



The Mayor's Office of Film, Theatre and Broadcasting offers marketing support to qualified "Made in NY" productions to assist in marketing and promotions efforts in New York City, the country's largest media market.

To qualify as a "Made in NY" production, a film or television show must produce at least 75% of the project in New York City.

Media valued at 1% of the NYC below the line production costs will be offered to qualifying productions for co-branded advertising related to that "Made in NY" production.



In utilizing the "Made in NY" marketing credit, the production will

- Capitalize on production dollars to gain exposure for its property in the nation's #1 media market... without committing to an additional spend!
- Raise awareness of the show by utilizing an unprecedented offer to reach millions of TV viewers... free of charge!
- Gain access to non-traditional media channels, allowing the production to free up marketing dollars...compliments of NYC!

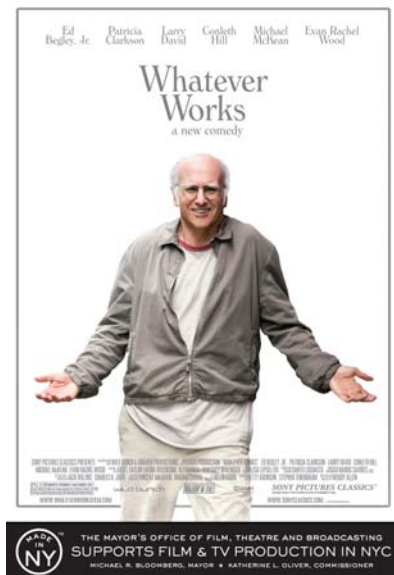
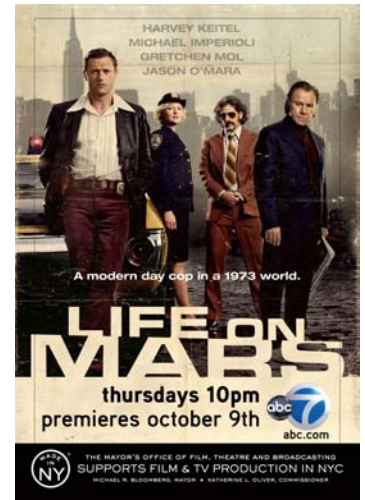


THE CITY OF NEW YORK  
MAYOR'S OFFICE  
OF FILM, THEATRE  
AND BROADCASTING

## Marketing Credit

The marketing credit is treated as a media value and spread across City owned assets and privately owned and operated media outlets with which the City has established relationships. The Mayor's Office of Film, Theatre and Broadcasting will work directly with the distributor / network to create custom campaigns to promote "Made in NY" properties.

## Outdoor Media





## Cultural Credit

It is required for participating “Made in NY” productions utilizing the marketing credit to participate in the cultural credit component of the “Made in NY” program.

The cultural credit program is a project developed by the Mayor’s Office of Film, Theatre and Broadcasting, in conjunction with the Department of Cultural Affairs. Commissioners Katherine Oliver (Mayor’s Office of Film) and Kate D. Levin (Cultural Affairs) have partnered on this initiative to help stimulate filmmaking while nurturing cultural and artistic endeavors. The program was designed to increase film and television production business in NYC while supporting the local arts institutions that nurture upcoming talent and strengthen the City’s creative community.

The cultural credit value is calculated by taking .1% of the NYC below-the-line spend.

### Sample Budget:

#### “Made in NY” Production X

Below-the-line NYC production spend:	\$10,000,000
Marketing credit value (1% of btl spend):	\$100,000
Cultural credit value (.1% of btl spend):	\$10,000

There are over 650 eligible institutions. Below are a sample of organizations that have received the credit:

