
Independent
Film
Month

ATLANTA

Sponsorship Opportunities
Summer 2010

2010 IFMA Sponsorship Opportunities

Festival League's Independent Film Month ATLANTA works closely with your business to ensure you gain attention from our audience - from young artists to professional filmmakers, casual movie-goers to hard core film junkies. From the largest sponsorship to the smallest contribution, Independent Film Month serves as a diverse and far reaching advertising opportunity for your brand.

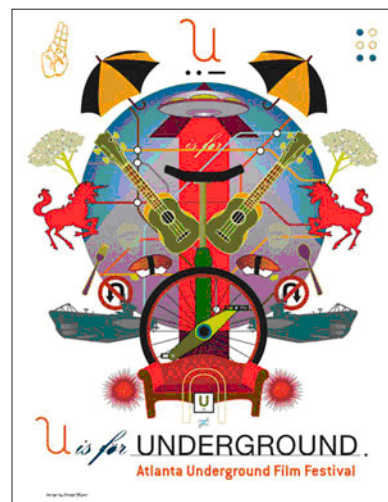
Independent Film Month Atlanta offers a wide array of high-profile sponsorship opportunities. Advertise on our many event **Websites**, or turn each attendee into an advocate for your brand through **Festival Badges**. With space available in our **Independent Film Month Program** you can ensure that your company will be on everybody's mind before and after the month-long celebration.

During the entire month of August, Festival League unveils a wave of sponsorship opportunities. Broadcast your company in our **Screening Halls** before, during, and after films. Your company **Banners** are sure to attract attention as registrants attend screenings; Q & A's and rub elbows with their more recognized peers. Every attendee must pass through a ticket booth which is an ideal location to place your **Company Brochures**. Registrants, filmmakers and casual fans mix in each of our first-class venues.

Whether it is the historic Goat Farm Art Space, The Carter Center, Eyedrum, The Highland Inn and Ballroom, Midtown Art Cinema, The Plaza Theatre, or the Lake Claire Land Trust, Independent Film Month Atlanta makes sure your company is visible across Atlanta.

As for the films themselves, Festival League offers a pair of excellent opportunities to put your brand front and center. With our **Film Showcases** and **Award Ceremony** your company can sponsor one or all of our internationally acclaimed programs including Atlanta Shortsfest, Animation Attack!, Atlanta Horror Film Fest, Docufest, AUFF, or a variety of other independent films across all genres of cinema.

Independent Film Month ATLANTA, brings the world together to experience works of art which serve as tools for understanding other cultures, ideas and customs. Get your brand involved; let Independent Film Month Atlanta invite you to share in the unique connection with our honored guests.



2010 IFMA Event Locations

The Carter Center

Classy and well-respected, the Carter Center draws a sophisticated crowd. Located off Freedom Parkway, The Carter Center is one of the most well attended and easily accessible venues.



Eyedrum

Atlanta's premier underground art gallery located in the Old 4th Ward district always draws a distinct crowd.



Plaza Theatre

The historic plaza theatre is one of Atlanta's oldest art house theatres. Located in Poncey-Highlands, the Plaza is sure to draw crowds with its large Marquee and proximity to shops and restaurants.



Hyatt Regency Atlanta

Treat yourself to true southern hospitality in a luxurious downtown Atlanta hotel. Hyatt Regency Atlanta lays the treasures of Atlanta at your feet in a premier downtown setting. Unique among downtown Atlanta hotels, Hyatt boasts a revolutionary 22-story atrium and shimmering marble lobby.



Highland Inn Ballroom Lounge

Located in Poncey-Highlands, The Highland Inn Ballroom is the hottest new spot to see live music, dance, or just lounge. Both a Hotel and a Venue, the Highland Inn Ballroom is a great place to advertise to an assortment of both Atlanta natives and visitors.



The Goat Farm

The Goat Farm is an up-and-coming artist's community. The Community built its own screen in a 10,000 sq. ft. brick building that dates back to 1889. One of Atlanta's best kept secrets, The Goat Farm, is sure to wow our audience.

Center for Puppetry Arts

The Center for Puppetry Arts is a unique cultural treasure located in Midtown Atlanta - a magical place where children and adults are educated, enlightened and entertained. Since 1978, the Center has introduced millions of visitors to the wonder and art of puppetry.



