



Sponsorship

2012

The Santa Cruz Film Festival supports and promotes film arts for community, local and international filmmakers, and their audiences. Through the production of an annual film festival, year-round events, and educational activities, we aspire to engage the entire community in the appreciation of the film arts. Over the last decade, we have screened more than 1,200 independent films and videos, including over 300 locally produced works, attracting thousands of filmmakers and filmgoers to Santa Cruz, and generating almost \$2 million in revenue.

The **Santa Cruz Film Festival** brings the cinematic experience to a community of the intellectually curious and socially engaged. Interactive experiences align with films of diverse subject matter to create an event that touches many communities throughout California's Central Coast. We work with community-based groups to offer screenings that highlight important local issues. Educational panels, workshops and Q&A sessions are all part of the Festival experience. Attendees interact with filmmakers, artists, writers, activists and professionals.

Our youth program, **Reel Fresh**, supports and showcases the work of international young artists and our local Santa Cruz County teen filmmakers.

Join us as we celebrate the new work of local, national and international filmmakers, and host an array of events—such as filmmaker conversations, educational panels and workshops, music performances, parties and other one-of-a-kind experiences for the Santa Cruz community.

The Festival Trailer: **SCFF** produces a promotional trailer thanking our sponsors. This trailer is played before each screening and is seen by thousands of Festival attendees. The trailer is also posted to the Festival's website, YouTube, Facebook, MySpace, Vimeo and some of our partners' websites ensuring thousands of additional views.

The Program Guide: More than 45,000 Program Guides are circulated in partnership with our major media sponsor, ensuring maximum visibility throughout Santa Cruz County. A digital version is posted to the Festival's website which is downloaded and distributed online.

Posters, Postcards, Flyers and Print Ads: Hundreds of Festival posters, postcards, and detailed one-page film flyers are distributed throughout the county. Print ads start running in March in daily and weekly newspapers.

Digital/Online: **SCFF** utilizes the most current digital marketing strategies including website promotion, its 15,000+ name email mailing list, and its social media community of over 1,500 followers. Marketing communications begin in earnest in March leading to, and through, the Festival.

The Festival's visibility extends even further with extensive public relations efforts that place public service announcements, interviews, promotions and basic news coverage through TV, radio, print and online media. Social media includes the Festival Trailer that is distributed freely online. This ensures large audiences, further extending the Festival's reach and excitement.

The Santa Cruz Film Festival is a 501(c)(3) not-for-profit organization made possible by the generous contributions of our sponsors, board of directors, dedicated volunteers and community. **Thank you for your support.**

Donations are tax-deductible to the fullest extent allowed by law.



2012 Sponsorship Opportunities

Catch the next wave of independent filmmakers

Since 2002, the **Santa Cruz Film Festival** has attracted thousands of independent filmmakers, musicians and artists from around the world. On May 10-19, 2012, the Festival begins its second decade celebrating the film arts with 10 days of films and events in the beautiful setting of beaches and mountains of Santa Cruz, California. Join us as we celebrate the new work of local, national and international filmmakers, and host an array of events—such as filmmaker conversations, educational panels and workshops, music performances, parties and other one-of-a-kind experiences.

Over the last decade, we have screened more than 1,100 independent films and videos, including over 300 locally produced works, attracting thousands of filmmakers and filmgoers to Santa Cruz, and generating almost \$2 million in revenue for the Santa Cruz economy.

Who We Are and What We Do

The Santa Cruz Film Festival supports and promotes film arts for the community, local and international filmmakers, and their audiences. Through the production of an annual film festival, year-round events, and educational activities, the Santa Cruz Film Festival engages the entire community in the appreciation of the film arts.

The Festival is a 501(c)(3) not-for-profit organization run by a Board of Directors and a team of dedicated staff and volunteers.

