



## *"Shining A Light On The Joy of Cinema"*

### **2021 SPONSORSHIP PACKET**

The San Luis Obispo International Film Festival was founded in 1993 as a celebration of classic films. Film director George Sidney was the recipient of the first King Vidor Award that year, beginning the annual tradition of presenting a successful film industry professional with the award on the stage of the beautiful Fremont Theater in downtown San Luis Obispo.

The Festival grew to include the George Sidney Independent Film Competition, helping to promote independent filmmaking and up-and-coming talent. Behind-the-scenes seminars were added, attracting a wide variety of filmmaking pros from nearby Hollywood and all over the country. The SLO Film Fest continues to grow and thrive as an oasis for independent filmmakers to screen their films and expose the Central Coast to important storytelling. Several traditions like *Surf Nite in SLO*, the *Central Coast Filmmakers Showcase* and *Filmmakers of Tomorrow* add a unique flavor to this annual event that just keeps getting better every year.

2021 will be one of our most interesting festivals to date. We will be presenting a hybrid version of our festival with a robust virtual platform and in-person events that work within state-mandated guidelines. We believe in the powerful role of cinema in shaping our lives and know that these stories can transcend any format, whether in person or virtual.

#### **Our Mission**

To expand minds, open hearts and entertain people through worldwide independent cinema.

#### **Our Vision**

To provide a year-round destination for international independent cinema, promoting diversity, understanding, education and inclusion through engaging storytelling. Our world-class annual festival in San Luis Obispo County and events throughout the year provide a venue for international and local filmmakers, exposing an ever-expanding range of audiences to new ideas and experiences.

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## Sponsorship Tiers

### **PRESENTING SPONSOR: \$20,000**

Lead Sponsorship: Your brand is visible on all festival promotional materials and at all festival screenings and events for 12 months.

#### Benefits

On-screen Video – Your organization’s logo is the first one on the festival’s looping pre-show video, shown at all virtual and in-person festival screenings  
30-Second Sponsor Testimonial – Your testimonial plays before all virtual screenings (our staff can shoot it)  
Email Advertising – Every email blast includes your logo and a website link  
Festival Guide promotion – Your logo will appear on the front cover and full page ad on the back of 5,000 printed program guides distributed by mail and all over San Luis Obispo County  
Verbal thanks in film introductions

#### Passes/Tickets

10 All-Access Movie Mogul Passes – Full access pass for all six days; each pass allows admission for one person to all special events (in-person or virtual), full access to all virtual screenings and post-festival virtual Best-In-Fest screenings. Pass also includes a “Fest-At-Home” goodie bag.  
4 Virtual Movie Star Passes – Full access pass to all regular virtual screenings for all six days  
4 Virtual Movie Fanatic Passes – Allows admission to six virtual screenings; films must be selected in advance.  
10 Special Event tickets – Allows admission for special events such as Opening Night, Surf Nite, King Vidor and special premieres.  
Cash value of tickets: \$4,090

### **EXECUTIVE PRODUCER: \$10,000**

Your brand is the exclusive sponsor of a Red Carpet Gala Event, listed below. These events are subject to change and will follow state-mandated guidelines, but we aim to provide them in our larger venues or outdoor locations.

#### RED CARPET GALA EVENTS:

Opening Night Film and Reception: Join in the excitement of the Festival’s first night as we roll out the red carpet for a premiere film and special guests.

Surf Nite in SLO: This 16th annual world-renowned event will feature another “epic” surf film on the big screen with guest surf legends.

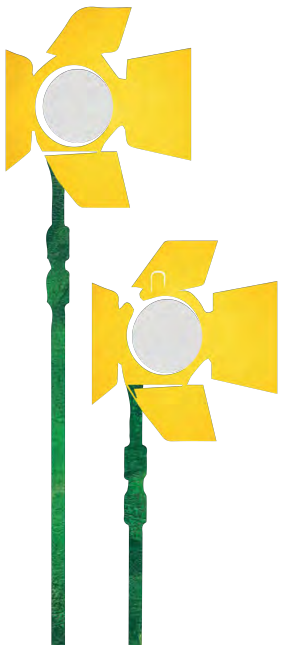
King Vidor and Independent Film Awards: The most glamorous event of the Festival includes the presentation of Independent Film Awards, followed by the prestigious King Vidor Award to a Hollywood luminary.

