

ANN ARBOR FILM FESTIVAL

SPONSORSHIP OPPORTUNITIES

The Ann Arbor Film Festival is the longest-running film festival in North America prominently featuring the work of independent artists making short films, crossing boundaries, breaking expectations and experimenting with concepts and techniques. Founded in 1963, the AAFF is internationally renowned as a premiere forum for film as an art form. The AAFF has a rich and unique legacy, having screened the early work of thousands of influential artists including: Gus Van Sant, Yoko Ono, Andy Warhol, Kenneth Anger, Agnes Varda, George Lucas, Barbara Hammer, Brian DePalma, and Don Hertzfeld.



The AAFF creates an artist-friendly atmosphere in one of the country's best venues, the historic Michigan Theater, a 1920s era movie palace. Our screenings consistently draw engaged audiences ranging from 200–1,200 film enthusiasts, filmmakers, programmers, curators and distributors.

"I had a magnificent time at Ann Arbor. It's one of the most inviting, fun, and invigorating film festivals I've ever attended. The programming, the presentation, the rich social interaction, the community spirit, and just the positive energy of the whole festival easily convinced me I need to try to come back every year."

- Mark Toscano, Academy of Motion Picture Arts and Sciences Film Archive, April 10, 2012

In addition, the AAFF pioneered the traveling film festival concept in 1964 and continues to screen select shorts from each year's festival at more than 35 cities in the U.S. and abroad. Participating filmmakers receive increased visibility throughout the year and are paid for each screening of their work.

A Unique Sponsorship Opportunity... The 51st Festival drew an audience of 15,000 with each sponsor receiving 10–50 impressions per festival-goer, depending on level of visibility. **Our sponsorship campaign generated more than 5 million targeted impressions through TV, radio, print, online, email and in person acknowledgment.** In addition to Festival Sponsors level-specific benefits, all Sponsors receive the following: opportunity to directly distribute materials to filmmakers and festival audience, invitation to Sneak Preview event at Michigan Theater, AND tickets and passes!

Information You Want to Know... Facts about the 51st Festival: 15,000 people in attendance, more than 40 programs of six days, 220 films screened from more than 30 countries, 3,300 films submitted for competition from 70 countries, and \$20,000 awarded to 25 filmmakers.

Who Attends the Festival... Facts about the AAFF audience and our surrounding area: Ann Arbor population 150,000 (with students), Festival campaign targets 5 million in SE Michigan, over 90% of audience is college educated, primary age ranges: 18–34 and 45–60, median income level \$45,000, Google and the University of Michigan are big area employers.

PARTNERING SPONSOR [For a cash contribution of \$30,000]

As a member of an exclusive cadre, Partnering Sponsors will receive premiere visibility across all platforms of the 52nd Ann Arbor Film Festival, generating more than 5 million impressions that are creative, consistent and memorable. Benefits include, but are not limited to:

- **Lead sponsor of a premier festival program** – Includes exclusive acknowledgment for that program on printed tickets [1,000], online [200,000 visitors], printed calendar [500,000 impressions], program guide [50,000 impressions], and live thank you from stage [captive audience 500–1,000]
- **Logo in premier sponsor position on 51st festival homepage** with link for entire festival campaign [200,000 visitors]
- **Full page, full color ad** in 100+ page festival program guide [50,000 impressions]
- **Logo in premier position on back cover of festival program guide** and on dedicated sponsors page [75,000 impressions]
- **Logo in premier position on all festival posters/calendars** directly distributed throughout SE Michigan [500,000 impressions]
- **Logo in premier position on all festival ads** [2.5 million impressions]
- **Logo in top position on festival trailer broadcast** (more than 2 million TV viewers) and projected in theaters [50,000 viewers]
- **Logo featured in premiere position on Sponsors' Thank You animated trailer projected prior to every festival screening** [audience 15,000]
- **Logo featured at the start of each 51st AAFF Traveling Tour screening** [more than 50 screenings in over 35 cities]
- **Thank you on Michigan Theater marquee** during festival [audience 15,000]
- **Thank you on AAFF's Facebook & Twitter** [8,000 fans/followers]
- **Logo in highest rotation projected prior to every program** of the festival [75,000 impressions with captive audience]
- **A feature in the AAFF's monthly eNewsletter** [12,000 subscribers]



MAJOR SPONSOR [For a cash contribution of \$10,000]

With more than 5 million impressions throughout the festival campaign, Major Sponsors will receive prominent, consistent and memorable visibility across all platforms of the 52nd Ann Arbor Film Festival. Benefits include, but are not limited to:

- **Exclusive sponsorship of high profile festival program** with extra acknowledgment online [200,000 visitors], in program guide [50,000 impressions] and live thank you from stage [captive audience 500–1,000]
- **Logo in high visibility position on 51st festival homepage** with link for entire festival campaign [200,000 visitors]
- **Full page ad** in festival program guide [color, inside cover as available; 50,000 impressions]
- **Logo in premier position on back cover of festival program guide** and on dedicated sponsors page [75,000 impressions]
- **Logo on all festival posters/calendars** directly distributed throughout SE Michigan [500,000 impressions]
- **Logo in prime position on festival trailer broadcast** [more than 2 million TV viewers] and projected in theaters [50,000 viewers]
- **Logo on all festival advertisements** [more than 2.5 million impressions]
- **Logo individually featured in Sponsors' Thank You animated trailer projected prior to every festival screening** [captive audience of 15,000]
- **Logo featured at the start of each 51st AAFF Traveling Tour screening** [more than 75 screenings in over 50 cities]
- **Logo in high rotation projected** prior to every program of the festival [captive audience 15,000]
- **A feature in the AAFF's monthly eNewsletter** [12,000 subscribers]

KEY SPONSOR [For a cash contribution of \$5,000]

At this level, Sponsors receive valuable and consistent visibility across most Festival platforms, generating more than 3 million impressions. Benefits include, but are not limited to:

- **Half page ad in a prime position in festival program guide** [50,000 impressions]
- **Exclusive sponsorship of a festival program** with extra acknowledgment online [200,000 visitors], in program guide [50,000 impressions] and live thank you from stage [captive audience 200–1,000]
- **Logo on sponsor page of festival program guide** and linked on festival website [200,000 visitors]
- **Logo on festival trailer** projected in theaters [50,000 viewers] and broadcast [more than 2 million TV viewers]
- **Logo projected prior to every program** of the festival [captive audience 15,000]
- **Name with link in thank you section of the AAFF's monthly eNewsletter** [12,000 subscribers]

CONTRIBUTING SPONSOR [For a cash contribution of \$3,000]

Benefits include, but are not limited to:

- Half page **ad in festival program guide** [50,000 impressions]
- **Exclusive sponsorship of a festival program** with extra acknowledgment online, print program and from stage
- **Logo on festival program guide sponsor page, poster displayed in theater lobby [audience 15,000] and linked on festival website** [200,000 visitors]
- **Logo projected prior to every program** of the festival [captive audience 15,000]
- **Name with link in thank you section of the AAFF's monthly eNewsletter** [12,000 subscribers]

CORE SPONSOR [For a cash contribution of \$1,500]

Benefits include, but are not limited to:

- Quarter page **ad in festival program guide** [50,000 impressions]
- **Logo on festival program guide sponsor page, poster displayed in theater lobby and linked on festival website** [200,000 visitors]
- **Name with link in thank you section of the AAFF's monthly eNewsletter** [12,000 subscribers]

Extra Sponsorship Opportunities

AUDIENCE AWARD

[For a cash contribution of \$3,000]

- The film with the audiences highest rating receives a \$500 award
- Sponsor name will be included on every audience ballot and all placements of award announcements via print, online, email and press releases

JUROR PRESENTATIONS

[For a cash contribution of \$3,000]

- Three free public screenings by the festival's esteemed jurors
- Sponsor logo placement with each presentation description in print and online with extra acknowledgment from the stage prior to each program

FILMMAKER DINNER

[For a cash contribution of \$1,000]

- A private, casual and social dinner with drinks and food for attending filmmakers, press and VIPs of the Festival
- Sponsor will receive signage and special public thank you at the dinner

FILMMAKER LOUNGE

[For a cash contribution of \$2,000]

- Open each day of the festival during the afternoon, the lounge is for attending filmmakers, press, sponsors and VIPs
- Sponsor signage will be displayed with logo

2014 Ann Arbor Film Festival Advertising Opportunities

Ads can be submitted as TIFF, EPS or PDF. Resolution must be 300dpi. Fonts should be outlined as appropriate. Limited number of full page color ads available.

FULL PAGE COLOR _____ **[\$2,000]**

- Dimensions – 6.5” W x 9.5” H (include .125” bleed on all sides)

FULL PAGE BLACK & WHITE _____ **[\$1050]**

- Dimensions – 5.5” W x 8.5” H

HALF PAGE BLACK & WHITE HORIZONTAL _____ **[\$550]**

- Dimensions – 5.5” W x 4.125” H

HALF PAGE BLACK & WHITE VERTICAL _____ **[\$550]**

- Dimensions – 2.625” W x 8.5” H

QUATER PAGE BLACK & WHITE _____ **[\$300]**

- Dimensions – 2.625” W x 4.125” H