



VERMONT INTERNATIONAL FILM FESTIVAL

18th Annual Film Festival on the Waterfront! At A Glance | October 2007

SPONSORSHIP EXPOSURE

TV

- Vermont Public Television
- Adelphia Cable
- Access TV
- PSAs broadcast multiple channels

Radio

- Vermont Public Radio
- Other Radio Stations

Print

- Burlington Free Press
- 7 Days
- Other Newspapers

FESTIVAL PUBLICATIONS

Miniguide

- Circulation 30,000
- Offers logo placement, advertisements, and more

Official Program Guide

- Circulation: thousands
- Offers logo placement, advertisements, and more

Poster

- Offers logo placement

Showcase Fliers

- Offers logo placement

Banner

- Hung over Main Street in October
- Offers Logo Placement

Web site

- Offers Logo Placement and
- Direct Links to your website
- Links your company to a global festival community
- Festival E-Newsletters

VENUE

Festival Trailer

- Shown prior to Festival across Vermont in local cinemas
- Offers Logo Placement

Banners and Signage

- Opportunity to display your company's signage & banners

The Vermont International Film Festival (VTIFF), presented each year in Burlington by the Vermont International Film Foundation, is the oldest Human Rights and Environmental film festival in the World.

The Festival consists of an international competition of films judged in each of three categories: War and Peace, Justice and Human rights, and the Environment. In a cultural context in which industrial commercial filmmaking dominates, the Vermont International Film Festival plays a vital role, bringing non-commercial forms of cinematic expression to the public attention. VTIFF is one of the founding members of the International Human Rights Film Network, comprised of 17 festivals from around the world.

The festival presents approximately 80 films from all over the world, including a special showcase dedicated exclusively to Vermont local filmmakers, Vermont colleges and special screenings for local high schools. The screenings are accompanied by panels and moderated discussions, photo exhibitions, retrospectives and other events.

The Festival offers a variety of different sponsorship opportunities to cater to your individual and business needs. Not only does your sponsorship increase your visibility through press and festival exposure, but it allows you to create a positive and powerful connection to the community. VTIFF offers a progressive international reputation while maintaining a strong connection to its local Vermont audiences.



Become a sponsor and help Vermont celebrate today's finest independent films on global issues!

Call 802-660-2600 or email info@vtiff.org



VERMONT INTERNATIONAL FILM FESTIVAL

\$10,000 and above

Festival Patrons are guaranteed maximum exposure in all of our publications, advertising, and during all events.

\$5,000 and above

Major Sponsors can target their impact by selecting sponsorship of a Major Showcase:

- Human Rights
- War & Peace
- Environment
- VT Filmmakers
- School Showcase
- Women's Voices
- Socially Conscious Achievement Award
- Films on Health Issues

More thematic showcases to be decided as the festival approaches.

Sponsorship Opportunities

PATRON

- Festival will be referred to as "The Vermont International Film Festival, brought to you by Your Company"
- Recognition at all screenings and events
- Mention in all press releases
- Full page ad space in the program guide
- Name and logo on the poster
- Name and logo in all print materials, radio, TV advertisements
- Name, logo and direct link from our website
- Logo on the banner, hung over Main Street in October.
- Opportunity to provide in-venue and lobby signage.
- 10 Gold passes that grant unlimited access to all screenings, events and showcases.
- Recognition at all events and in all publicity.

MAJOR SPONSOR

- Festival will be referred to as the "the Vermont International Film Festival, Presented in part by Your Company"
- Right to devoted sponsorship of one Major Showcase
- Recognition, publicity, signage at that Showcase
- Mention in all press releases
- Full page ad space in the program guide
- Name and logo on the poster
- Name and logo in print, radio, TV advertisements
- Name, logo and direct link from our website
- Logo on the banner, hung over Main Street in October.
- 4 Gold passes that grant unlimited access to all screenings, events and showcases
- Invitations to and recognition at the Festival opening and closing events



VERMONT INTERNATIONAL FILM FESTIVAL

Sponsorship Opportunities

\$2,000 and above

SPONSOR

- One full page for ad space in the program guide
- Logo and name on the poster
- Name and logo on print advertising
- Name, logo and direct link from our website
- Recognition at select showcase screenings
- Invitation to and recognition at the opening and closing events
- 2 Gold passes- unlimited access to all screenings, events and showcases

\$1,000 and above

DONOR

- 1/2 Page ad space in the program guide
- Invitation to and recognition at the opening and closing events
- Name and logo imprint for a showcase/screening
- 4 Free passes to select screenings

\$500 and above

CONTRIBUTOR

- 1/4 Page ad space in the program guide
- Invitation to the Opening and closing events
- 2 Free passes to select screenings

\$250 and above

SUPPORTER

- 1/8 Page ad space in the program guide
- Invitation to the Opening and closing events

Up to \$100

FRIEND

- Your name listed in the program guide
- Access to the Opening and closing events



VERMONT INTERNATIONAL FILM FESTIVAL

IN-KIND SPONSORSHIP OPPORTUNITIES

VTIFF is always looking for exciting in-kind donations that can add to the festival and bolster our connection to the community. If you feel your company would prefer to donate services or goods in lieu of a financial gift, we would be excited to discuss our mutual needs and options. Sponsorship rewards will be given on a level that reflects a similar cash contribution.

If you choose, you can tailor fit your in-kind gift to match screenings, showcases, or events that hold particular appeal to your company. Your presence will be felt by festival goers in a defined and direct market, and your company will benefit from association with a positive, solution-based, community arts organization.

SILENT AUCTION DONATIONS

Donations for the Silent Auction would be another great way of getting your name mentioned and is an alternative way to donating to this organization. VTIFF is looking for items that will be worth auctioning off. Advantages of donating to the silent auction include:

- Your company and donation in the program
- A mention of your name at the auction

If any of these sponsorship opportunities appeal to you or if you have any other questions, please contact us. We look forward to working with you!