



SPONSORSHIP 2015



## Dear Film Fan,

The Cincinnati Film Festival is looking forward to its fourth year of bringing brave and beautiful films and their filmmakers to Cincinnati, showcasing both feature and short films from around the world. Held from September 10 - 20, 2015, the festival will be spread out including downtown Cincinnati at Duke Energy Convention Center, for our third year at the Comic Expo and during Oktoberfest weekend, with a projected attendance of 3000. Programming will feature screenings, including world, national and regional premieres; filmmaker workshops, post-film Q & A sessions, and an awards ceremony.

Since 2010, our staff has screened over 1200 films from 50 countries, officially selecting 418 films for our programming, and awarding 58 filmmakers for their cinematic achievements. We are looking to grow the festival organization to include more community partners, and provide more support for our community filmmakers' visions before they even shoot the first scene. This year, our goal is to continue to engage the community while bringing international attention to the city of Cincinnati as well as our like-minded community partners and, of course, you - our fantastic sponsors!

An event of this size and scope needs you. We need you to be a film ambassador to our participating filmmakers who will be visiting from around the world. We want you to enjoy the films and enrich your perspective of what film can be. We also need your support to continue to bring this important event to Cincinnati in order present our city to the world on the cinematic stage.

Please join us in supporting film and the artisan filmmakers in our community and beyond.

Sincerely,

Katharine "Kat" Steele  
Executive Director, Cincinnati Film Festival



# What our filmmakers are saying...



Cincinnati Mayor Mark Mallory  
at the 2011 CFF

"For a young festival, the Cincinnati Film Festival really has their act together. Not only was their staff incredibly knowledgeable and filmmaker-friendly, but the contacts and networking I experienced at CFF became an integral part of securing distribution for my film *SCALENE*, including a theatrical release. Having a festival of this caliber is not only an asset to the midwest, it is a necessity."

- Zack Parker

*Along the Tracks Productions*

*2011 CFF Best Narrative Feature & Best Director*



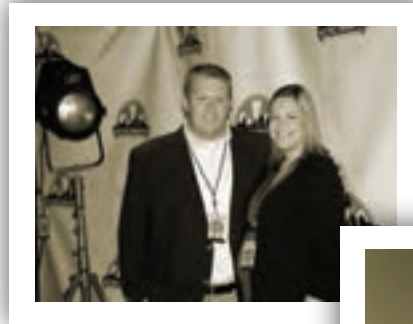
Nick & Nina Clooney  
talking with filmmakers at the 2011 CFF

"The Cincinnati Film Festival was one of the best experiences for the cast and crew of 'The Wonderland Express'. It allowed for exposure of the film to Cincinnati audiences and gave us the opportunity to use the Cincinnati location as a network opportunity to other filmmakers from all over the world."

- Greg Nichols

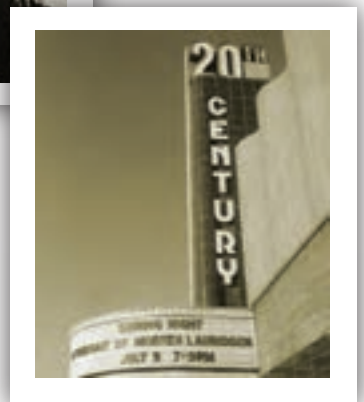
*Filmmaker, "The Wonderland Express"*

*2012 CFF Official Selection*



The filmmakers of "Before Vegas, There Was Newport" after the 2012 CFF sneak peek screening.

One of our screening venues, the beautiful and historic, 20th Century Theatre in the Oakley district of Cincinnati, Ohio.



"The 48 Hour Film Project competition provides my students with an excellent opportunity to exercise the skills they learn in class and create something cool in the process."

- Jeff Winkelman

*Video Production Teacher, Brown Mackie College*

*10 year 48 participant &*

*2012 City Winner of the 48 Hour Film Project*



Bringing brave and beautiful films from  
around the world to Cincinnati

# CFF INFORMATION SHEET



Bringing brave and beautiful films from around the world to Cincinnati

Established: 2010

Submissions 2010 - 2015: Over 1200 from 50 countries

2015 Info: 9/10 - 20 at various venues

# of Officially Selected Films 2010 - 2014: 418

# of Films Screened in 4 years: Over 400

Attendance 2010 - 2014: 5,500

Projected 2014 Attendance: 3,000 - 5,000

Filmmakers in attendance 2014: 90

2013, 2014, 2015 Program Partner: Cincinnati Comic Expo

## Organizational Background:

The Cincinnati Film Festival started in 2010 as a collaborative event between CFF and the former Oxford International Film Festival. Since then, the CFF has slowly built a brand that focuses on the talents of indie filmmakers from the Cincy region, and all over the world. The yearly international event and year round programming are managed currently by an all-volunteer staff through CFF Productions, an Ohio based non-profit corporation, with 501(c)3 federal tax exempt status.

