



# Sponsorship Opportunities

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## About the DC Shorts Film Festival

The DC Shorts Film Festival showcases short films from around the world, followed by moderated discussions with the filmmakers. This radically different approach puts the emphasis on the filmmakers themselves, highlighting emerging talent in independent film. MovieMaker Magazine calls DC Shorts “one of the nation's leading short film festivals” and the Washington City Paper calls “the first step toward a sweeping revival of the city’s cinema culture.”

Many films are by DC-based filmmakers, and the festival also highlights women directors and first-time filmmakers with special awards. The focus on films under 20 minutes encourages amateur filmmakers to compete alongside professionals, providing an outlet to all at a time when digital video and home computers are making the medium increasingly more accessible and affordable. This festival gives filmmakers at all stages of their careers the opportunity to both teach and learn as they gather in Washington, DC.

Filmmakers who attend DC Shorts enjoy fabulous parties, city tours, and are provided with housing, meals and transportation. But most importantly, they enjoy the opportunity to meet and learn from other filmmakers — an experience that comes from the premier showcase dedicated to short films and the people who make them. DC Shorts is renowned for creating “an incredibly open environment” where filmmakers feel “very welcome and at home” and “very inspired and excited about the craft.”

We welcome alliances with new partners. Your sponsorship of DC Shorts helps us serve our community better.

# Sponsorship Levels

DC Shorts is happy to offer a variety of sponsorship levels to meet your company's marketing and giving needs.

## **Every package includes:**

- Exposure to more than 5,000 audience members during the festival week
- Exposure to thousands more through our web site, television broadcasts and print marketing materials
- Video "thank you" at every screening
- Name and Logo hyperlinked on dcshorts.com
- The unmeasurable goodwill towards our visiting filmmakers and loyal DC Shorts audience

## **Superstar** (\$5000+)

- Company Logo in all Advertising
- Name and Logo hyperlinked in all email distributions
- Company Logo on palm cards
- Company Logo on Poster
- 6 Complimentary All-Access Passes
- Mention in Press Release (boilerplate)
- Distribution of approved company product and information at opening night party
- 2 Exclusive emails to DC Shorts listserve
- Full-page ad in Film Festival Program Guide

## **Executive Producer** (\$2500-\$4999)

- Company Logo in all Advertising
- Name and Logo hyperlinked in all email distributions
- Company Logo on palm cards
- Company Logo on Poster
- 4 Complimentary All-Access Passes
- Distribution of approved company product and information at opening night party
- 1 Exclusive email to DC Shorts listserv
- 1/2 page ad in Film Festival Program Guide

## **Producer** (\$1500-\$2499)

- Company Logo in all Advertising
- Name and Logo hyperlinked in all email distributions
- Company Logo on palm cards
- Company Logo on Poster
- 4 Complimentary All-Access Passes
- 1/4 page ad in Film Festival Program Guide

**Director** (\$1000-\$1499)

- Company Logo in all Advertising
- Name and Logo hyperlinked in all email distributions
- Company Logo on palm cards
- Company Logo on Poster
- 2 Complimentary All-Access Passes
- 1/8 page ad in Film Festival Program Guide

**Production Assistant** (\$500-\$999)

- Company Logo in all Advertising
- Name and Logo on web site
- Name and Logo in all email distributions
- Company Logo on palm cards
- Company Logo on Poster
- 2 Complimentary All-Access Passes

DC Shorts is happy to offer a variety of *special* sponsorship opportunities.

**Screening Sponsorships**

You have the opportunity to sponsor an individual film screening at Landmark's E Street Cinema. The first six sponsors who purchase a Director Sponsorship Package or greater will have the opportunity to put their name as presenter for a screening. In addition to the packages above, you will also receive a specially created video "thank you" commercial at the beginning of the screening.

**Filmmaker Lounge Sponsorship**

The famed Filmmaker Lounge is one of the unique features that set DC Shorts apart from other festivals. We create a separate theatre space for the filmmakers and VIP Pass holders to watch the same programs screened in the main theatre. This allows filmmakers to see every film without charge and have the priceless opportunity to meet and talk with their peers from across the globe in a relaxed atmosphere. For a total donation of \$7,500, in addition to the Superstar Sponsorship Package items listed above, you will also have the lounge named after the sponsor and have the opportunity to decorate the lounge with your logo, banner, and other company materials.