“From the serious to the surreal, sci-fi to sideshow, the AUFF offers short films the likes of which you probably won't see in a typical multiplex.” – Jonathan Williams, *Atlanta Journal Constitution*

2009 Attendees & Previous Sponsors

Independent Film Month Atlanta reaches a global audience of men and women who are well-educated, racially diverse and range in age from 16 to 86. We have collected demographic data so that we can better understand our audience for you. Your business is sure to benefit from advertising to our diverse audience. To prove it, we asked last years attendees to fill out a questionnaire about their film festival experience. Most attendees looked favorably upon festival sponsors and were more likely to visit sponsors during the festival. To boot, most attendees were planning on attending Independent Film Month Atlanta again this year. Let us help your company reach your desired audience, OUR audience.

2009 Demographics

Average Age:
30 years

Gender:
Male: 51%
Female: 49%

Ethnicity:
Caucasian: 55%
African-American: 28%
Other: 17%

2009 Attendee Questionnaire

Attendees from Atlanta: **62%**

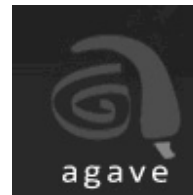
Visiting attendees staying 3+ nights: **66%**

Attendees likely to support festival sponsors: **89%**

Attendees planning on returning next year: **84%**



Previous International Film Month Atlanta Sponsors Include



“Who’s afraid of experimental film? Not Eric Panter, who’s directed the Atlanta Underground Film Festival for five years. The annual event devoted to edgy and emerging filmmakers proves that avant-garde and undiscovered needn’t be mutually exclusive with fun.” - Curt Holman, *Creative Loafing*, 2008

2010 Festival League Events

August 6-8

Atlanta Shortsfest showcases the most talented film makers from every country who have created memorable shorts under twenty-six minutes.



August 13-15

Atlanta Horror Film Festival brings in the new talent in horror, sci-fi, dark comedy, mystery, gore and more.



August 20-22

Atlanta International Documentary Festival is held annually at the Carter Center and presents the best documentary films in the world.



August 27-29

Atlanta Underground Film Festival presents our Lucky 7th Annual Film Festival, continuing our off-the-wall presentation of shorts and features with many special events.



August 27-29

The Fourth Annual Animation Attack! will present the very best in short and feature-length animation from across the globe. Join us for this amazing celebration of independent animation!



November 11-21

The Costa Rica International Film Festival invites you to experience eight days of independent short and feature films from across the globe at two of Costa Rica's most amazing destinations.



April 26-30, 2011

PRIFF is held in conjunction with the 34th Annual Vieques Cultural Festival, and attendees will enjoy a great celebration of music, art, food, theater, parties and, of course, a huge collection of incredible films from all over the world.



Partnering Film Festivals

Our Festival Badges offer unlimited access to the following:



2010 Festival League Event Schedule, August 1 - August 29

Sunday, August 1, 2010

GBPC film screenings TBA

Friday, August 6, 2010

5:30 pm - Shortsfest @ the Plaza Theatre

Saturday, August 7, 2010

3:00 pm - Shortsfest @ the Plaza Theatre

Midnight - Late night @ the Highland Inn

Ballroom Lounge

Sunday, August 8, 2010

5:00 pm Atlanta Shortsfest Closing Party @ the

Highland Inn Ballroom Lounge

Thursday, August 12, 2010

6:00 pm - CinErotic Film Festival @ Eyedrum

Friday, August 13, 2010

5:30 pm - Horror Film Festival @ Spring 4th

Center

Saturday, August 14, 2010

2:00 pm - Horror Film Festival @ Spring 4th

Center

8:00 pm - Film Series @ Puppetry Arts Center

Sunday, August 15, 2010

3:00 pm - Horror Film Festival @ Spring 4th

Center

Wednesday, August 18, 2010

6:00 pm - Peachtree Village International Film

Festival @ Hyatt Regency Hotel

Thursday, August 19, 2010

6:00 pm - Peachtree Village International Film

Festival @ Hyatt Regency Hotel

Friday, August 20, 2010

6:00 pm - Docufest @ the Carter Center

6:00 pm - Peachtree Village International Film

Festival @ Hyatt Regency Hotel

Saturday, August 21, 2010

6:00 pm - Docufest @ the Carter Center

6:00 pm - Peachtree Village International Film

Festival @ Hyatt Regency Hotel

Sunday, August 22, 2010

4:00 pm - Docufest @ The Five Spot

6:00 pm - Docufest at the Carter Center

6:00 pm - Peachtree Village International Film

Festival @ Hyatt Regency Hotel

Thursday, August 26, 2010

GBPC presents Local Filmmakers Screening

Animation Attack! @ The Goat Farm

Friday, August 27, 2010

6:00 pm - AUFF @ Eyedrum

7:00 pm - Animation Attack! @ The Goat Farm

9:30 pm - AUFF Outdoor Screenings @ The Goat

Farm

Saturday, August 28, 2010

4:00 pm - AUFF @ Eyedrum

7:00 pm - Animation Attack! @ The Goat Farm

9:30 pm - AUFF @ the Goat Farm

Sunday, August 29, 2010

4:00 pm - AUFF @ Eyedrum

7:00 pm - AUFF Awards Ceremony @ the

Highland Inn Ballroom Lounge

9:30 pm - AUFF Closing Night Outdoor

Screening @ the Goat Farm

“The fourth annual Atlanta Underground Film Festival makes good use of the second word in the event’s title. This is a fest that encourages artists to break boundaries, and moviegoers should arrive braced to often see challenging and edgy experimental films.” - Bob Longino, *Atlanta Journal-Constitution*, 2007

Independent
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Sponsorship Packages
Summer 2010

PRESENTING Sponsor

Cost: \$5,000

Description:

Your company will be acknowledged as a PRESENTING Sponsor during the entire IFMA Festival. A Presenting Sponsor denotes, “Official Sponsor” of a particular item, e.g. Official Airline during the entire month.

Festival Benefits:

Program Book Advertising

Full Page color advertisement. Your company logo on back cover. Your company on sponsor page.

Website Advertising

Large advertisement on front page of festivalleague.com and all individual event websites for 1 year.

Attendee Badges Advertising

Your advertisement on every month-long attendees badge (ticket).

Print Advertisements

Company logo prominently displayed on all festival League print advertisements including official posters and flyers.

Individual Event Benefits:

Ticket booth Advertising

Your company brochure at all Festival League events ticket booth locations.

Logo Placement

Your company banner hung inside all Festival League Event Halls during the month.

Pre-Screening Presentation

Logo or produced commercial broadcast during intermissions at all Festival League events.

Awards Gala Benefits:

Award Sponsor

An individual film award presented by your business at the Awards Ceremony.

Award Sponsor Web Advertisement

Your company sponsored award is promoted on Festival league websites for 1 year.

Additional Benefits:

Admissions

30 complimentary passes to all Independent Film Month ATLANTA events.

GOLD Sponsor

Cost: \$1,200

Description:

Your company will be acknowledged as a GOLD Sponsor during the entire IFMA Festival. Benefits include prominent listing and/or logo placement.

Festival Benefits:

Program Book Advertising

Half-page color advertisement in the program book and a logo on the back cover.

Website Advertising

A 300-pixel by 300-pixel advertisement on front page of festivalleague.com and all individual event websites for 1 year.

Print Advertisements

Company logo on all festival print advertisements including official posters and flyers.

Individual Event Benefits:

Ticket booth Advertising

Your company brochure at all Festival League events ticket booth locations.

Logo Placement

Your company logo broadcast on screen before, during, and after all festival events.

Additional Benefits:

Admissions

15 complimentary passes to all Independent Film Month ATLANTA events.

SILVER Sponsor

Cost: \$900

Description:

Your company will be acknowledged as a SILVER Sponsor during the entire IFMA Festival. Benefits include prominent listing and/or logo placement.

Festival Benefits:

Program Book Advertising

A 4" x 4" color advertisement in the program book and a logo on the back cover.

Website Advertising:

A 100-pixel by 100-pixel advertisement on front page of festivalleague.com for 1 year.

Individual Event Benefits:

Ticket booth Advertising

Your company brochure at all Festival League events ticket booth locations.

Logo Placement

Your company logo broadcast on screen before, during, and after all festival events.