Independent Storytelling and Quality Programming

The Santa Cruz Film Festival brings the year's best and most relevant films to the Monterey Bay area by actively seeking new and contemporary films that have positive industry attention, and by reviewing and selecting the best among the hundreds of films that are submitted through our call for entries. Many of the films explore stories and subjects left out of mainstream media. Films screened at the Festival have gone on to secure theatrical distribution and win national awards.

Commitment to Local Filmmakers Showcasing locally-produced work is a hallmark of the Festival. Nearly 30% of the films shown are devoted to work made in, and by filmmakers from, Santa Cruz and Monterey Counties.

Learning Opportunities Educational panels, workshops and Q&A sessions are all part of the Festival experience. Attendees interact with filmmakers, artists, writers, activists and professionals. Our youth program, **Reel Fresh**, supports and showcases the work of artists from Santa Cruz and Monterey high schools and universities.

Building Community The Santa Cruz Film Festival brings the cinematic experience to a community of the intellectually curious and socially engaged. Interactive experiences align with films of diverse subject matter to create an event that touches many communities throughout California's Central Coast. SCFF works with community-based groups to offer screenings that highlight important local issues.

In 2009, SCFF increased its commitment to exploring environmental issues by incorporating the mission and programming of the **EarthVision International Environmental Film Festival** into the Festival. The vision of founders Ed Schehl and Katherine Knight—to provide a venue where makers of environmental films can celebrate each other's work—lives on at the Santa Cruz Film Festival. The Festival's EarthVision Environmental Film section continues to be a significant and important feature of the Festival and, just like the Earth itself, has evolved. Seeking to develop a broader, more holistic understanding of humanity's relationship with the environment, EarthVision is being recast as the EarthVision Environmental and Social Justice Film Section, and will include films that raise awareness of, and aim to discover solutions for, issues between both humans and each other, and humanity and the environment.



2012 Sponsorship Opportunities

Catch the next wave of independent filmmakers

Maximum Exposure

Become a sponsor and reach thousands of people through the following promotional and networking opportunities:

Film Festival Events: The Festival is known for community experiences that include film screenings followed by related events such as panel presentations, workshops, seminars, musical events, and artist performances. We are happy to design a custom event aligning your company with a film or film category that relates to your passion or business. Sponsors are invited to these following key events.

Film Festival Launch Party

Held a few weeks before the Festival, our annual Launch Party is the first chance to see the Festival lineup and to buy tickets, which go on sale for the first time that evening. Meet other Santa Cruz Film Festival fans, supporters, filmmakers, talent, and more in this celebration of independent film in Santa Cruz.

Opening and Closing Night Galas

Join us for the Opening and Closing Night Galas where we screen the highest-profile films and celebrate afterward. Opening Night includes a film at the historic Del Mar Theatre followed by a party at the Museum of Art & History McPherson Center. Closing Night will be held at the Del Mar Theatre.

OPENING OR CLOSING NIGHT GALA SPONSOR \$2,000

Be a part of the most celebrated events at Santa Cruz Film Festival! Opening and Closing Nights are the most heavily promoted and highest attended evenings, providing maximum exposure.

Benefits include: Name and/or logo recognition in the program guide, website and pre-screening Festival Trailer.

Sponsor is invited to speak at the Gala.

4 Festival Passes

8 Tickets and Express Seating to Opening or Closing Screening and Gala

4 Tickets to the Film Festival Launch Party



2012 Sponsorship Benefits

Catch the next wave of independent filmmakers

Sponsorship Benefits

All sponsors enjoy access and exposure to our growing audience. Aligning your name with one of the most exciting arts events in Santa Cruz also communicates your interest in the cultural and educational development of our community. Benefits are available to both cash sponsors and in-kind contributors of goods and services.

All sponsors above the \$500 level receive the following:

Festival Passes, which grant entry to all SCFF film screenings, events, parties, panels and workshops.

Name alignment with a specific film or event, which includes name or logo listing alongside that film or event's promotional materials and express entry to the screening.