**Opening Night Party Sponsor**

The opening night party is one of the city's most anticipated bashes. Dozens of filmmakers mingle with hundreds of audience attendees and VIPs in a glamorous atmosphere complete with video projections and picture-hungry paparazzi. For a total donation of \$2500, you will receive a Director Sponsorship Package, plus the rights to have your company's banner and promotional materials on display during the Opening Night Party.

### **Filmmaker Brunch Sponsor**

At the end of our competition screenings, we are proud to present a special brunch event in which trophies are awarded, VIPs and filmmakers mingle over coffee and frittatas, and connections made throughout the weekend are solidified. For a total donation of \$2500, you will receive the Director Sponsorship Package, plus the rights to have your company's banner and promotional materials on display at the Filmmaker Brunch.

### **T-Shirt Sponsor**

Our t-shirt sponsor is not only on the minds of our filmmakers, but on their backs, too! DC Shorts' previous t-shirts are prized by filmmakers and audience members for their creative design and enduring appeal. For a total donation of \$1500, you will receive the Producer Sponsorship Package, plus the right to have your company logo on all festival t-shirts.

### **Filmmaker Fellowship Fund**

We are proud to create a fund to provide assistance to visiting filmmakers with covering entry fees, transportation, and additional costs while attending DC Shorts. Donations are greatly appreciated in any amount. For a \$50 minimum donation, you will receive a video thank you and your name listed on printed materials.

### **Feed-a-filmmaker**

DC Shorts is unique from other festivals in that we provide every visiting filmmaker and their guest to accommodations, meals and snacks, and public transportation. In the past, we have forged alliances with local restaurants to provide meals to these filmmakers through our special "meal pass." Filmmakers are issued a laminated card with the restaurant's logo, address, and a map. When filmmakers "purchase" their meal, your staff simply punches their card with the supplied hole-punch and collect the receipts. In the past, the most any single restaurant has donated was only valued at only \$300. For your participation, you will receive a video thank you; the restaurant's name listed on all printed materials, and of course, the restaurant's logo on all meal passes.

### **Custom Sponsorships**

We are happy to work with you to create a unique sponsorship opportunity that meets your needs. Please contact the DC Shorts office at 202-393-4266 or [sponsor@dcshorts.com](mailto:sponsor@dcshorts.com)

## DC Shorts 2007 by the numbers....

**\$132,856** was spent by festival organizers, the audience and filmmakers in the Penn Quarter neighborhood over the course of **3** days of competition and **5** days of general screenings.

**89** films were screened from **14** countries which were selected from more than **530** entries. **103** filmmakers attended the event from **3** countries and **16** states.

**1,792** tickets were sold, and **23** VIP passes were purchased for the **9** showcases, of which **4** were sold out.

**90** people attended the LunaFest benefit screening, raising **\$800** which was donated to the Breast Cancer Fund and the Robert Kenedy Memorial Foundation.

The VIP and filmmaker reception was attended by more than **160** guests at Gibson Guitar's private showroom, consuming **600** mini burgers and pizza rolls from Matchbox.

**290** film lovers attended the opening night party at Poste Brasserie, consuming **2,500** hors d'oeuvres.

**104** "feed-a-filmmaker" passes were distributed to visiting filmmakers, who ate **95** meals at our sponsors' restaurants, leaving **\$157** worth of tips, and consuming an additional **\$2,289** worth of food and beverages.

**1140** audience members also purchased meals in Penn Quarter, eating **\$13,684** worth of food and beverages, spending **\$2,736** in gratuities.

**1223** attendees arrived by Metro, with an average of **\$2,140** of fares purchased. Another **237** people parked their cars — many in area garages, totaling **\$1,896** in parking charges.

**15,000** postcards and **300** posters — all with sponsors' logos — were distributed at more than **20** restaurants and **27** shops in the neighborhood, and handed out to **1,100** people at the Arts-On-Foot celebration.

**13,508** people visited our website, dcshorts.com, during the week, viewing **47,347** pages, including **944** hits to the listing of sponsors, resulting in **572** clicks through to their websites.

**8** paid newspaper ads were placed in local papers. Our media machine was able to generate an additional **13** newspaper articles, **18** community and newspaper listings, **5** segments on radio and TV, and **30** blog entries consisting of listings and full articles/reviews. Our co-branded giveaway contest with the *Washington City Paper* resulted in more than **530** entries. Our total media coverage reached an total audience of more than **3,500,000** unique individuals.

