

2009 Sponsorship Opportunities



www.ashlandfilm.org

"[Our] sponsorship of the AIFF helps us reach the perfect demographic while fulfilling our goal to support an organization achieving the highest level of business and artistic integrity. We receive prominent placement in the theatres and festival publications and in multiple media outlets reaching 100,000's of readers, listeners and viewers during the event and year round. This association is a sound financial and passionate personal investment for us."

David Gremmels
Co-Owner, Rogue Creamery

"The AIFF is a proven winner. Our sponsorship shows off our business to our community and a growing number of visitors, signals our commitment to supporting our local economy and makes our marketing dollars pay off all year long."

Annie Hoy
Ashland Food Co-op

The Festival Experience

“Offers movie lovers that same sense of being in a magical place ...Southern Oregon doesn't have anything else like it -- nor, in fact, do most places on Earth.”

Shawn Levy,
The Oregonian

The first weekend in April, filmmakers and film lovers fill the Varsity Theatre and Historic Ashland Armory to celebrate independent film and the artists who create it. Over 90 documentaries, features and short films are shown on the five screens of the intimate art-deco theatre, and large crowds fill the Armory for special events. Attendance, as well as regional and general interest in the festival, continues to grow each year. The artists and visiting press have high praise for the warmth and quality of the festival, many ranking it at or near the top of their festival experiences.



Our Audience

Level of Education

Graduate Work	51%
Undergraduate Work	35%

Mean Family Income

\$95,250

Mean Age

49

Attendees from

Ashland	60%
Less than 50 miles from	20%
More than 50 miles from	20%

2008 Festival Highlights

Film tickets distributed:	16,100
Film entries:	800
Memberships:	600
Volunteers:	300

Visiting Tourists

Ashland is recognized around the country as a top tourist destination. In addition to the Oregon Shakespeare Festival, main street charm and proximity to local nature activities, filmmakers and visitors are increasingly attracted by the high quality of the Ashland Independent Film Festival.

Local Community

AIFF will continue to provide strong programming options to the local community, known for its cultural and artistic sensibilities. This core audience is a group known for their discretionary income spending.

International Film Artists

The festival will bring a number of internationally recognized film artists into the community. In addition to the filmmakers and acting talent, the festival welcomes film professionals from primary industry sectors, including New York and Los Angeles.



AIFF's Commitment to Education

"I can only speak for my kid, but this was an amazing experience for my son! He gained so much self-confidence from the positive feedback and experience answering audience questions. Several kids plan to collaborate on projects and Rowan is going to work on [another Launch student's] film crew."

**-Shelly Elkovich
Mother of 2007 Launch
Winner**

The film festival conducts several education projects each year for Southern Oregon K-12 and college level. Students from throughout the region participate each year and the feedback from them and their teachers has been overwhelmingly positive.

The anchor program is the **Launch** Regional Student Film Competition. This is a **free** contest for the growing number of Southern Oregon student filmmakers of all ages. Teachers use the *Launch* in their curriculum to discuss the artistic and technical aspects of creating and editing a film along with the reality of deadlines, application forms, copyright issues, and more. Last year's winners included a Sutherlin High School girl, a home schooled boy and an entire elementary school class.



Available Sponsor Benefits

AIFF staff will work with you to tailor a customized, comprehensive sponsorship and marketing package that meets your company's specific needs and interests. The following list of benefits can be used as a platform from which an individually tailored program can be designed.

Venue Presence

- Logo on Festival Pre-Film Trailer
 - Lobby/On-Site Signage
- Logo and/or Tactical Message on Pre-Screening DVD Presentation
- Literature Distribution • Direct Marketing

Print Recognition

- AIFF Program Sponsor Placement
 - AIFF Program Advertising
 - AIFF Poster
- Year-Round Emailed newsletters
- AIFF Print Advertising Campaign
 - Ticket Backs and Envelopes

Media

- Press Releases • Radio Spots
 - Logo on Festival TV Spots
- Web Presence on www.ashlandfilm.org

Public Recognition and Acknowledgement

- Press Launch • Opening Night Bash
 - Awards Celebration
- Individually Sponsored Screenings at Film Festival

On-Site Opportunities

- Guest & Industry Suite • Filmmaker Parties
 - Festival Venues • Festival Forums
- AIFF Cinema Lobby for Programs and Screenings

Promotional Opportunities

- Filmmaker and Juror Gift Bags
- Volunteer Prizes and awards

Ticketing

- Festival Access Passes Individual Tickets
 - Gala Invitations



2009 Sponsorship Benefits*

- **COMMUNITY Sponsor (\$500)**
 - **Media Benefits:** Sponsor's name listed in pre-film slide show, souvenir program, AIFF website, and Varsity Theatre lobby poster.
 - **Festival Benefits:** One Film Fan Pass and 2 tickets to Opening Night Bash PLUS early ticket ordering privilege begins March 13th
- **CONTRIBUTING Sponsor (\$1,000)**
 - **Media Benefits:** Sponsor's name listed in pre-film slide show, souvenir program, AIFF website, and Varsity Theatre lobby poster PLUS 1/8 page ad in souvenir program.
 - **Festival Benefits:** One VIP Pass to all films and festival parties PLUS early ticket ordering privilege begins March 12th.
- **SUPPORTING Sponsor (\$2,500)**
 - **Media Benefits:** Sponsor's name listed in pre-film slide show, and Varsity Theatre lobby poster , PLUS ¼ page ad and sponsor logo in souvenir program and on the AIFF website,
 - **Festival Benefits:** Opportunity to provide promotional item(s) for Filmmaker and VIP gift bags PLUS 2 VIP passes to all films and festival parties PLUS early ticket ordering privilege begins March 11th.
- **SUSTAINING Sponsor (\$5,000)**
 - **Media Benefits:** Sponsor's logo featured in pre-film slide show, souvenir program and on the AIFF website PLUS ½ page ad in souvenir program AND Sponsor's name listed on year-round AIFF ads (1.5M impressions), Coming Attraction Theatres lobby posters, AIFF publicity posters and festival tri-fold brochure.
 - **Festival Benefits:** One of **Limited** sponsorships of both the pre-festival Oscar® Night Gala and festival Awards Celebration. Two VIP passes. Invitation to intimate receptions with filmmaker guests. Signed AIFF souvenir poster. Early ticket ordering privilege begins March 10th.
- **PRESENTING Sponsor (\$10,000)**
 - **Media Benefits:** Sponsor logo featured in pre-film trailer, pre-film slide show, year round AIFF ads (1.5M impressions), Audience Award Ballot, Coming Attraction Theatres lobby posters, AIFF publicity posters, souvenir program and on AIFF home page PLUS full page ad in souvenir program, Sponsor's name listed in the festival tri-fold brochure, and on-air credit on JPR radio and Charter Communications/Ashland TV ads.
 - **Festival Benefits:** One of **Limited** sponsorships of both the pre-festival Oscar® Night Gala and festival Awards Celebration. Four VIP passes. Invitation to intimate receptions with filmmaker guests. Signed and mounted AIFF souvenir poster. Early ticket ordering privilege begins March 10th.
- **EXCLUSIVE TICKET Sponsor (\$15,000)**
 - All PRESENTING Sponsor benefits PLUS advertisement and/or coupon on the back of all AIFF tickets (17,000+ distribution).



*Complete listing of Sponsor benefits is available upon request.