



2011 DCFF Underwriting & Advertising Opportunities

Gaffer Sponsorship: \$75.00 (Unlimited Number Available)

- 2 Movie Tickets to any film
- Listing and links to your website DCFF website
- Business sponsor listing in the film program

Camera Operator Sponsorship: \$150.00 (15 Available)

- 2 day passes for any day
- Listing and links to your website on DCFF website
- A slide in the pre-film slide show which will play between films

Actor Sponsorship: \$300.00 (10 Available)

- 2 Festival Passes,
- Listing and links to your website on DCFF website
- A slide in the pre-film slide show which will play between films
- A business card size advertisement in the film program

Director Sponsorship: \$500.00 (5 Available)

- 4 Festival Passes
- Listing and links to your website on DCFF website
- A slide in the pre-film slide show which will play between films
- A half page advertisement in the film program

Producer Sponsorship: \$1000.00 (3 Available)

- 6 Festival Passes,
- Listing and links to your website on DCFF website
- A full page advertisement in the film program
- A slide in the pre-film slide show which will play between films
- Logo inclusion on all advertising, merchandise, and promotions for the festival

Title Sponsorships, Media Sponsorships and Award Sponsorships Also Available!

Advertising and Sponsor Deadline is January 15th!

TENTATIVE SCHEDULE AND EVENTS

The Festival takes place over three days; beginning Friday evening, all day Saturday and concluding Sunday afternoon. There will be workshops on various film-making subjects (Acting, Directing, Producing, etc.) and panel discussions planned throughout the festival along with the film screenings. Additional guests will be invited to speak or present during the festival pending schedules and funding.

PUBLICITY and ADVERTISING (including but not limited to)

- Press Releases to all local, state and regional media which are sent periodically throughout the year
- Derby City Film Festival followers on social networking websites & direct e-mail lists (5000)
- Bob Rogers Group, llc & DCFF websites
- Poster distribution in book, music, coffee shops and locally owned restaurants through out Louisville
- Special arrangements with nearby restaurants and businesses for discounts for attendees, and in-kind donations.
- Purchased and participating sponsorships/partners
- Media sponsorships with radio (WFPL/WFPK), print (LEO and The RoundAbout) and television outlets (TBA) in Louisville
- Internet advertising and promotion on numerous local and national websites
- Additional advertising and promotion will be implemented as the festival approaches.

WHY SUPPORT THE DCFF?

With the passing of film production incentives by the state legislature in 2009, Louisville presents itself as the ideal location to hold an International Independent Film Festival for a variety of reasons. For the past several years, production of independent films in Louisville have been booming. With it's central location and close proximity to several other major cities in the region (St. Louis, Indianapolis, Nashville, Cincinnati etc.) Louisville is easily accessed by actors, filmmakers and film enthusiasts for productions and screenings.

The first DCFF in 2008 drew several hundred industry professionals and film lovers to Louisville to watch the 50 selected films, including "How To Be" which stars Robert Pattinson from the "Twilight Saga". The most recent festival in 2010 screened another 46 films which included 21 world and US Premieres and drew almost twice the attendance as the 2008 festival. With preparations already underway for the 2011 DCFF we anticipate even more excitement and coverage from either of the first two years.

In addition consider the following factors:

Audience: Our audience base is comprised of professionally employed, well-educated, socially active, readers and opinion makers.

Record of Success: Upon the completion of the 3rd edition of the DCFF, we will be the longest continuously running independent international festival Louisville has ever had.

Growth: Attendance doubled to 1,000 from the first year with an expected increase of 50% - 100% for 2011 .

Recognized Programming: We offer entertaining, engaging, progressive and topical films. Indie films, documentaries, art films and international cinema are the cutting edge of the film industry today.

Partnerships and Sponsor Support: A proven history of strong Corporate and Community support including: Papa Johns, Ramada Worldwide, Bellewood Youth Homes, The Great Escape, LEO Weekly, The BBC, CTH Video Productions, Production Hub, Clifton's Pizza, Mortinson Family Dental, Mona & Lisa, Sol Aztecas Grill & Cantina, Sister Dragonfly, Crescent Hill Animal Hospital, Quest Outdoors, The Irish Rover, and many more!

Quite simply, the DCFE offers appealing high quality entertainment and provides your organization with the opportunity to connect to a large and relevant target market.

There are numerous ways for you or your business to get involved and help support this growing yearly event. Be sure to contact us about becoming a sponsor or about advertising during the festival and reaching out to this thriving community of film enthusiasts from not only here in Louisville, but from the region and nation as well.

For a complete Producing Sponsor Benefits Package please contact: Kristofer Rommel, Executive Director. We will work with you to establish extraordinary value for your Sponsorship of the Derby City Film Festival.

FOR MORE INFORMATION

Please contact: KrisRommel 502-618-3192

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