# 2007 Festival Demographics

## Audience Members:

- 39% Male
- 61% Female
- 33% are between the ages of 18-29
- 31% between 30-39
- 17% between 40-50
- 51% live in Washington, DC
- 22% in Maryland
- 18% in Virginia
- 9% from out of the metropolitan area

## Filmmakers in Attendance:

- 69% Male
- 31% Female
- 39% are between the ages of 18-29
- 42% between 30-39
- 19% between 40-50
- 51% live in the Washington, DC metropolitan area
- 47% traveled from other cities in the US
- 2% traveled from outside the US

# 2007 Sponsors



## Thoughts from Audience Members

"I loved it. So glad to see the creative stories. Some of them crowd pleasing some of them personal. All of them were interesting. Good variety."

"This was my first time attending a film festival of any kind. I thoroughly enjoyed myself and the theatre is lovely. The staff and volunteers could not have been friendlier. Next year I will plan on attending more screenings. Bravo!"

"It was a great event. I really liked the Q&A presentations by the directors after the session."

"What an amazing experience. As an audience member, just there to appreciate the art, and having attended many, many festivals, I was extremely impressed and entertained. Thank you. I just wish I could have seen more screenings!!!"

"The films on the whole were AWESOME and were wonderfully entertaining and thought-provoking."

"We just happened to be in town visiting from Florida. Our Segway-tour guide mentioned the Festival and we dropped in. It was a very-entertaining mix of 12 films. Some were not to my taste, but that just means that you collected a good mix. It was a great way to spend some of our visit. Not to say that it was the only attractive feature of the festival, but it was \*wonderful\* to find a DC attraction where we could \*sit\* - after standing and walking for days. Well-run. Great projection quality. Nice diversity of styles and topics. Great value."

"We were only visiting for the weekend and were fortunate enough to find this entertainment gem. We enjoyed the films and the question and answer session immensely."

"The festival was really well run! (Volunteers, staff, etc were wonderful) LOVED the Opening Credit before each film! I wish every film festival did this before their films. You created a really nice social feel to the fest. People could talk and meet throughout the festival."

"Rarely have I seen such an excellent series of events and screenings come together to celebrate the accomplishments of such a wide array of subjects for an international screening event"

## Thoughts from Filmmakers

"It was the most well-organized, friendly, and courteous festival I have ever participated in. Bravo!"

Jessica Townsend, *Four Conversations About Love*

"I thought everything was just fabulous. The best independent film festival I have ever been to."

Stepahnie Sellars, *Julie and the Clown*

"I had an amazing time at DC Shorts. I've been to many festivals and DC Shorts is so well run. It really catered to filmmakers. As a short filmmaker I felt on the same level with everyone - which was so cool compared to come of the other festivals. The films were excellent (I put very good because of course I didn't love ALL of them) and it felt good to be screened with such talented filmmakers. I saw many films that I wished I'd made. There were so many nice (and talented) filmmakers in attendance. I've already sent out and received many emails from new friends this week."

Rob Parish, *Tapes of My Father*

"I loved the festival! I met so many wonderful, talented filmmakers, the quality of films was excellent, and DC is a fun city. I can't wait till next year!"

James Arnall, *Feeding*

"I loved attending this festival as a filmmaker. The quality of films and the quality projection with the title cards really made it worth flying in. Thank you for gathering such a great group of filmmakers in one place."

Courtney Silberberg, *Committed*

"Overall - one of my favorite festivals! Got to really know some other filmmakers, which is a top priority with me. Great socializing atmosphere."

Josh Flowers, *Fast Love*

"I thought it was one of the best run festivals I've attended. I've been to about a dozen festivals all over the country and this one was awesome. Great program, good communication and very friendly staff/volunteers."

Jonathan Browning, *The Job*

"I thought the festival was great, and I was thrilled to see such tremendous talent in all areas of film. I was also very pleased with the opportunity to meet other filmmakers."

Tessa Moran, *Barberin'*

"Thank you so much for including me in your wonderful festival. The audience on Saturday night is now my favorite screening of my film. The quality of films that you attract is first-rate. I have been telling other filmmakers how they must apply to your festival next year."

Michele Meeker, *When I Grow Up*