

Alexandria Film Festival

Fifth Annual • November 3 – 6, 2011

Sponsorship and
Marketing Opportunities

www.AlexandriaFilm.org

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Cheryl Anne Colton
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Margaret Wohler

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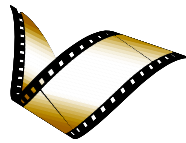
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Alexandria Film Festival

Sponsorship Levels, Benefits and Recognition

BUSINESS/CORPORATE SPONSORS:

OFFICIAL SPONSOR: \$5,000 (\$3,250 tax deductible)

- Opportunity to speak at Opening Night
- Presentation of Audience Choice Award at Closing Reception
- Verbal acknowledgment from the stage during each film introduction
- Full page, prominently placed ad in Film Festival Program
- Invitation to Private Donor Reception
- 10 Film Festival Passes
- Top two Producing Sponsor benefits listed below

PRODUCING SPONSOR: \$2,500 (\$900 tax deductible)

- On-Screen Ad played at AMC Hoffman and AMC Shirlington Theatres (200,000+ viewers)
- Company logo on promotion reel played throughout the Festival
- Full-page ad in Film Festival Program
- Invitation to Private Donor Reception
- 8 Film Festival Passes
- Top two Directing Sponsor benefits listed below

DIRECTING SPONSOR: \$1,000 (\$300 tax deductible)

- Company logo on Film Festival poster
- Table display at each screening
- Half-page ad in Film Festival Program
- Invitation to Private Donor Reception
- 6 Film Festival Passes
- Top two Promoting Sponsor benefits listed below

PROMOTING SPONSOR: \$500 (\$100 tax deductible)

- Acknowledgment in all promotional materials, press releases and announcements
- Company logo and link on the Film Festival Web Site
- Quarter-page ad in Film Festival Program
- Invitation to Private Donor Reception
- 4 Film Festival Passes

ADVERTISEMENT IN PRINTED PROGRAM: \$500 Full Page; **\$250** Half Page; **\$100** Quarter Page

INDIVIDUAL SPONSORS:

VIP SPONSOR: \$175 (\$25 tax deductible)

- 2 Film Festival Passes
- Invitation for 2 to Private Donor Reception
- Top Sponsor benefit listed below

SPONSOR: \$100 (\$25 tax deductible)

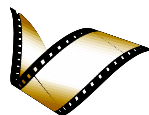
- Listing in Film Festival Program and Web Site
- 1 Film Festival Pass
- Invitation to Private Donor Reception

FRIEND: \$50 (\$30 tax deductible)

- Listing on the Film Festival Web Site
- 2 Tickets to the film of your choice

Business/Corporate Sponsors
may customize a sponsorship package
to fit their marketing needs and objectives.

To sponsor a specific film
or for more information, please contact:
Alisa Carrel at 703-746-5590, or
alisa.carrel@alexandriava.gov



Alexandria Film Festival

Sponsorship Form

Name of Business, Organization or Individual:

_____ *(please print exactly as you wish to be listed in the Film Festival Program and Web Site)*

Address _____

Phone _____

E-mail _____

BUSINESS/CORPORATE SPONSOR:

- OFFICIAL SPONSOR: \$5,000
- PRODUCING SPONSOR: \$2,500
- DIRECTING SPONSOR: \$1,000
- PROMOTING SPONSOR: \$500
- FULL-PAGE AD ONLY: \$500
- HALF-PAGE AD ONLY: \$250
- QUARTER-PAGE AD ONLY: \$100

INDIVIDUAL SPONSOR:

- VIP SPONSOR: \$175
- SPONSOR: \$100
- FRIEND: \$50
- OTHER: \$ _____
*Your tax-deductible gift in any amount
is greatly appreciated*

Please make checks payable to the City of Alexandria
(write Alexandria Film Festival on the memo line)
and mail, with this form, to:

Alexandria Film Festival
Attention: Alisa Carrel
1108 Jefferson Street
Alexandria, VA 22314

To ensure inclusion in the printed program, please send your contribution by September 1, 2011



Alexandria Film Festival

2010 FILM FEST FACTS

- The Alexandria Film Festival screened **39** films (**26** premieres) from **9** countries at **7** venues
- Attendance grew by **43%** over previous year
- More than **200,000** filmgoers saw the on-screen ad at AMC Hoffman and AMC Shirlington for three weeks in October
- **29,411** people visited our web site, www.alexandriafilm.org
- **5,000** postcards, flyers and posters were distributed at the Festival of the Arts, Art on the Avenue, Recreation Centers, Libraries, film festival venues, Metro and dozens of businesses in Old Town, Del Ray and the West End
- **32** web sites and electronic calendars promoted the film festival
- **8** ads ran in the Washington Post, Alexandria Times, Alexandria Gazette Packet, and Arlington Connection and **20** articles ran in area print and online newspapers
- Advertising coverage reached more than **1,878,000** individuals
- **20** directors, producers or actors attended and took questions from the audience
- **65** volunteers contributed more than **2,000** volunteer hours

MEDIA COVERAGE

The Washington Post Weekend Section
The Washington Post Express
WETA
Washington Blade
Alexandria Times
Alexandria Gazette Packet
Arlington Connection
USA Travel Guide
DC Film Review
WorldJournal.com
CHoWLINE
Alexandrianews.org
The Times of India
TheAgendaNews.com

AUDIENCE QUOTES

“Fun!”
“Excellent!!!”
“Very powerful”
“All [the films] were entertaining and rather thought provoking.”
“Nice people, well-organized – great movie.”
“Great film, touching, very enjoyable!”
“Good variety.”
“Loved it!”
“Having the director, producer here was great.”

AUDIENCE

52% Alexandria
20% Arlington, Fairfax, Springfield, McLean, Falls Church, Annandale
7% Washington DC
1% Maryland
20% from outside Washington Metro Area

RATINGS

99% of the audience rated the quality of the films good to excellent
95% of the audience rated the variety of the films good to excellent
90% of the audience indicated they would attend this year’s film festival

“Great idea to have Old Town venues – great idea to have a film festival.”
“Q&A session was excellent.”
“Thank you for showing these films.”
“So glad to know about this.”
“My only problem – could not see more – wonderful – please do it again.”
“Very nice to have foreign films included, allows one to get a snapshot of culture around the world.”

2010 Alexandria Film Festival Sponsors

Jen Walker



The REALTOR® for Del Ray



THE GRILLE
restaurant / piano bar
AT MORRISON HOUSE

Alexandria  Times



Yves' Bistro



HYUNDAI



Alexandria
Gazette Packet

JACK TAYLOR'S
Alexandria TOYOTA

Alexandria Arts Forum
Alexandria Washington Lodge 22
Anonymous
Kenneth and Janet Barnett
The Honorable Mel Bergheim
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Cheryl Anne and David Colton
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Audrey Davis
Martha Deal
Debbie Dyke
Shirley P. Gustafson
Tom Hulfish
Terri Hyde
Kathy Harty Gray Dance Theatre
Angel Lezak

David Martin
Merritt & Associates
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Congressman Jim Moran
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MultiMedia Services, Inc.
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and Peter Pennington
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Ellen Plaza
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Regan Dance Center

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Beth Temple
Senator Patsy Ticer
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Philharmonic
Wheel Nuts Bike Shop
Wilson Grand
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