



March 29 to April 5, 2012

12<sup>th</sup> Annual

# PHOENIX FILM FESTIVAL

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Visualize this . . .



## The Phoenix Film Foundation

### **Our Mission**

To promote the exhibition of works by filmmakers and conduct educational programs that teach the art of independent filmmaking. The Phoenix Film Foundation supports and develops the growth of independent filmmaking in Arizona. Since 2000, it has become the largest film organization in the state by sponsoring a number of initiatives that support these goals.



### **Phoenix Film Festival – Celebrating Our 10<sup>th</sup> Year**

*March 29 to April 5, 2012*

Founded in 2001, the event has grown to become the largest film festival in the state of Arizona and a nationally recognized filmmaker forum. Premier screenings and competitions, along with sessions with noted filmmakers, actors and directors, combine to create a dynamic week-long event. Since its inception in 2001, the Festival's attendance has grown each year, with the 2011 event drawing over 20,000 attendees. Attendee demographic surveys reflect an educated and affluent audience.



### **Arizona Student Festival**

*June 8 & 9, 2011*

The Arizona Student Film Festival showcases films from Arizona students (grades 3-12). The festival will feature a PSA competition to improve the community, as well as a short film competition. It is an unprecedented opportunity for Arizona students' creativity to be projected on the "big screen" and viewed by the public.



### **International Horror/Sci-Fi Film Festival**

*Now part of the Phoenix Film Festival, March 29 to April 5, 2012*

The Festival focuses on independent competition horror and sci-fi films as well as independent studio films. Also featured are celebrity guests from the Horror and Sci-Fi genre.



### **IFP – Phoenix (Independent Feature Project)**

One of only five IFP chapters in the country, IFP/PHX promotes the growth of independent filmmaking in Arizona through comprehensive training, networking and exhibition opportunities. IFP/PHX is the foremost link between the creative and business communities, providing invaluable networking opportunities for its filmmaker membership.



### **Phoenix Film Society**

The Phoenix Film Society is the largest non-profit film membership organization in Phoenix. Its members attend twice-monthly screenings and the opportunity to discuss them with renowned film authorities, filmmakers and actors.

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Get to know us . . .



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## 12<sup>th</sup> Annual Edition of Arizona's Largest Film Festival



Kevin Bacon

Dates: *March 29 to April 5, 2012*

Anticipated Attendance: *Over 24,000*

Visitors enjoy an engaging film experience unlike any other in Arizona

- Interact with the local and national filmmakers at the Opening Night celebration and Premiere, VIP Receptions and "Calling it a Wrap" Party
- View independent film screenings over eight days
- Q & A with the producers, directors and actors behind the feature films
- Middle School and High School students learn about Producing and Directing, Screenplay Writing, and Acting for the Camera.
- Bid on rare film memorabilia in a silent auction benefiting the Phoenix Film Foundation.
- Have fun in the party pavilion – with parties, seminars, and exhibitors all just steps from the theatre doors.
- Kid's Day – A special for kids ages 5 – 12 to learn about filmmaking with hands-on activities and family film screenings.

No other event in its genre provides as significant a platform on which the film community and filmgoers interact. This confluence of talent acts as a catalyst for a sustainable local film community, infusing it with knowledge and knowhow.

Support of this effort results in a superior return on investment for our partners. From community-building to exposure through a comprehensive advertising and publicity campaign generating nearly \$515,000 in media promotion.



Cuba Gooding Jr. & Grant Hill  
Opening Night 2011



## Experience the 12<sup>th</sup> Annual Phoenix Film Festival

The Phoenix Film Festival has become one of the Valley's premiere events. This year promises to be our best yet!

### Our Week-Long Celebrations include:

Opening Night Premiere

Opening Night After Party with well-known live entertainment

The return of the "Party Pavilion"

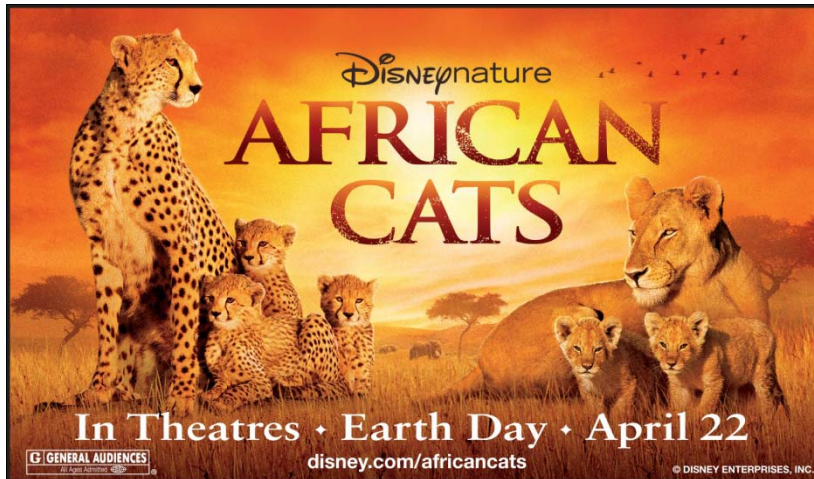
More than 150 new Feature Films & Shorts