Additional Benefits:

Admissions

10 complimentary passes to all Independent Film Month ATLANTA events.

Additional Sponsorship Opportunities

EVENTS:

As an event sponsor, you will be the featured sponsor at one of Atlanta Film Months 4 events. You decide which event you would like to sponsor. As an event sponsor, your company will be featured at the event ticket booth, your company banner will be displayed inside the screening hall, your logo or produced commercial will be broadcast during intermissions at all screenings, and you will be provided web advertisement for one year.

PROGRAMS:

These booklets are distributed to registrants, attendees, and various venues around Atlanta. More than 10,000 of these books make their way into the hands of Attendees. Advertise in the glossy color program guide with a quarter, half, or full page ad to draw visitors to shops or restaurants, or drive traffic to your event or website. Sponsor logos are also included on the sponsor page in the program guide.

WEBSITES:

We offer sponsors the opportunity to place company logos, advertisements and links on the Festival League website and the web pages for its individual events: Docufest, Horrorfest, AUFF, Animation Attack, and Shorts Fest. The websites draw more than 2500 unique hits per month.

BADGES

For 2010 Festival League has named the month of August, Independent Film Month in Atlanta. We are offering month-long Festival attendee badges, which are required for entry into key screenings and events. Badges are an excellent opportunity to display your logo as a walking advertisement.

TICKET BOOTHS:

As every attendee will have to pass by the ticket booth, displaying your companies' brochures is an excellent way for your company to promote.

PRINT ADVERTISEMENTS:

In addition to our official Festival League programs, there will be numerous posters, pamphlets, and inserts all around Atlanta, posted in shops, on posts, and anywhere and everywhere in the state of Georgia. If your company decides to promote with this option, ALL official Festival League flyers will display your logo.

BROADCAST ADVERTISEMENTS:

Broadcast your logo or 30 second advertisement before screenings or between screenings. As Festival League events fill an expected 20,000+ seats, your company's logo will unquestionably be seen. We offer the choice of sponsoring only one event, or having your logo displayed during ALL 300 screenings during the month.

BANNERS:

Sponsors supply banners that will be strategically located at one or multiple event locations so the maximum amount of people will see them.

AWARD SPONSORS:

Your business sponsors an award and is thanked by the presenter at the Awards Ceremony. Your sponsored award will be promoted on Festival League websites for 1 year.

OTHER CONTRIBUTIONS:

All donations in-kind, of resources, or anything else is appreciated and there will be recognition on the thanks page.

“Like the Navy Seals, the one thing the annual Atlanta Underground Film Festival (AUFF) always profits from is the element of surprise. While the AUFF movies fit within traditional genres like documentary or narrative, in terms of content they often pack a mighty wallop.” – Felicia Feaster, *Creative Loafing*, 2006

Sponsorship Profiles & Pricing

All packages and prices are negotiable. Please contact a festival league representative for more information on how you can be a part of Independent Film Month Atlanta.

SPONSORSHIP	CONTENT	PRICE
PRESENTING SPONSOR	Package Details on page 7	\$5,000
GOLD SPONSOR	Package Details on page 8	\$1,200
SILVER SPONSOR	Package Details on page 9	\$900
EVENT SPONSOR	Package Details on page 10	\$200
PROGRAM SPONSORSHIP	Full Page Back Cover	\$1,000
	Full Page Interior	\$500
	1/2 Page Interior	\$250
	4" x 4" Interior	\$150
	2" x 2" Interior	\$150
	Thanks Page	\$50
WEBSITE SPONSORSHIP	Large	\$750
	Medium	\$400
	Small	\$250
BADGES	Ad on Badges	\$500
TICKET BOOTHS	1 Event	\$50
	All Events	\$150
PRINT ADVERTISEMENTS	Flyers and Posters	\$250
BROADCAST ADS	1 Event	\$75
	All Events	\$250
BANNERS	1 Event	\$50
	All Events	\$150
AWARD SPONSOR	1 Award	\$300

Your SUPPORT is GREATLY APPRECIATED!

Contact Us

If you have any questions or concerns regarding Festival League, Independent Film Month ATLANTA, Festival League Events or Sponsorship Opportunities feel free to contact us at anytime. We are always available to answer your questions.

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