Film Futures That Deliver

From first draft to final cut, we build long-term plans tied to results that matter.

From economic impact to on-location magic, we know film tourism takes more than a glossy brochure and a wish. It takes a strategic plan with real teeth—and metrics that go beyond vanity. Whether your community is already in the spotlight or getting ready for its debut, we build roadmaps that turn film dreams into sustainable impact.

- **Strategic Planning That Sets the Stage:** We co-create a long-term strategic plan rooted in your community's unique identity and tied to Key Business Objectives (KBOs) that actually matter—like job creation, production attraction, and economic growth. This isn't a one-size-fits-all storyboard—it's built for your setting, your cast, and your goals.
- **KPIs That Track the Take:** We establish both primary KPIs (think: production count, hotel room nights, crew spend, local hires) and secondary KPIs (engagement, awareness, reach) so success isn't subjective—it's measurable, reportable, and repeatable.
- **Agile Strategy with Real-Time Cuts:** Great productions adapt on the fly. So do we. Through agile project management and ongoing optimization, we evolve your strategy based on performance and impact. It's not just set-it-and-forget-it—we monitor the dailies and adjust the script so your story stays on track.



Attracting Productions: From Permit to Premiere

Making Your Community Production-Ready.

Your town isn't just scenic—it's screen-worthy. We help film commissions and communities roll out the red carpet with behind-the-scenes support that streamlines the process and sells the story.

Producers need easy logistics, compelling locations, and proof their investment pays off. We make sure they get all three—plus a local crew and a community that's ready for its close-up.

Our Process:

- We audit your permitting process and improve the process by collaborating with stakeholders to cut red tape, speed things up, and eliminate surprise plot twists that stall production.
- Through a curated database of film-friendly sites, real crew testimonials, and highlight reels of past productions, we showcase your region's range—whether it's standing in for 1880s Montana or futuristic Mars.
- From hotel room nights to on-location spend, we track the real returns. With metrics that speak film finance and economic development fluently, your community's value becomes impossible to ignore.



Incentive Innovation: Your On-Set Advantage

Creative Perks, Real Investment. Incentive Programs That Drive Productions.



Forget cookie-cutter tax credits. We design incentive packages that are as flexible and film-friendly as your locations. Think smart perks that matter to producers and communities—from hotel discounts to scene-stealing soft incentives.

If it doesn't attract, simplify, or retain productions, it's off the script.

Madden Intel: We think beyond rebates. We help you craft full-scene experiences that sweeten the deal: film badges for restaurant and attraction perks, free location scouting services, local loan program guidance, and more.

We'll help your tap into angel funds and media production zones to create a clear "why here?" for investors, while streamlining the back-end with faster permitting and crew-ready databases.

You get more than interest—you get booked.

This isn't about chasing blockbusters. It's about building sustainable screen economies where film production feels less like a transaction and more like a partnership.

Marketing & Promotion: From Buzz to Box Office

Your Story, Always in Frame. Marketing That Moves Productions.



Marketing isn't just promotion—it's momentum. We craft campaigns that position your community as film-ready and full of story. From local buzz to industry spotlight, we make sure your message lands in all the right places.

Need help finding your brand voice? We're already warming up the mic.

Madden Smarts: We build screen-friendly branding with a perfect location library that plays across formats—think cinematic video content that shows off your destination, director-worthy ad creative, and scroll-stopping social. We create toolkits your team can run with or let us take the lead with campaign rollouts, tradeshow activations, and filmmaker showcases.

Want to be more than a backdrop? We'll put your community in the credits—front and center.

Our festival strategies go both local and global, designed to connect you with the right creatives and industry insiders. Add in PR buzz, earned media, and influencer collaborations that actually make an impact, and your brand becomes more than seen—it becomes sought-after.

Stakeholder Engagement: The Power Players Plotline

Beyond the Boardroom: Into the Storyline.



Your film-friendly future isn't built alone—it's cast, directed, and supported by the right people behind the scenes. At Madden, we make sure those players are aligned, engaged, and invested in the story you're telling.