Copper Wing Awards as determined by the Phoenix Film Critics Society



Opening Night Film, *Date Night*

### The Phoenix Film Festival is:



Disney's *African Cats*

A Full Week of the Best in independent film with filmmakers

A top 25 "Coolest Film Festivals" as named by Moviemaker Magazine

One of the Highest Attended Events in the Valley

Superior return on investment by targeting your demographic

Top 5 Best Publicized Event with more than \$515,000 in marketing value

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# Tap Into the Power of Marketing at The Phoenix Film Festival With Your Brand and Your Message.

Attracting Top Brands in Local and Regional Marketing. Be a partner.



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## The Film Party of the Year is your Marketing Opportunity

Beyond screenings, the audience has the opportunity to interact with celebrities, notable filmmakers, actors and directors. Featured appearances of past Festivals include Virginia Madsen, Alan Cumming, Jane Seymour, Robert Forster, Laurence Fishburne, Robert Wagner, Kevin Bacon, Kyra Sedgewick, Tom Arnold, Peter Fonda, John Landis, John Waters and Edward Burns.

### Be a part of one of the best publicized events in the Valley.

By sponsoring the Phoenix Film Festival, you will market yourself through these outlets (2009 Marketing)

More than  
**\$515,000**  
in marketing value



#### Television Value: \$110,000

Cox Communications; KTVK TV 3; KSAZ TV 10; KPNX TV 12; KNXV TV 15; KAZT TV 14; FX; CNN; HGTV; MTV; ESPN; TLC; Mas-TV; Lifetime; MSNMC; History Channel; Discovery and CNBC



#### Print Value: \$ 70,000

Arizona Foothills Magazine, Arizona Republic, Arizona Valley Chronicle, ASU State Press, College Times, Echo Magazine, Jewish News of Greater Phoenix, La Voz, Midtown Messenger, Nightlife Messenger, North Valley Magazine, Phoenix New Times, Scottsdale Times, Tribune (Get Out), You Are Here Magazines, Valley Guide Where Magazine



#### The Arizona Republic Value: \$106,000

ScreenVision Value: \$90,000+  
30-second spots on 285 Harkins Theatres  
pre-feature screens in Arizona.



#### Radio Value: \$86,000

KTAR, KEDJ, KKFR, KFNX, KFYI, KZZP

#### Online Value: \$25,000

AZ Central, AOL City Guide, Cox, Movietack.net, Wild About Movies, Get Out Online, Tribune Online, Web Devil, Phoenix Art Space, Screen Scene, Clear Channel and Big Picture Radio



#### E-Blasts Value: \$37,500

Cox High Speed Internet Customers; Phoenix Film Foundation Insider Group; Harkins Art Film Society; Sedona Film Festival Supporters & more.

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# Tap into the Power of the Phoenix Film Festival Consumers

Attendees of the Phoenix Film Festival are well traveled, well educated and are discriminating consumers. They respond to marketing and are technologically inclined. With more than 22,000 attendees each year comprising of local, national and international festival-goers, the Phoenix Film Festival's week-long event is a powerful demographic.



## DEMOGRAPHIC

**Anticipate More Than 24,000 Attendees in 2011**

<b>Gender</b>	
Male	55%
Female	44%

<b>Age</b>	
12 – 17	6%
18 – 34	44%
35 – 54	30%
55+	20%



## EDUCATION

**70% Have a Degree**

<b>Education Completed</b>	
High School	11%
Some College	23%
College Grad	52%
Post Graduate	14%



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Compiled by WEWW, 2010

## HOME

**57% Make Over \$75,000 per year**

<b>Home</b>		<b>Household Income</b>	
Average Value	\$332,000	Less than \$30k	18%
Own Home	59%	\$30K - \$75K	25%
Own Home out of AZ	20%	\$75K - \$99k	28%
		\$100K +	29%