#### Benefits:

On-screen Video – Featured logo plays before each film  
30-Second Sponsor Testimonial  
Email Blast – Featured one-time logo, ad and link  
Website – Featured logo/link  
Social Media – Featured post on @slofilmfest Facebook and Instagram  
Official Program Guide – Featured logo  
Program Guide Ad – Full Page-inside cover or back  
Verbal Thanks Intro – Every Screening

#### Passes/Tickets:

8 All-Access Movie Moguls  
4 Virtual Movie Stars  
2 Virtual Movie Fanatics  
4 Special Event Tickets  
Cash value of tickets: \$3,200



## **PRODUCER: \$7,500**

Cash Award Presenter: Sponsor a filmmaker award and present it at the Independent Film Awards.

<b><u>Benefits:</u></b> On-screen Video – Featured logo plays before each film 30-Second Sponsor Testimonial Email Blast – One-time logo, ad and link Website – Featured logo/link Social Media – Featured post on @slofilmfest Facebook and Instagram Official Program Guide – Featured logo Program Guide Ad – Half page Verbal Thanks Intro – Every Screening	<b><u>Passes/Tickets:</u></b> 6 All-Access Movie Moguls 2 Virtual Movie Stars 4 Special Event Tickets Cash value of tickets: \$2,200
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## **DIRECTOR: \$5,000**

Special Event Sponsor: Each year the SLO Film Fest creates special events that can be sponsored at the Director level as well as Red Carpet events that can be co-sponsored. They include unique film programming for Opening Night, Closing Night, Surf Nite and other special events throughout the Festival.

<b><u>Benefits:</u></b> On-screen Video – Logo single slide 30-Second Sponsor Testimonial Email Blast – One-time logo, ad and link Website – Logo/link Official Program Guide – Logo Program Guide Ad – Quarter page Verbal Thanks Intro – At a Special Event	<b><u>Passes/Tickets:</u></b> 4 All-Access Movie Moguls 2 Virtual Movie Stars 4 Special Event Tickets Cash value of tickets: \$1,600
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## **CINEMATOGRAPHER: \$2,500**

Program Sponsor:

Sponsor one of the several special programs taking place during the festival.

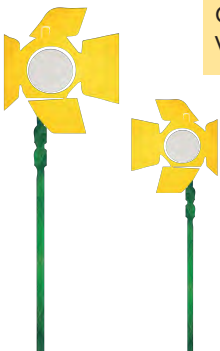
### FESTIVAL PROGRAMS:

**Central Coast Filmmakers Showcase:** This popular program showcases local talented filmmakers living in San Luis Obispo, Santa Barbara and Monterey counties.

**Filmmakers of Tomorrow Showcase:** The work of K-12 youth filmmakers is featured in our programming lineup; all films are in competition for cash prizes, awarded at the end of the screening. This program is family-friendly and features local works and films from around the world.

**Behind-the-Scenes Panels and Workshops:** This program features industry pros sharing their knowledge on a variety of topics, including editing, screenwriting, stunt work, cinematography, producing, visual effects and more. Panels are fun for all ages.

<b><u>Benefits:</u></b> On-screen Video – Logo shared slide 30-Second Sponsor Testimonial Website – Logo/link Official Program Guide – Logo Verbal Thanks Intro – At a sponsored screening	<b><u>Passes/Tickets:</u></b> 2 All-Access Movie Moguls 2 Virtual Movie Stars 4 Special Event Tickets Cash value of tickets: \$1,000
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## **LEAD ACTOR: \$1,500**

Feature-Length Film Sponsor:

Sponsor one "Official Selection" feature-length film. Hundreds of filmmakers from all over the world submit their films to our annual competition. Each year, 70+ independently produced films are chosen as Official Selections of the Festival.

### Benefits:

On-screen Video – Logo shared slide  
Website – Logo/link  
30-Second Sponsor Testimonial  
Official Program Guide – Listing  
Verbal Thanks Intro – At a Special Event  
Festival Tote Bag

### Passes/Tickets:

2 All-Access Movie Moguls  
2 Special Event Tickets  
Festival Tote Bag  
Cash value of tickets: \$650

## **SUPPORTING CAST: \$750**

Short Film Sponsor: Sponsor one "Official Selection" short film under 45 minutes. There are a wide variety of genres, and all film sponsors are invited to a virtual Sneak Peek party in early February so they can choose a film to sponsor. Classic films and others outside the competition can also be sponsored at the same levels.

### Benefits:

On-screen Video – Listing  
Website – Listing  
Official Program Guide – Listing  
Verbal Thanks Intro – At a Sponsored Screening  
Festival Tote Bag

### Passes/Tickets:

2 Virtual Movie Stars  
2 Special Event Tickets  
Cash value of tickets: \$350



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## Sponsorship Tiers: In-Kind

### PRODUCER: \$10,000 trade value

Sponsor a filmmaker award and present it at the Independent Film Awards on Closing Night.

