



VANCOUVER
SHORT
FILM FESTIVAL

VSFF MEDIA SPONSORSHIP PACKAGE 2010





INTRODUCTION

The **Vancouver Short Film Festival** (VSFF) is committed to the promotion of the vibrant community of short film, video and new media artists in the province of British Columbia. By showcasing the films of post-secondary students, alumni, and professionals in the same festival, we hope to build ties between emerging and established filmmakers, allowing BC's film industry to grow and flourish. We provide an arena where all levels of short filmmakers and artists can screen in public and support the work of their fellow colleagues.

The 2nd annual Vancouver Short Film Festival will be held on **Thursday, October 28-29, 2010** at the Vancouver International Film Centre Vancity Theatre, 1181 Seymour Street, Vancouver.

In the past three years operating as *The Vancouver Student Film Festival* and our first year as the Vancouver Short Film Festival in 2009, we have accomplished some amazing feats:

- Almost **450** entries received.
- **70** short films screened.
- Works from **9** post-secondary schools across BC featured.
- All genres featured including docs, animation and aboriginal stories.
- **1400** spectators with traditional sell-outs at final screenings.
- Extensive media coverage including the Georgia Straight, 24 Hours, Westender, The Province, CityTV, CBC radio, and more.
- Top films are re-screened on Movieola: The Short Film Channel and top student films are re-screened at the Ffresh Student Moving Images Festival in Wales, UK the following year.

Our festival would not be possible without media sponsors. Your contributions allow us to continue raising awareness for creative pioneers in the BC film, video and new media industries. In exchange for your support, you will be given the opportunity to reach thousands of students, alumni, industry representatives, and moviegoers throughout the province, while showing your commitment to the BC film community.

Details on how you can customize your brand exposure and create a unique experience for filmmakers and festival attendees follow in this package.

Please feel free to contact us with any questions you may have.

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MORE ABOUT THE FESTIVAL

In our last four years, the VSFF has attracted 1400 guests, 80 sponsors, 33 industry judges, 8 speakers, and many other significant educational and business leaders within and outside of the film and video community.

The festival is led by a Board of Directors, core staff, and run entirely by dedicated volunteers. Upon the purchase of a festival ticket, spectators become members of the non-profit Vancouver Short Film Festival society.

2009 Demographics at a glance:

- 50% male and 50% female spectators
- Over 70% of audience aged 18-34 on student night

The VSFF is one of two film festivals focussed on student works in BC, and the only festival to focus solely on the post-secondary student level. We are the **official short film festival of the Canadian West Coast.**

To celebrate the 5th year of our festival, we will put on a special Retrospective screening entitled "Best of 5" that will showcase our best short films in the last 5 years.



MEDIA SPONSORSHIP OPTIONS

Media sponsors in 2009 helped to increase our number of entries by 40%, and allowed us to screen 32 works to an audience of 400. In 2009, five media sponsors helped us to garner over \$15,000 worth in media exposure.

With our festival growing to three days in 2010, we hope to raise the bar further by attracting more short film entries and attracting an audience of over 1,000.

VSFF Media Sponsorship Levels & Benefits

Diamond: \$5000+

- Logo in festival program
- Logo and link on festival website
- Logo on marketing collateral materials
- Three festival passes
- Onscreen trailer prior to screening (produced by sponsor) OR onscreen ad (in rotation before festival screening and during intermissions)
- Full-page advertising space in program
- First choice in-house signage placement (free standing) and opportunity to provide sample product before or after screenings, after party, and forum (if applicable)
- Opportunity to provide sample product in winners' prize packs
- Half-page advertising opportunity in January 2011 VSFF quarterly e-newsletter issue (600+ recipients)
- Inclusion in news releases, PSAs, and community event postings

Platinum: \$501-4,999

- Logo in festival program
- Logo and link on festival website
- Logo on marketing collateral materials
- Two festival passes
- Onscreen ad (in rotation before festival screening and during intermissions)
- One-half page advertising space in program
- In-house signage placement (free standing)