## LIFESTYLE

**88% of Attendees Use Cell Phones** (but not during the films)

<b>Auto</b>		<b>Disposable Income</b> (likely purchase)	
Buy in next 12 mo.	34%	Clothes Shopping	89%
Spend 30k +	51%	Jewelry / Watch	73%
Spend 40k +	28%	Travel	71%
Spend 50k +	16%	Electronics	69%
		Home Furnishings	69%
<b>Travel</b> (per year)			
4+ Air Trips	82%		
4+ Regional Trips	81%		
10+ Nights in Hotel	59%		
Book Personally	32%		



## 12<sup>th</sup> Annual Phoenix Film Festival Schedule - 2012

The Phoenix Film Festival will screen more than 150 feature films and shorts. Attendees will be a part of screenings; Q&A sessions with producers, director and talent; enjoy world-class entertainment; an impressive silent auction and more.



### Thursday, March 29, 2012

- 3<sup>rd</sup> Annual Opening Night Premiere Event featuring the presentation of the Phoenix Film Foundation's Visionary Award given to a key individual or company vested in the filmed arts within our community. The evening will kick-off with a Premiere Party in the Party Pavilion and will be followed by a premiere film screening at the Harkins Cine Capri Theatre at Scottsdale 101. (Tickets and sponsorships available)

### Friday, March 30, 2012

- Educational Outreach Program
- The morning session is for Middle-School and High-School Students from across Arizona, who participate in a variety of seminars throughout the morning and early afternoon, including screenings of the Grade School / High School Competition Program.
- Film Screenings begin at 9 am for the public. Enjoy the finest in independent film all day long.
- Friday Night Bash: Be prepared to start the partying as the Friday Night Bash kicks off the weekend's festivities with live entertainment and filmmakers from around the world.



### Saturday, March 31, 2012

- More screenings: Screening films on seven screens at 9 am and going into the night.
- Fun Kid's Day in the morning with hands-on demonstrations for the little future filmmakers
- Seminars and Workshops during the day in the Party Pavilion.
- Saturday Night Party: The biggest party of the Festival with great bands playing all night. You can't miss out on this one!



### Sunday, April 1, 2012

- Film Screenings begin at 9 am and run until 9 pm.
- Sunday Night Awards Party - We close out the weekend with yet another party, and also announce the winners of the Copper Wing Awards, the Festival's prestigious competition awards.



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## 12<sup>th</sup> Annual Phoenix Film Festival Schedule – 2012 *(continued)*

### Monday, April 2, 2012

- Middle/High School Program
- Producing and Directing: The morning session is for Middle-school and High-School Students from across Arizona and is specifically focused on producing and directing short films.
- Film Screenings Start at 5 pm: Check out the award winners all week long plus some new Arizona premieres.



### Tuesday, April 3, 2012

- Screenplay Writing: The morning session is for Middle-school and High-School Students from across Arizona is specifically focused on screenplay writing with an intensive workshop day with the Arizona Screenwriters Association.
- Film Screenings Start at 5 pm



### Wednesday, April 4, 2012

- Middle/High School Program continues
- Acting for the Camera: The morning session is for Middle-school and High-School Students from across Arizona and is specifically focused on acting, with professional film actors and Casting Directors and Agents discussing acting.
- Film Screenings Start at 5 pm



### Thursday, April 5, 2012

- Middle/High School Program continues
- Film Screenings Start at 5 pm
- Closing Night Event starts at 7:30: A final big screening with celebrity Filmmakers and a big film to close out the 10th anniversary of the Phoenix Film Festival.
- Closing Night “Calling it a Wrap” Party, one last chance to enjoy the festival!





