

BY EMILY DREW

Behind the Scenes Pledge-of-Support Program brings the industry together!



CORPORATE SOCIAL RESPONSIBILITY IS ON THE RISE. A cultural shift is holding companies to a new standard. Customers and employees alike are placing a higher value on companies who give back. At its core, this builds stronger communities by demonstrating a duty of care for those who earn their livelihood in an industry. Behind the Scenes has created a simple and direct format for corporate partners to give back to their community. This cause-marketing strategy is called the Behind the Scenes Pledge-of-Support Program and the process to participate is extremely simple.

“Behind the Scenes has successfully partnered with companies of all sizes across the industry in the pledge-of-support program.”

Do you currently manufacture a product or supply a service that would benefit from industry exposure? Are you developing a new product or service and would like to capture the industry's attention? There is no better way to show your colleagues and clients that you prioritize their well-being than by partnering with Behind the Scenes. To become a Pledge-of-Support Partner you would designate a product or service for which a percentage of the profits are donated to BTS on an ongoing basis. The product, percentage, and donation structure are all flexible and agreed on between BTS and you, the partnering company.

The Behind the Scenes Pledge-of-Support Program was created to be mutually beneficial and provides a wide variety of ongoing marketing opportunities for you as a participating partner. This includes a press release announcing you as a BTS Pledge-of-Support Partner, placement on the Behind the Scenes website with a link

Behind the Scenes Thanks Our Pledge-of-Support Partners

- Altman Lighting – Behind the Scenes Ghostlight
- Cable Munkey – Cable Munkey® Cable Management Product
- B.T. Clark – *Tips and Tricks of the Stagehand*
- Concert Shop – Blaklader® Workwear Line
- ETC – iRFR and aRFR Applications
- Evoke Collaborative – Design Fees
- GLP German Light Products – Creative Light Product
- Gray Matter Visual – Design Fees
- HG Lighting Design – Design Fees
- Hughston Engineering – Male and Female SOCAPEX Cable Testers
- InCord – Theatrical Safety Netting Systems
- Lightswitch – Design Fees
- Light Touch Designs – Speaking and Publishing Fees
- LiteGear – All LiteMat Fixtures
- Rosco – Roscolux #359 Medium Violet
- TMB – ProXS Professional Fixture Accessories
- Westview Productions – Service Contracts

to your website, acknowledgements across social media channels and industry media, and signage that appears at industry trade shows.

“... this opportunity to contribute in collaboration with our clients is really beneficial for everyone.”

Behind the Scenes also facilitates in-person donation check presentations at industry trade shows for additional promotion. You may choose to make your contribution in front of company signage, and photos taken will be posted to BTS social media channels and a press release acknowledging the donation will be issued.

Behind the Scenes has successfully partnered with companies of all sizes across the industry in the Pledge-of-Support Program. These partners make a clear statement through their support that the well-being of their colleagues and clients is important to them. ETC has been a valued Pledge-of-Support Partner for many years. ETC's Vice President of Marketing, David Lincecum, commented, “Many of us are drawn to work in the entertainment technology industry because of its strong sense of community. Behind the Scenes has long been at the heart of this community, providing important financial support and mental health resources for our friends and colleagues. ETC employee owners are proud to contribute to this meaningful work.”

Much like ETC, LiteGear has been a champion of Behind the Scenes. LiteGear's Senior VP of Sales and BTS Board Member Paul Royalty noted, “Behind the Scenes provides vital support to our industry colleagues and customers in times of serious need. LiteGear is extremely proud to assist in this work by donating a portion of every LiteMat sold to BTS. This is an extremely

simple and impactful way for us to give back, and I encourage all of my fellow Film and TV suppliers to do likewise.”

Behind the Scenes newest Pledge-of-Support Partner, GLP German Light Products, joined the program this year. The company's Director of Sales and Marketing, Tyler Wise stated, “Partnering with the Behind the Scenes Pledge-of-Support Program is important to GLP because we believe so much in the organization and its value to the industry. BTS provides direct positive impact to colleagues and friends we work with every day all across the country, so this opportunity to contribute in collaboration with our clients is really beneficial for everyone.”

The opportunity BTS provides through this program allows entertainment technology companies to engage in social responsibility with minimal effort, draw commercial benefit from additional promotion and industry good will, and contribute to the industry's culture in a positive way. The donations made through this program directly benefit entertainment technology workers, creating a sustaining relationship between company, customer, and cause. ■



Emily Drew is the Assistant Director of Affinity Programs and Cause Marketing for Behind the Scenes. Coming from the world of arts and education development, Emily has seen how far the reach of the entertainment

technology industry goes. She believes in order to create a thriving workforce we must support the individuals who comprise our industry and is honored to have the opportunity to contribute to sustaining the work that BTS is doing.