Madden Insight: We orchestrate the conversations that count. From executive committees to celebrity advisory boards and industry roundtables, we help you assemble a cast of champions who get things done—and get others to care.

We help build plans to engage policymakers, business leaders, and creative sector disruptors who can help shape your region's screen success.

The Influence Advantage: When legislators, locals, and industry insiders are in sync, the story writes itself. We help you foster community buy-in, create cross-sector synergy, and turn passive interest into active support.

Think of it as stakeholder engagement with a script—and you're the one in the director's chair.



Studio Infrastructure Development: Setting the Scene, For Real

Where Big Ideas Take Shape—and Stories Take Root.

Building a studio presence isn't just about square footage—it's about showing what's possible. We help communities spotlight their space potential in ways that excite developers, attract productions, and give media something to talk about.

Madden Edge: We don't just scout empty buildings. We create momentum. From repurposing warehouses for short-term shoots to assembling dream teams of developers and city leaders for long-term studio builds, we're in it for the long game—and the local gain.

Through powerful testimonials, production case studies, and media-worthy visuals, we turn your infrastructure story into a headline.

Whether it's a pop-up soundstage that proves your city can host a feature, or a plan that puts your name on the map for studio investment—this is how communities go from location to production hub.



Workforce Development: Talent Discovery Through Strategic, On-Brand Collaboration

The Future Crew Starts Here.



You can't grow a screen sector without a crew ready to roll. We help film commissions and communities build the next generation of behind-the-scenes talent through partnerships that mean business and build buzz.

Madden Thinking: We connect you with the people who shape futures—schools, trade programs, local colleges, and industry pros—to develop training tracks that are production-ready and community-rooted.

Think film certification pathways, hands-on workshops, and programs that bring fresh talent into the fold while honoring the pros who've paved the way.

From mentorships to veteran re-skilling, these aren't one-off initiatives—they're pipelines. Built with purpose, designed for impact, and rich with storytelling angles that media and stakeholders love.

Because your next location scout, gaffer, or editor? They could already live in your zip code.

Film Tourism: Building Storylines That Bring Visitors In

Your Screen Legacy, Fueled by Strategic Allies.

When film and tourism work together, magic happens. We help communities turn cinematic moments into visitation drivers by making sure film tourism isn't an afterthought—it's a headline.

Here's How Madden Works It: We bring film commissions and DMOs into the same frame, designing campaigns that connect filming locations with traveler curiosity. Think premiere events with tourism tie-ins, behind-the-scenes trails, and social-ready storytelling that converts scenes into stops.

We position iconic shoot locations as must-see landmarks, blending fandom with economic impact.

And when it comes to tourism boards and media planners? We advocate for film experiences to be part of every itinerary and campaign. You're not just a place where something was filmed—you're the place people come to experience it.

We make sure film isn't just remembered. It's booked.



MADDEN MEDIA: We Connect People to Places.

Get ready for your close-up. 

What does 40+ years of promoting unforgettable travel communities get you? A sixth sense for what turns a “pretty backdrop” into the next breakout location on screen.

Film-ready towns? Game-changing. Often the reason a production says yes.

Our passion? Elevating stories that move—from storyboards to streaming queues. We guide creative eyes from generic studio sets to authentic places that shape powerful, lasting memories for audiences and locals alike.

We don't just bring decades of experience—we roll deep with Agency All-Stars, DMO Dynamos, Film-Tourism Fanatics, and Location-Savvy Strategists. ***Want to build something sustainable and screenworthy? It starts with the right relationships—and that's where***

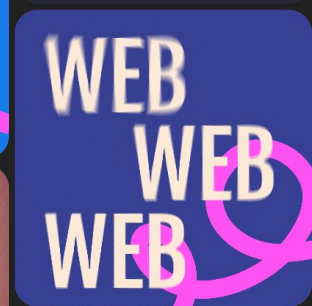
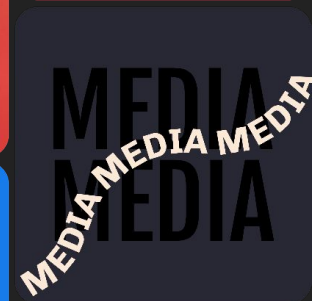
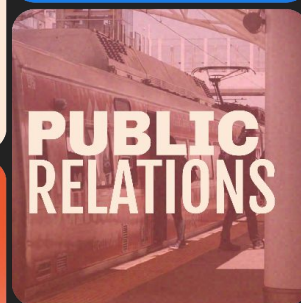
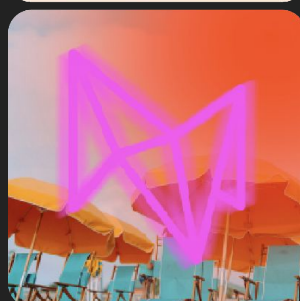
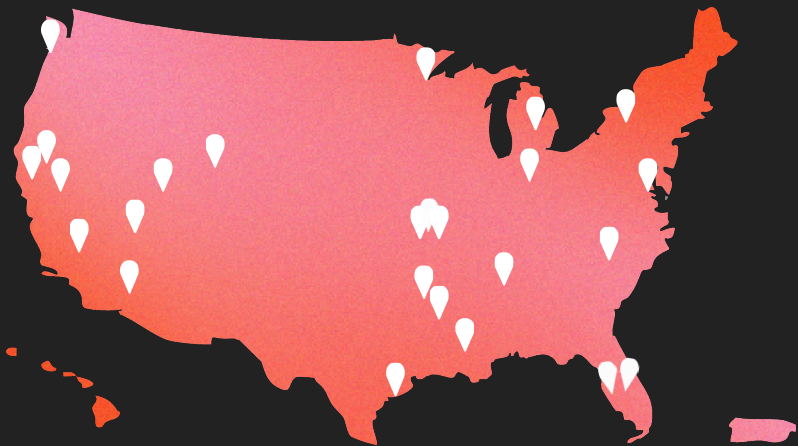
Your community isn't a backdrop. It's the star.
And we're here to help it hit its mark.

We're place-marketing experts, plain and simple—and now we're bringing that know-how to the big (and small) screen.



Our Experience (What we bring)

At Madden, we bring full-scale film tourism marketing under one roof—PR, SEO, creative, community strategy, and the film economy know-how to back it up. Our research team doesn't stop at STR reports and hotel data. We tap into 40+ years of traveler intel, cultural trends, economic impact models, and industry insight from working with 200+ communities across the country annually. We don't guess what will get your location picked for the next big screen hit—we know. That's our edge. And it's built to put your community on the industry's radar and in the production pipeline.



Let's Work Together: Two Ways to Build the Buzz

Let's Roll. How We Partner with Film Commissions.

Launch Project: For the Big Debut or the Next Big Move

- **Studio Announcement:** Make your entry loud, proud, and camera-ready.
- **Film-Friendly Program Push:** Launch local perks getting productions interested.
- **Incentive Rollout:** Unpack what makes filming here a smart move—for producers and the community.
- **What it can look like:** A 3-month build-up (branding, planning, content), followed by a 3-month campaign blitz (PR, digital, industry-facing activations).

Retainer Partnership: For Ongoing Impact + Strategic Growth

- **Year-Round Marketing, Covered:** Film tourism, PR, digital campaigns, and brand elevation.
- **Key Industry Relationships, Managed:** Think producers, DMOs, legislators, and crew networks.
- **Media Visits, Handled:** Seamless scout trips, journalist hosting, filmmaker spotlights.
- **Festivals + Panels, Programmed:** Events that drive visibility and give your region a seat at the table.
- **Social + Influencer Work, Active:** Highlighting your community's screen-worthiness all year long.





**NOW THAT
WE'VE BEEN
PROPERLY
INTRODUCED...**



We know you've got options when it comes to choosing the right partner to help elevate your film commission or build a screen-ready community program.

At Madden, we're in it for the long take—committed to creative, collaborative, and dare we say, fun partnerships that deliver real results on and off screen.

Whether you're launching your first big production push, rethinking how film fits into your tourism strategy, or need a team that understands both industry expectations and local impact—we're ready to roll.

Let's talk!

The Madden Team

Jessica Hill
jhill@maddenmedia.com