## SUPPORT YOUR PHOENIX FILM FESTIVAL

- ☐ Limited to One Exclusive

### PRESENTING SPONSOR: \$50,000 – Celebrate Film

- Your Company Name & Logo will be referred to as Presenting Sponsor of the Phoenix Film Festival and Opening Night Premiere in all National and Local advertising on TV, Radio, Screen and Print Ads (Over \$515,000 in media in 2011)
- CEO or Company Leader to welcome audience at Opening Night Premiere
- 2 “The Producer” Level Packages of 10 guests to the 3<sup>rd</sup> Annual Opening Night Premiere Event
- 20 Tickets to the VIP Lounge and 20 Opening Night Film Tickets
- Access to all VIP Lounges and Events
- Company Name & Logo displayed on all Event Banners, Posters, Event Program and Flyers
- Thirty-Second Company Commercial Spot prior to each festival movie screening
- Company Name & Logo on Festival Commercial Trailer, running before each screening, reaching thousands of audience members that attend the festival
- Full-page, four-color Company advertisement on the Back Cover of the Program and listed on the Sponsor Page of the Program Guide (a \$5,000 value)
- Gift bag Distribution of Product or Company information in VIP bags during the Festival reaching 500+ people
- 16x16 Booth during the entire event at the Festival Expo Center. May have employees welcome attendees with product giveaways during the Festival
- Company Name & Logo on in-theatre slide advertising across the Valley of the Sun for 6 weeks (Approx \$90,000 value)
- Sponsor Logo Placement with Link on the Phoenix Film Festival website
- 50 VIP passes to the Festival for the Party Pavilion and access to all festival activities (\$22,500 value)
- 80 Single Screening Vouchers (\$800 Value)
- Company Name & Logo on the Audience Award Ballots given out to all Competition Screening Audience Members (Approx. 5,000 pieces)
- CEO or Company Leader to accept Sponsor Recognition Award at the Closing Night of the Festival
- 30% DISCOUNT on Passes for all employees and their families and customers



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## SUPPORT YOUR PHOENIX FILM FESTIVAL

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### RED CARPET LEVEL SPONSORSHIP: \$25,000 – Lights, Camera, Action

- Your Company Name & Logo will be referred to as Red Carpet Level Sponsor of the Phoenix Film Festival and Opening Night Premiere in all National and Local advertising on TV, Radio, Screen and Print Ads (Over \$515,000 in media in 2011)
- Naming rights to one of the theaters for the entire Festival Week
- 1 “The Producer” Level Packages of 10 guests to the 3<sup>rd</sup> Annual Opening Night Premiere Event
- 10 Tickets to the VIP Lounge and 20 Opening Night Film Tickets
- Access to all VIP Lounges and Events
- Company Name & Logo displayed on all Event Banners, Posters, Event Program and Flyers
- Thirty-Second Company Commercial Spot prior to each festival movie screening
- Company Name & Logo on Festival Commercial Trailer, running before each screening, reaching thousands of audience members that attend the festival
- One full-page, four-color, premium placement advertisement in the Program Guide (\$3,750 value)
- Gift bag Distribution of Product or Company information in Patron bags during the Festival reaching 500+ people
- 10 x 10 Booth during the entire event at the Festival Expo Center. May have employees welcome attendees with product giveaways during the Festival
- Company Name & Logo on in-theatre slide advertising across the Valley of the Sun for 6 weeks (Approx \$90,000 value)
- Sponsor Banner and Logo Placement with Link on the Phoenix Film Festival website
- 20 VIP passes to the Festival for the Party Pavilion and access to all festival activities (\$17,500 value)
- 50 Single Screening Vouchers (\$800 Value)
- Company Name & Logo slide between Festival Screenings
- CEO or Company Leader to accept Sponsor Recognition Award at the Closing Night of the Festival
- 25% DISCOUNT on Passes for all employees and their families and customers



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## SUPPORT YOUR PHOENIX FILM FESTIVAL

Opening Night  Friday Night  Saturday Night  Awards Night  Party Pavilion Sponsor

### PREMIERE LEVEL SPONSOR: \$15,000 – The Night is Yours

- Naming Rights to a Festival Day (Choose one from above)
- Company Name & Logo slide between Festival Screenings
- 1 “The Director” Level Package of 10 guests to the 3<sup>rd</sup> Annual Opening Night Premiere Event
- 10 Tickets to the VIP Lounge and 10 Opening Night Film Tickets
- Inclusion in all collateral materials
- Company Name & Logo displayed on all Event Banners, Posters, Event Program and Flyers
- Half-Page, four-color advertisement in the official Program Guide
- Company Name & Logo on Festival Commercial Trailer, running before each screening, reaching thousands of audience members that attend the festival
- 10 x 10 Booth during the entire event at the Festival Expo Center
- Gift bag Distribution of Product or Company information in Patron bags during the Festival reaching 500+ people
- 15 VIP passes to the Festival for the Hospitality Tent and access to all festival activities
- 25 Single Screening Vouchers (\$100 Value)
- Company Name & Logo on the Phoenix Film Festival website
- 20% DISCOUNT on Passes for all employees and their families and customers



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## SUPPORT YOUR PHOENIX FILM FESTIVAL

