

SEPTEMBER 6★16, 2012



FILM FESTIVAL

PARTNERSHIP OPPORTUNITIES

Unique marketing opportunities to reach a dedicated audience of over 7,000 audience members and a community of more than 20,000 film lovers.



www.dshorts.com
September 6-16, 2012
Our 9th Year



1317 F Street NW, Suite 920
Washington, DC 20004
202-393-4266

WHAT IS DC SHORTS?

The DC Shorts Film Festival is the largest audience-driven short film competition in the United States. Every fall, we showcase films under 20 minutes from around the world, followed by moderated discussions with the filmmakers. This 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 film festivals" and the Washington City Paper calls "the first step toward a sweeping revival of the city's cinema culture," and has been selected by its readers as the "DC's Best Film Festival."

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."

Dates for 2012:

DC Shorts Film Festival	September 6-16, 2012
DC Shorts Screenplay Competition	October 12-14, 2012

OUR PARTNER COMMITMENT

DC Shorts seeks long-term partners — not sponsors. We are proud that the companies and organizations we work with benefit from our audiences and promotions throughout the year — not just during the event itself. We encourage close collaboration to ensure the continued growth for all involved. Many of our current partners have worked with us for more than 5 years — a testament to our commitment to mutual success.

Any organization can benefit from a check, but DC Shorts benefits from knowing our neighbors, helping them prosper, and building long-term relationships.

DC Shorts does not offer a "standard" package. Instead, we work with your marketing staff to craft a plan which targets segments of our audience and create a strategy which compliments each other.

DC SHORTS 2011 BY THE NUMBERS....

\$290K+ was spent by festival organizers, the audience and filmmakers in the Penn Quarter neighborhood over the course of **3** days of competition and **8** days of general screenings.

145 films were screened from 23 countries, which were selected from more than **1,200** entries. **132** filmmakers attended the event from **6** countries and **12** states.

7,266 tickets were sold -- an increase of **38% over 2010**. In addition, **59** VIP passes were purchased for the **17** competition screenings, of which **6** were sold out.

1,485 people attended "Best of DC Shorts" screenings.

Filmmakers stayed in **49** hotel rooms and **14** private homes during the competition weekend, resulting in over **\$29,253** in hotel and transportation charges.

The Celebrity Party at Madam Tussauds was attended by more than **320** guests, who consumed **550** mini burgers and pizza rolls, and ate **6** cheese platters .

510 film lovers purchased tickets the Brazilian Carnival at Artisphere and Heritage Center, consuming **2,100** hors d'oeuvres, **4** kegs of beer, **67** bottles of wine and **24** bottles of rum. **1** band, **8** dancers, **1** DJ and **27** drummers performed in an evening of music, dance, film and frolicking.

137 "feed-a-filmmaker" passes were distributed to visiting filmmakers, who ate **198** meals at our sponsors' restaurants, leaving **\$356** worth of tips, and consuming an additional **\$4,222** worth of food and beverages.

3,920 audience members also purchased meals in Penn Quarter, eating **\$70,447** worth of food and beverages, spending **\$10,567** in gratuities.

5,850 attendees arrived by Metro, with an average of **\$8,775** of fares purchased. Another **177** people parked their cars — many in area garages, totaling **\$770** in parking charges. There was a **14%** decrease in the use of cars to arrive to the festival -- making for a greener audience!

20,000 postcards and **50,000** catalogs — all with sponsors' logos — were distributed at more than **87** restaurants and **70** shops in the neighborhood, and handed out to **1,200** people at Arts-On-Foot and the H Street Festival.

34,811 people visited our web site, dcshorts.com, during the week, viewing **125,347** pages, including **914** hits to the listing of sponsors, resulting in **477** clicks through to their web sites.

Our media machine was able to generate an additional **17** newspaper articles, **16** community and newspaper listings, **3** segments on radio and TV, and **47** blog entries consisting of listings and full articles/reviews. Our total media coverage reached an total audience of more than **3,750,000** unique individuals.

DC IS A UNIQUE MARKETPLACE

The Washington, DC region is home to the **3rd largest film and media economy** in the country, boasting more than 23,000 jobs in the city alone.

The region is **home to 9 film schools, 4 major cable TV networks**, features permanent bureaus for every major broadcaster, and supports hundreds of production companies.