Gold: \$1-500

- Logo in festival program
- Logo and link on festival website
- Logo on marketing collateral materials
- One festival pass
- Onscreen ad (in rotation before festival screening and during intermissions)
- One-quarter page advertising space in program

Primary marketing collateral material includes (but is not limited to):

- 450 festival programs
- 250 posters throughout all major post-secondary campuses & Lower Mainland
- 2,500 postcards throughout all major post-secondary campuses & Lower Mainland
- Banner ads or newsletter inclusions in sponsored media
- Print ads in sponsored media (subject to space and guidelines of media sponsor)



SPONSORING EVENT PORTIONS

Screenings: Student, Pro Short, World's Best Shorts, Best of 5 ("___ Screening sponsored by ___")

4 available

Sponsoring a screening allows you to support a selection of films, establish a branded presence on-site, and gives you the opportunity to present the screening.

Minimum contribution: \$1,000 (minimum 50% cash contribution)

VSFF Opening Reception ("The VSFF Opening Reception sponsored by ___")

1 available

On Thursday, October 28, 2010, the VSFF will host its first opening reception and kick off the festival. By donating cash, food or drinks toward this portion of the event, you have an opportunity to establish a branded presence on-site and create a unique experience for attendees of the festival. This year's Opening Reception will occur in the atrium of the Vancity Theatre following the screening.

Minimum contribution: \$1,000 (minimum 50% cash contribution)

Panel ("The ___ Panel") or **Keynote Speaker Presentation** ("sponsored by ___")

1 available

Help us invite Michel Gondry to speak at our event! Held previously in 2006 and 2009, the daytime panel is an event in which a panel of working professionals shares expertise with filmmakers in the industry. By sponsoring this portion of the festival, you have the opportunity to establish a branded presence on-site, present the speaker(s), and show your support for this vital event. A keynote speaker presentation is another alternative to a panel, and you can help us offset costs in bringing someone significant to the festival.

Minimum contribution: \$1,500 (minimum 50% cash contribution)

VSFF After Party ("The VSFF After Party sponsored by ___")

1 available

In past years, the VSFF after party has been the official festival wrap-up celebration and central hub of networking for winning filmmakers, spectators, sponsors, judges and other key industry people. By donating cash, food or drinks toward this portion of the event, you have an opportunity to establish a branded presence on-site and create a unique experience for attendees of the festival. This year's after party will occur in the atrium of the Vancity Theatre following the evening screening.

Minimum contribution: \$1,500 (minimum 50% cash contribution)

Notes to event sponsorship:

- All 2010 event portion sponsors are entitled to 2011 exclusivity.
- Other event sponsorship portions available upon request.



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MEDIA SPONSORSHIP CONTRACT 2010

(Please fill out and send back with payment or e-mail back to sponsor@vsff.com)

Sponsor Information

Company Name _____
Please print your name exactly as you wish it to appear in all sponsorship recognition

Contact Person _____

Address _____

City _____ Province _____ Postal Code _____

Telephone (_____) _____ Fax (_____) _____

E-mail _____ Website: www. _____
Please print exact address for link on VSFF website.

Sponsorship Authorized by _____
Please print name

Signature _____

Gift in Kind Details

Service description: _____

Equal to value of \$ _____ Recognition Level _____

Naming Event Portion Opportunity (optional)

First Choice: _____ Second Choice: _____

Cash Sponsorship Details (if applicable)

Amount: \$ _____ Recognition Level _____

Cheque enclosed Will mail cheque by _____
(Month / day)

Please make cheques payable to:
The Vancouver Short Film Festival
c/o Jocelan Alderking
202-1540 W. 13th Avenue, Vancouver BC V6J 2G4

For Office Use Only

Payment received _____
Date Signature

Naming rights for _____