



**SPONSORSHIP OPPORTUNITIES**



**AUGUST 12-14, 2016**

# ABOUT THE FILM FESTIVAL:

Celebrating the efforts and accomplishments of produced and funded independent films from all over the nation and world in the genres of animation, horror, fantasy, and science fiction.



## GOAL

*To allow film makers the opportunity to network with other industry professionals and connect with their audience in an atmosphere that is open and accommodating.*



## **REASONS TO PARTNER:**

- \* Something Wicked Film Festival brings attendees regionally and nationally, generating additional awareness and revenue for the surrounding businesses, while promoting the city.
- \* A film festival in the city will encourage film enthusiasts and young professionals to participate. There are more than twenty Georgia colleges that offer film studies programs



## **SPONSORSHIP OPPORTUNITIES:**

**PRESENTING SPONSOR - \$8,000-10,000**

*\*Exclusive presenting sponsor*

**FEATURED SPONSOR - \$5,000-7,999**

*\*Featured as a film festival sponsor*

**AWARDS SPONSOR - \$2,000**

*\*Featured as the Awards and Awards Ceremony sponsor*

**OPENING NIGHT FILM SPONSOR - \$2,000**

*\*Featured as the Opening Night Film sponsor*

**CLOSING NIGHT FILM SPONSOR - \$2,000**

*\*Featured as the Closing Night Film sponsor*

**EVENT SPONSOR - \$1,000-4,999**

*\*Listed as a film festival sponsor*

**SUPPORT SPONSOR - \$100-999**

*\*Listed as a film festival supporter*



## PRESENTING SPONSOR

### ADDED VALUE

- \*Film Festival event webpage*
- \*Email blasts*
- \*Film Festival Facebook Page*
- \*Press releases*

*\*Film Festival website banner ad*

*\*Pre-Screening Video Loop*

*\*Full page ad in event program*

*\*Listed as an Official Presenting Sponsor in program*

*\*Marketing Collateral*

### ON-SITE EXPOSURE

*\*10 VIP passes to the event & reception*

*\*Vendor booth for the duration of the event*

*\*Partner Recognition during the Opening Ceremony & Awards Ceremony*

*\*List on Film Festival Official Sponsor Signage*

### LOGO INCLUSION

- \*Full logo integration into the existing Film Festival logo*
- \*Texted text "Presented By"*
- \*Links from the Film Festival website*



## FEATURED SPONSOR

### ADDED VALUE

*\*Film Festival event webpage*

*\*Email blasts*

*\*Film Festival Facebook Page*

*\*Pre-Screening Video Loop*

*\*Full page ad in event program*

*\*Listed as an Official Presenting Sponsor in program*

*\*Marketing Collateral*

### LOGO INCLUSION

*\*Full logo integration into the existing Film Festival logo*

*\*Texted text "Presented By"*

*\*Links from the Film Festival website*

*\*Film Festival website banner ad*

### ON-SITE EXPOSURE

*\*8 VIP passes to the event & reception*

*\*Vendor booth for the duration of the event*

*\*Partner Recognition during the Opening Ceremony & Awards Ceremony*

*\*List on Film Festival Official Sponsor Signage*



## AWARDS SPONSOR

### ADDED VALUE

- \*Film Festival event webpage*
- \*Email blasts*
- \*Film Festival Facebook Page*

*\*Pre-Screening Video Loop*

*\*Full page ad in event program*

*\*Listed as an Official Presenting Sponsor in program*

*\*Marketing Collateral*

### LOGO INCLUSION

- \*Full logo integration into the existing Film Festival logo*
- \*Texted text "Presented By"*
- \*Links from the Film Festival website*
- \*Film Festival website banner ad*

### ON-SITE EXPOSURE

*\*8 VIP passes to the event & reception*

*\*Vendor booth for the duration of the event*

*\*Partner Recognition during the Opening Ceremony & Awards Ceremony*

*\*List on Film Festival Official Sponsor Signage*



## OPENING NIGHT FILM SPONSOR

### ADDED VALUE

- \*Film Festival event webpage*
- \*Email blasts*
- \*Film Festival Facebook Page*

*\*Pre-Screening Video Loop*

*\*Full page ad in event program*

*\*Listed as an Official Presenting Sponsor in program*

*\*Marketing Collateral*

### LOGO INCLUSION

- \*Full logo integration into the existing Film Festival logo*
- \*Texted text "Presented By"*
- \*Links from the Film Festival website*
- \*Film Festival website banner ad*

### ON-SITE EXPOSURE

*\*4 VIP passes to the event & reception*

*\*Vendor booth for the duration of the event*

*\*Partner Recognition during the Opening Ceremony & Awards Ceremony*

*\*List on Film Festival Official Sponsor Signage*



## CLOSING NIGHT FILM SPONSOR

### ADDED VALUE

- \*Film Festival event webpage*
- \*Email blasts*
- \*Film Festival Facebook Page*

*\*Pre-Screening Video Loop*

*\*Full page ad in event program*

*\*Listed as an Official Presenting Sponsor in program*

*\*Marketing Collateral*

### LOGO INCLUSION

- \*Full logo integration into the existing Film Festival logo*
- \*Texted text "Presented By"*
- \*Links from the Film Festival website*
- \*Film Festival website banner ad*