DC Shorts (and parent non-profit organization, the DC Film Alliance) **reaches more than 40,000 media makers and students every week** through regular emails, or liststerv and social networking sites.

PARTNER BENEFITS AND OPPORTUNITIES

DC Shorts does not offer a "standard" package. Instead, we work with your marketing staff to craft a plan which targets segments of our audience and create a strategy which compliments each other.

Every partnership benefits from:

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

As we work closely together, we will develop a detailed plan which may include any or all of the following:

- Company Logo in all advertising
- Name and Logo hyperlinked in all email distributions
- Company Logo on 20,000 postcards, 100 posters and 50,000 Film Festival Program Guide
- Complimentary All-Access Passes for your staff and clients
- Stories for Media Releases
- Distribution of company product and information at opening night party
- Exclusive emails to any of our mail lists (filmmakers, audience, media makers, applicants)
- Advertising in our award-winning Film Festival Program Guide
- Naming rights to individual screenings, the famed Filmmaker Lounge or either the Opening Night or Grand Bash parties
- Company logo on our treasured T-shirts (only one opportunity available)

SPECIAL OPPORTUNITIES

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 any of our venues. 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. The lounge will be 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. Have your company’s banner & 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. 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. 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.

In- Kind Donations

Because we are a non-profit, volunteer-based organization, our needs for materials, goods, services and venue donations are greatly appreciated. We are open to working with different kinds of in-kind donations which include food, drinks, bags, gift items and more. Please contact us for further details.

WHY DO YOU NEED DC SHORTS IN YOUR MARKETING MIX?

1. We have a dedicated and impassioned AUDIENCE.

DC Shorts' core audience is split evenly between men and women, ages 21–39 and live primarily in the District (52%). Over the years, we have collected more than 20,000 email addresses and detailed demographic statistics on many of our patrons. This means we can target your message effectively for the greatest return on your partnership.

2. We have a high reach for your MESSAGE.

DC Shorts has been featured in every major media outlet in the region, including The Washington Post, Washingtonian Magazine, all of the local TV channels, Comcast Spotlight, plus national publications such as The Wall Street Journal and Moviemaker Magazine. Last year, our local media coverage reached more than 2,000,000 people. In addition, we distribute more than 50,000 full-color catalogs, 40,000 postcards and 5,000 fliers — all with your logo and ads prominently featured. Our website is also visited by more than 40,000 people throughout the festival week.

3. We are SEXY.

People love DC Shorts — and want to be associated with one of the city's biggest and influential events. Our partners receive many benefits, including tickets to films and parties, and special VIP receptions with filmmakers. We can also work with you to produce special screenings (such as our annual film showcase at area Whole Foods stores).

4. You help to build a COMMUNITY.

By partnering with DC Shorts, you help to bring filmmakers of every skill level together to create, film and produce new film. Ticket sales from DC Shorts helps fund the monthly DC Film Salon, the DC Film Alliance's weekly calendar and resource database. Without these programs (all offered FOR FREE), the local film community would suffer a major setback.

FESTIVAL DEMOGRAPHICS

Audience Members:

37% Male

62% Female

38% are between the ages of 18-29

23% between 30-39

19% between 40-50

52% live in Washington, DC

15% in Maryland

25% in Virginia

8% from out of the metropolitan area

Filmmakers in Attendance:

64% Male

36% Female

40% are between the ages of 18-29

40% between 30-39

12% between 40-50

20% live in the Washington, DC metropolitan area

64% traveled from other cities in the US

16% traveled from outside the US

AUDIENCE MAPS

DC Shorts maps the addresses of all online ticket buyers:

All audiences: <http://bit.ly/q2mSfR>

Artisphere: <http://bit.ly/psATVS>

Atlas Arts Center: <http://bit.ly/ndhX10>

2011 MEDIA COVERAGE

Our media coordinator, Scott Circle Communications, was able to secure media coverage in dozens of newspapers, magazines, blogs and community listings. A complete list of our media coverage is available at dcshorts.com/news/in-the-news. A summary of the outlets that covered DC Shorts 2011 are:

NEWSPAPERS & MAGAZINES

The Washington Post (multiple sections)
On Tap Magazine
Washington Flyer Magazine
Washingtonian Magazine
The Express
DC Examiner

BLOGS

TBD.com
Daily Candy
Penn Quarter Living
DCist
GoingOutGuide
CultureCapital
[DC Urban Moms](#)
DC Examiner
K Street Kate

BROADCAST

Comcast Newsmaker
WUSA Morning Show
NewsChannel 8/TBD.com
WAMU
WTOP

THOUGHTS FROM FILMMAKERS

"The festival was great! I only had screening at E-Street Cinema, which is a great facility. The audience was so kind and many people talked to me after the screenings. Loved to meet the festival staff and volunteers. Hotel was really good and, most important, my films had an excellent exposure."

"DC Shorts 2011 was really excellent in arranging events for filmmakers to get to know each other. I also really appreciated how attentive and friendly the staff and volunteers were. It was an excellent festival experience and I hope to return again in the future."

"This is probably one of the best film festivals I've attended. Not only concerning the feedback to the filmmakers, but also the commitment of Jon Gann with the filmmakers and with the films presented. You can see there's a great passion in everything created by Jon to make this festival bigger and a very special one."

"I thought it was an excellent festival. The parties especially were amazing."

"I found it an extremely well managed festival. I thought the standard of films was very high, which made me very proud as a filmmaker to be included in the line up. I enjoyed the informal but very interesting Q & A sessions. A filmmaker friendly festival; with the judges reports, the amazing discounts on hotels (and the option to stay for free), the events, and the friendliness of all of the staff and volunteers. This really set it apart from other festivals I've attended."

"This was the most organized and most filmmaker friendly festival I've attended. The extent to which Jon went out of his way to accommodate everyone was amazing, as were the fabulous parties, and great selection of shorts. The free and discounted meals around DC were brilliant, as were the open bars at every party (can you tell I like free things?). I thought the volunteers were always helpful and friendly and E Street Cinema definitely felt like home."

"We really enjoyed our time at the festival this year. This was our second time and it has definitely grown. I think people who had their screenings at Artisphere felt a little disconnected from the rest of the festival at times. That being said, the staff, accommodations, presentation (bumpers and titles), parties and overall attendance more than made up for it. You guys care about your festival and filmmakers and it shows."

"We had a wonderful time. It was well-organized and very filmmaker-friendly. The accommodations and communication were stellar. The parties were a blast."

"It was awesome. Definitely one of the most organized festivals I have attended. The instructions after acceptance were super clear and easy to follow. In general, everything was clear and easy to follow."

THOUGHTS FROM AUDIENCE MEMBERS

"I had a GREAT time at the "Best of" screening. The films were so creative, compelling, and entertaining. I talked about it all weekend, and hope I can go again next year!"

"Everything was excellent! I really liked the fact that there were a lot of international films and that the after party was free!"

"Loved it. This was my first year at the DC Shorts and it's an event that I'll look forward to attending in the years to come."

"The Atlas Arts Center was beautiful and gave me an excuse to get down to the now-thriving H Street area."

"I LOVED the closing party at Atlas — the open bar, entertainment, food, and the crowd were great."

"The films were all very good. We enjoyed the formatting and layout of the films. The manner in which they were presented was fun and enjoyable."

"As a yearly attendee, I can say that generally the Festival is really good, though I'd like more ""Best of..."" screenings because the other collections run at the same time or day."

"This was my first time to DC Shorts and overall, it was a great festival. I know I will return next year! Keep up the good work!"

"Loved it! I didn't love all the films, but a few really excellent ones made up for the mediocre ones. I also LOVE the "HUNGRY for more than film?" discount flier! What a great idea and an excellent way to demonstrate supportive local organizations."

"The variety of films were great! I like how a dramatic film would be balanced with a comedic film after. A great environment for the showcase!"

"Loved the whole idea and organization of it! Well done! The films we saw were cute, and I think for the quality the price was very fair."

"I only attended one show, but I was surprised by the diversity of films. There were films from different parts of the world and I think that made the experience even more unique."

2011 PARTNERS

SUPERSTARS



PRODUCERS



TECHNICAL DIRECTORS



SHOWCASE PARTNERS



COMMUNITY PARTNERS



FEED-A-FILMMAKER