Closing Night  VIP Lounge  Best Picture Award  Educational Outreach  Main Stage

### PRODUCER LEVEL SPONSORSHIP: \$10,000 – You’re In the Spotlight Tonight

- Naming Rights to one of the Following (Chose one from above)
- Company Name & Logo displayed on selected City and Event Banners, Posters, Event Program and Flyers
- Company Name & Logo on Festival Commercial Trailer, running before each screening, reaching thousands of audience members that attend the festival
- 1 “Writer” Level Package of 10 guests to the 3<sup>rd</sup> Annual Opening Night Premiere Event
- 10 Tickets to the VIP Lounge and 10 Opening Night Film Tickets
- Company Name & Logo displayed on all Event Banners, Posters, Event Program and Flyers
- Half-Page, four-color advertisement in the official Program Guide
- 10 x 10 Booth during the entire event at the Festival Expo Center
- Gift bag Distribution of Product or Company information in Patron bags during the Festival
- Sponsor Banner and Logo Placement with Link on the Phoenix Film Festival website
- 10 Patron passes to the Festival or 4 Patron Passes and 20 Full Festival Passes & 20 Single Screening Vouchers
- Company Name & Logo slide between Festival Screenings
- 20% DISCOUNT on Passes for all employees and their families and customers



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## SUPPORT YOUR PHOENIX FILM FESTIVAL

Program Seminars    Feature Competition    Best Director Award    Silent Auction    VIP Bag    Lanyards

### DIRECTOR LEVEL SPONSOR: \$7,500 – Your Night to Shine

- Naming Rights to one of the Following (Chose one from above)
- Company Name & Logo displayed on selected Event Banners, Posters, Event Program and Flyers
- Company Name & Logo on Festival Commercial Trailer, running before each screening, reaching thousands of audience members that attend the festival
- 4 “Red Carpet” Level Tickets to the 3<sup>rd</sup> Annual Opening Night Premiere Event
- Company Name & Logo listed on the Sponsor Page of the Program Guide
- Quarter-Page, four-color advertisement in the official Program Guide
- 10 x 10 Booth during the entire event at the Festival Expo Center
- Gift bag Distribution of Product or Company information in Patron bags during the Festival
- Sponsor Banner and Logo Placement with Link on the Phoenix Film Festival website
- 10 VIP passes to the Festival or 4 VIP Passes and 20 Full Festival Passes & 20 Single Screening Vouchers
- Company Name & Logo slide between Festival Screenings
- 20% DISCOUNT on Passes for all employees and their families and customers



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## SUPPORT YOUR PHOENIX FILM FESTIVAL

World Cinema  Showcase Features  Live Action  College Shorts  Arizona Shorts

### FILMMAKER LEVEL SPONSOR: \$5,000 – We Are Here for You

- Naming Rights to one of the Following (Chose one from above)
- Company Name & Logo displayed on selected Event Banners, Posters, Event Program and Flyers
- Company Name & Logo on Festival Commercial Trailer, running before each screening, reaching thousands of audience members that attend the festival
- 2 “Red Carpet” Level Tickets to the 3<sup>rd</sup> Annual Opening Night Premiere Event
- Company Name & Logo listed on the Sponsor Page of the Program Guide
- Quarter-Page, four-color advertisement in the official Program Guide
- 10 x 10 Booth during the entire event at the Festival Expo Center
- Gift bag Distribution of Product or Company information in VIP bags during the Festival
- Sponsor Banner and Logo Placement with Link on the Phoenix Film Festival website
- 10 VIP passes to the Festival or 4 VIP Passes and 20 Full Festival Passes & 20 Single Screening Vouchers
- Company Name & Logo slide between Festival Screenings
- 20% DISCOUNT on Passes for all employees and their families and customers



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# SUPPORT YOUR PHOENIX FILM FESTIVAL

Family Event    Ticketing & Passes    Other

## FESTIVAL PARTNER SPONSOR: Starting at \$3,500

- Company Name & Logo displayed on selected Event Banners, Posters, Event Program and Flyers
- Company Name & Logo listed on the Sponsor Page of the Program Guide
- 2 Tickets to the 3<sup>rd</sup> Annual Opening Night Premiere Event
- 10 x 10 Booth during the entire event at the Festival Expo Center
- Gift bag Distribution of Product or Company information in VIP bags during the Festival
- Sponsor Banner and Logo Placement with Link on the Phoenix Film Festival website
- 10 VIP passes to the Festival or 4 VIP Passes and 20 Full Festival Passes & 20 Single Screening Vouchers
- Company Name & Logo slide between Festival Screenings
- 20% DISCOUNT on Passes for all employees and their families and customers



## Contact Us

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Account Representative:

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Email: \_\_\_\_\_

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