### ON-SITE EXPOSURE

*\*4 VIP passes to the event & reception*

*\*Vendor booth for the duration of the event*

*\*Partner Recognition during the Opening Ceremony & Awards Ceremony*

*\*List on Film Festival Official Sponsor Signal*



## EVENT SPONSOR

### ADDED VALUE

*\*Film Festival event webpage*

*\*Email blasts*

*\*Film Festival Facebook Page*

*\*Pre-Screening Video Loop*

*\*Full page ad in event program*

*\*Listed as an Official Presenting Sponsor in program*

*\*Marketing Collateral*

### LOGO INCLUSION

*\*Full logo integration into the existing Film Festival logo*

*\*Texted text "Presented By"*

*\*Links from the Film Festival website*

*\*Film Festival website banner ad*

### ON-SITE EXPOSURE

*\*2 VIP passes to the event & reception*

*\*Vendor booth for the duration of the event*

*\*Partner Recognition during the Opening Ceremony & Awards Ceremony*

*\*List on Film Festival Official Sponsor Signage*



## SUPPORT SPONSOR

### ADDED VALUE

*\*Film Festival event webpage*

*\*Email blasts*

*\*Film Festival Facebook Page*

*\*Pre-Screening Video Loop*

*\*Full page ad in event program*

*\*Listed as an Official Presenting Sponsor in program*

*\*Marketing Collateral*

### LOGO INCLUSION

*\*Full logo integration into the existing Film Festival logo*

*\*Texted text "Presented By"*

*\*Links from the Film Festival website*

*\*Film Festival website banner ad*

### ON-SITE EXPOSURE

*\*4 VIP passes to the event & reception*

*\*Vendor booth for the duration of the event*

*\*Partner Recognition during the Opening Ceremony & Awards Ceremony*

*\*List on Film Festival Official Sponsor Signage*

## EVENT EXPOSURE

*\*Press Release*

*\*Website Event Listing*

*\*Email Blasts*

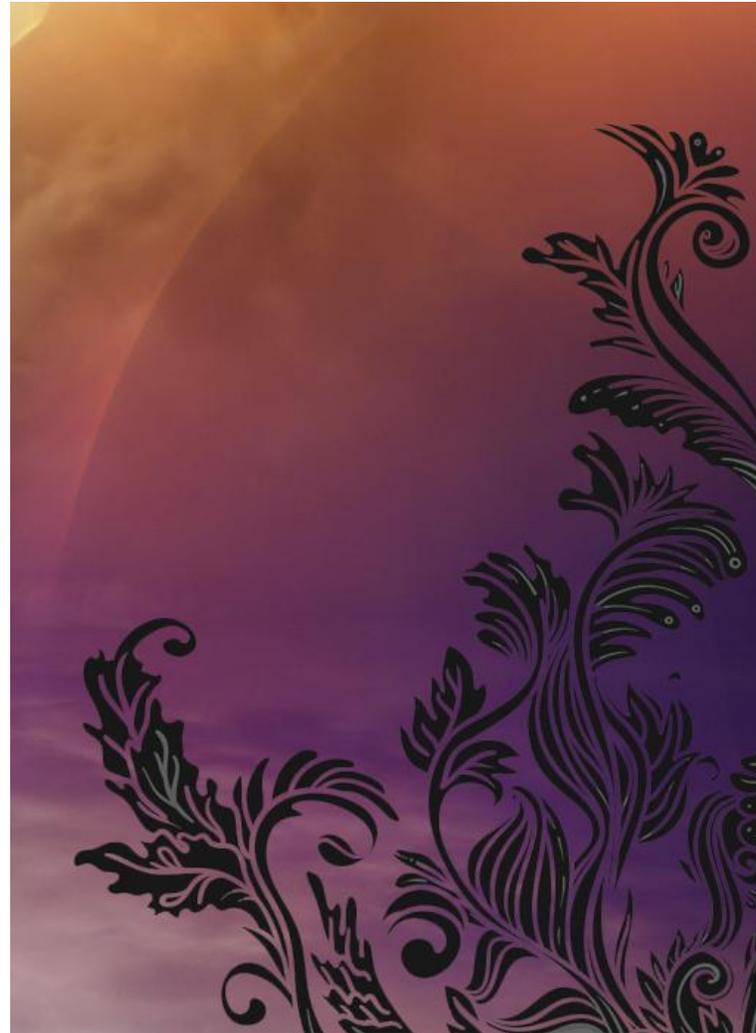
*\*Facebook Listing*

*\*Facebook Page*

*\*Film Freeway :Listing*

*\*Upcoming Event Flyers*

*\*Promotional Flyers*



## MARKETING

*We focus on compressive advertising and promotional campaigns, utilizing print and online efforts, to increase public awareness.*



**GOAL** *Encouraged community support, created exposure and generated interest of the general public and film industry professionals.*

# EXAMPLE ADS



**SW**  
**SOMETHING WICKED**  
film festival

**AUGUST 12-14, 2016**

[www.somethingwickedfilmfestival.com](http://www.somethingwickedfilmfestival.com)



**SW**  
**SOMETHING WICKED**  
film festival

**AUGUST 12-14**

**CLICK FOR INFO!**



**SW**  
**SOMETHING WICKED**  
film festival

**AUGUST 12-14**

\*ANIMATION \*HORROR  
\*FANTASY \*SCI-FI

**SPECIAL SCREENINGS  
& WORLD PREMIERES**



## GRASSROOTS MARKETING

*Create acknowledgement and community involvement through natural and local efforts.*



## GOAL

*Concentrated in the Gwinnett, Lawrenceville, and East Atlanta areas to create a buzz using street team and word-of-mouth approaches.*



**THANK YOU!**

*For your consideration to be part of the  
2016 Something Wicked Film Festival.*

*Kevin L. Powers, Co-Festival Director & Program Director*

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