SUPPORTING CAST \$500 to \$999

Name or logo recognition in the program guide, website and Festival Trailer

- 4 Ticket vouchers to your sponsored film
- 2 Festival Passes

INDIE ROYALTY \$1,000 to \$2,999

Name or logo recognition in the program guide, website and Festival Trailer

Sponsor named and thanked at the sponsored film or event

- 4 Ticket vouchers to your sponsored film
 - 4 Festival Passes
 - 4 Tickets to the Film Festival Launch Party
- Acknowledgement at year-round Festival-hosted events

PRODUCER \$3,000 to \$4,999

Name or logo recognition in the program guide, website, Festival Trailer, flyer and poster

Sponsor named and thanked at the sponsored film or event

- 6 Ticket vouchers to your sponsored film
 - 6 Festival Passes
 - 6 Tickets to the Film Festival Launch Party
- Acknowledgement at year-round Festival-hosted events
Signage displayed at sponsored screening
Half-page ad in the Program Guide for cash sponsors

EXECUTIVE PRODUCER \$5,000...\$9,999

Name or logo recognition in all marketing materials: program guide, website, Festival Trailer, flyer, posters, postcards, and print ads

Sponsor named and thanked at the every film and event

- 10 Ticket vouchers to your sponsored film
 - 10 Festival Passes
 - 10 Tickets to the Film Festival Launch Party
- Acknowledgement at year-round Festival-hosted events

Prominent display signage at Opening and Closing Night screenings

Full-page ad in the Program Guide for cash sponsors

Exclusive Festival Presenter. Our team will design a custom package with you, and your name or logo will appear prominently below the Festival title in all marketing materials and collateral. (Cash Sponsors Only)

Nonprofit Discount. Nonprofit organizations receive benefits at the level higher than the cash value of their sponsorship. Thank you for your service to the community.

You Shape the Sponsorship Agreement

Inquire about customized sponsorship opportunities that offer exclusive exposure. The Film Festival encourages prospective partners to present sponsorship ideas. If you have a product, service or non-profit cause that is tied to one of our films we will work with you to help educate, enlighten and inform your audiences. All sponsorships are non-exclusive unless otherwise noted.

Santa Cruz Film Festival is a 501 (c)(3) non-profit arts organization. Donations are tax-deductible to the fullest extent allowed by law.



2012 Sponsor Submission

Catch the next wave of independent filmmakers

JOIN US!

Complete this form and return to the Santa Cruz Film Festival by fax at 831-515-5227, or by regular mail to SCFF, PO Box 638, Santa Cruz, CA 95061. Include payment if paying by check, made out to Santa Cruz Film Festival. For credit card payments, please visit our website at santacruzfilmfestival.org and click the **DONATE** button.

Contact Julia Pagan, Development Director, for more information: julia@santacruzfilmfestival.org or 831-359-4888

PRIMARY CONTACT INFORMATION

Name _____

Company _____

Title _____

Direct Phone _____ Direct Email _____

RECOGNITION INFORMATION

(Exactly as it should appear in publications and relevant marketing materials)

Name/Company _____

Address _____

Phone _____ Email _____

Fax _____ Website _____

Please provide a publishable quote about why you support SCFF (Optional)

Select the amount you are donating, or sponsorship level:

SUPPORTING CAST \$500-\$999 INDIE DARLING \$1,000-\$2,999 PRODUCER \$3,000-\$4,999

EXECUTIVE PRODUCER \$5,000-\$9,999 PRESENTING SPONSOR \$10,000

Contact Me about Special Opportunities Other amount \$ _____

I would like to forgo benefits so my entire sponsorship contribution is tax-deductible.

My contribution is \$ _____ .

The Santa Cruz Film Festival is a 501 (c)(3) non-profit arts organization. Tax Identification Number: 30-0053845

Contributions are tax deductible as permitted by law.