

## GEP (12-17)



### Georgia Department of Economic Development

## Georgia Entertainment Industry Investment Act Georgia Entertainment Promotion (GEP) Application

This GEP application must be used in conjunction with the Georgia Entertainment Industry Tax Credit application. Projects applying for film tax credits may also be eligible for a Georgia Entertainment Promotion (GEP) uplift, which is a 10% uplift on the base tax credit earned for approved projects that include an embedded Georgia logo within the completed project as legislated in the Georgia Code Section 48-7-40.26, or complete alternative marketing options that have been pre-approved by GDEcD. This GEP uplift is available for feature films, television movies, pilots or music videos and interactive entertainment projects.

### Qualified Projects Include:

- A motion picture production which includes a five-second long static or animated logo that promotes Georgia in the end credits before the below-the-line crew crawl for the life of the project and which includes a link to [exploregeorgia.org/film](http://exploregeorgia.org/film) on the project's web page;
- A TV production which includes an embedded five-second long Georgia promotion during each broadcast worldwide for the life of the project and which includes a link to [exploregeorgia.org/film](http://exploregeorgia.org/film) on the project's web page;
- A music video which includes the Georgia logo at the end of each video and within online promotions and which includes a link to [exploregeorgia.org/film](http://exploregeorgia.org/film) on the project's web page;
- An interactive game which includes a 15 second long Georgia advertisement in units sold and embedded in online promotions and which includes a link to [exploregeorgia.org/film](http://exploregeorgia.org/film) on the project's web page;

### HOW AND WHEN TO APPLY

Feature films, television series and pilots may apply for the uplift prior to filming; however, a shooting script must be attached for review. Interactive entertainment projects may apply for the uplift prior to production; however, a synopsis must be attached for review. The GEP Logo cannot be used in a project without prior approval of GDEcD. After completion of the project, a digital version including the Georgia logo must be submitted to GDEcD, for verification. In all cases, if approved, GDEcD will provide all necessary copies of the conformed logo for inclusion in the project at no cost to the applicant.

### WHERE TO APPLY

Applications may be sent to:

Email to:  
[taxcredit@georgia.org](mailto:taxcredit@georgia.org) for live action projects  
[digitalmediataxcredits@georgia.org](mailto:digitalmediataxcredits@georgia.org) for interactive and animation projects  
or mail to:  
Georgia Department of Economic Development  
75 Fifth Street, NW, Suite 1200  
Atlanta, GA 30308



**Georgia Department of Economic Development**

**Certification by Applicant**

By signing and submitting this application for the Georgia Entertainment Promotion, the undersigned agrees to include an embedded Georgia promotional logo as outlined in Code Section 48-7-40.26, the Georgia Entertainment Industry Investment Act or the agreed upon alternative marketing form. To ensure compliance, applicant will provide a digital copy of the completed project to GDEcD for review.

**I agree (check for compliance)**

**Choose Placement Option:**

Motion picture project will include legislated five second long static or animated logo that promotes Georgia in the end credits before the below-the-line crew crawl for the life of the project and which includes a link to [exploregeorgia.org/film](http://exploregeorgia.org/film) on the project's web page.

Television pilot, series, TV movie, TV special project will include legislated five second long static or animated logo that promotes Georgia in the body of the program for the life of the project; to be placed in the opening

Music Video project will include legislated five second long static or animated logo that promotes Georgia in a prominent position in each single project's end credits for the life of the project with no less than a half screen exposure and not over content, which includes a link to [exploregeorgia.org/film](http://exploregeorgia.org/film) on the project's web page, as well as all units sold and within online promotions.

Interactive game project will include legislated 15 second long Georgia advertisement in units sold and embedded in online promotions.

Project will include alternative marketing option(s). Choices made from form GDEcD-A or GDEcD-B and submitted with GEP application.

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If logo option is selected, upon certification of this GEP uplift the link containing options of the Georgia Entertainment Promotion will be provided to the production company. Please provide the contact and email address to which the GEP logos will be sent.

Is below the post-production contact:	Yes	No
First Name		Last Name
Company		Title
Address		
Address 2		
City	State	Zip Code
Phone Number	Email	

The signature below must be provided by the corporate officer, general partner, managing member or sole proprietor of the applicant seeking the Georgia Entertainment Industry Investment Act Film Tax Credits. All other information requested by this application should be provided by the corporate officer, general partner, managing member or sole proprietor of the applicant seeking the film tax credits. Under penalties of perjury, I declare that I have examined the application and accompanying documents and, to the best of my knowledge and belief, they are true, correct and complete.

Project Title	Production Company/Studio
First Name	Last Name
Title	Phone
Email	Date

Signature (Electronic signature will be the final step when completing the form)