## Regional Economic Impact

Film festivals are not only a fun way to increase the area's visibility and culture, but can have real returns in the area's economy.

## Comparative Data - Economic Impact

(data from Film Festival World)

- Sundance impact: \$92.1m. Attendance: 40,000
- SXSW impact: \$99m. Attendance: 11,000
- Hot Springs Doc Fest impact: \$4-5m. Attendance: 30,000
- Syracuse International impact: \$1m. Attendance: 3,000

## Comparison of other regional international film festivals

- |   |  |
|---|--|
| • Cleveland International Film Festival | • Heartland Film Festival (Indianapolis) |
| - Operational Expenses: \$1.1 million   | - Operational Expenses: \$1.75 million   |
| - Years in operation: 37                | - Years in operation: 23                 |
| - Staff positions: 7                    | - Staff positions: 10                    |
| - Attendance: 52,000                    | - Attendance: 22,000                     |



# Here's where you come in

An undertaking of this magnitude needs support from local businesses and organizations to become successful and properly represent the greater metropolitan area of Cincinnati to our participating filmmakers and regional audience. We truly appreciate having your business as a sponsor of the 2015 Cincinnati Film Festival.

## Industry Level (\$500) - Sponsor a Workshop

- 2 full event passes to the festival
- Name and logo on website
- Partner with presenter to sponsor one of our workshops
- 4' x 2.5' Banner in workshop classroom
- Distribute your promotional materials at our special events
- One update on CFF social media network

## Filmmaker Level (\$1,500) - Sponsor a Film

All of the above plus:

- 2 additional VIP tickets to the Awards Ceremony and opportunity to present award
- 15 second broadcast quality video ad spot, created by Soundlink Studios, yours to keep!
- Name on selected event posters, fliers, email blasts and informational pamphlets
- Name and logo in event program
- CFF website banner ad
- Logo or 15 second ad presented on screen

## Silver Sponsorship (\$3750)

All of the above plus:

- Upgrade to 4 full event passes
- Upgrade to logo on all event posters, fliers, email blasts and informational pamphlets
- Upgrade to 1/4 page ad in event program
- Double size name and logo on website plus banner ad
- Name/logo on all printed advertisements
- 4' x 2.5' Banner in a screening room
- Table in convention area
- Product or promotional placement in filmmaker gift bag
- Upgrade to 3 social media updates

Or...

let us create a custom sponsorship for you, tailored to your company's brand and desired visibility!

## Gold Level Sponsorship (\$7500)

All of the above plus:

- Upgrade to 8 full event passes, including VIP seats for awards ceremony and opening night
- Upgrade to double size logo on all event posters, fliers, email blasts and informational pamphlets
- Upgrade to 5 social media updates
- Double size logo in program plus 1/2 page ad in event program
- Double size name/logo on website plus banner ad
- Name/logo on all printed advertisements
- Upgrade to 6' x 2.5' Banner placement in screening room, opening night and awards ceremony
- Mid ceremony sponsorship acknowledgment with animated logo on screen
- Name/logo on all media spots airing locally

## Presenting Producer Sponsor - (\$25,000)

All of the above plus:

- Listed as key presenting sponsor of the 2014 festival with primary placement in all promotional materials
- Logo on festival program cover
- Special Jury prize award presenter
- Your own filmmaker produced, custom TV ad spot, shot on location, playing in rotation on screens strategically placed in festival venues
- Upgrade to 20 full event passes, including VIP seats for awards ceremony and opening night
- Upgrade to double size logo on all event posters, fliers, email blasts and informational pamphlets
- Upgrade to 6 social media updates
- Full page color ad in event program
- Upgrade to three 8' x 2.5' (or 2.5' x 8') Banner placement in screening room, convention setting and at opening night and awards ceremony
- Animated logo or 15 second ad on pre-roll shown before each film at the event

# SPONSORSHIP 2015

YES! I WOULD LIKE TO BECOME A SPONSOR OF THE 2015 CINCINNATI FILM FESTIVAL

Name to appear as sponsor: \_\_\_\_\_

Company/Individual: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Level of Sponsorship: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for your support for the CFF! Please do not hesitate to contact us with any questions you may have regarding the festival or your sponsorship program and benefits.

CFF Productions is an Ohio based non-profit organization, with federal 501(c)3 status. Sponsorships and donations are tax deductible as allowable by law.

Upon receipt of this document, a representative of the CFF will contact you to finalize necessary arrangements, or you may contact a representative listed below. If you have any specific questions or concerns about the process before you submit payment, please speak with one of the contacts listed below.

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