<u>Benefits:</u> On-screen Video – Featured logo plays before each film A 30-Second Sponsor Testimonial? Email Blast – Featured one-time logo, ad and link Website – Featured logo/link Social Media – Featured post on @slofilmfest Facebook & Instagram Official Program Guide – Featured logo Program Guide Ad – Half page Verbal Thanks Intro – Every Screening	<u>Passes/Tickets:</u> 6 All-Access Movie Moguls 2 Virtual Movie Stars 4 Special Event Tickets Cash value of tickets: \$2,200
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### DIRECTOR: \$7,500 trade value

Sponsor a Special Event: Each year the SLO Film Fest creates special events that can be sponsored at the Director level as well as Red Carpet events that can be co-sponsored. They include unique film programming for Opening Night, Closing Night, Surf Nite and other special events throughout the Festival.

<u>Benefits:</u> On-screen Video – Logo, single slide Email Blast – One-time logo and link Website – Logo/link Official Program Guide – Logo Program Guide Ad – Quarter page Verbal Thanks Intro – At a Special Event	<u>Passes/Tickets:</u> 4 All-Access Movie Moguls 2 Virtual Movie Stars 4 Special Event Tickets Cash value of tickets: \$1,600
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### CINEMATOGRAPHER: \$5,000 trade value

Program Sponsor: Sponsor one of several special programs taking place during the festival.

#### FESTIVAL PROGRAMS:

Central Coast Filmmakers Showcase: This popular program showcases local talented filmmakers living in San Luis Obispo, Santa Barbara and Monterey counties.

Filmmakers of Tomorrow Showcase: The work of K-12 youth filmmakers is featured in our programming lineup; all films are in competition for cash prizes, awarded at the end of the screening. This program is family-friendly and features local works and films from around the world.

Behind-the-Scenes Panels and Workshops: This program features industry pros sharing their knowledge on a variety of topics, including editing, screenwriting, stunt work, cinematography, producing, visual effects and more. Panels are fun for all ages.

<u>Benefits:</u> On-screen Video – Logo, shared slide Website – Logo/link Official Program Guide – Logo Verbal Thanks Intro – At a sponsored screening	<u>Passes/Tickets:</u> 2 All-Access Movie Moguls 2 Virtual Movie Stars 4 Special Event Tickets Cash value of tickets: \$1,000
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## **LEAD ACTOR: \$2,500 trade value**

Feature-length Film Sponsor

Sponsor one "Official Selection" Feature-length Film. Hundreds of filmmakers from all over the world submit their films to our annual competition. Each year, 70+ independently produced films are chosen as Official Selections of the Festival.

### Benefits:

On-screen Video – Logo, shared slide  
Website – Logo/link  
Official Program Guide – Listing  
Verbal Thanks Intro – At a Sponsored Screening

### Passes/Tickets:

2 All-Access Movie Moguls  
2 Special Event Tickets  
Festival Tote Bag  
Cash value of tickets: \$650

## **SUPPORTING CAST: \$1,500 trade value**

Sponsor one "Official Selection" Short Film: Be the sponsor of an "official selection" short film under 45 minutes. There are a wide variety of genres, and all film sponsors are invited to a virtual Sneak Peek party in early February so they can choose a film to sponsor.

### Benefits:

On-screen Video – Listing  
Website – Listing  
Official Program Guide – Listing  
Verbal Thanks Intro – At Sponsored Screening

### Passes/Tickets:

2 Virtual Movie Stars  
2 Special Event Tickets  
Festival Tote Bag  
Cash value of tickets: \$350

## **SLO FILM FEST 2021 FESTIVAL PASSES**

All sponsors become SLO Film Fest Film Society Members, allowing them discounts on individual tickets and mid-year special events.

**MOVIE MOGUL PASS (All Access):** \$300 Full access pass for all six days, allows admission for one person to all special events (in person or virtual), full access to all virtual screenings and post-festival virtual Best-In-Fest screenings. Pass also includes a "Fest-At Home" goodie bag.

**VIRTUAL MOVIE STAR PASS:** \$150 Full access pass to all regular virtual screenings for all six days

**VIRTUAL MOVIE FANATIC PASS:** \$60 Allows admission for one person to six regular virtual screenings films must be selected in advance.

**SPECIAL EVENTS:** \$25/20 Tickets for special events (in person) such as Opening Night, Surf Nite, King Vidor and special premieres

**SPECIAL VIRTUAL SCREENINGS:** \$15/\$12 Tickets for special virtual events

**VIRTUAL MOVIE FRIEND:** \$20 If you intend to share your virtual pass with friends and family, we encourage you to add this donation amount to help cover our virtual screening costs.

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