



VANCOUVER  
**SHORT**  
FILM FESTIVAL

# VSFF SPONSORSHIP PACKAGE 2010





## INTRODUCTION

The **VANCOUVER SHORT FILM FESTIVAL** (VSFF) is committed to the promotion of the vibrant community of short film, video and new media artists in the province of British Columbia. By showcasing the films of post-secondary students, alumni, and professionals in the same festival, we hope to build ties between emerging and established filmmakers, allowing BC's film industry to grow and flourish. We provide an arena where all levels of short filmmakers and artists can screen in public and support the work of their fellow colleagues.

The 2<sup>nd</sup> annual Vancouver Short Film Festival will be held on **Thursday, October 28-29, 2010** at the Vancouver International Film Centre Vancity Theatre, 1181 Seymour Street, Vancouver.

In the past three years operating as *The Vancouver Student Film Festival* and our first year as the Vancouver Short Film Festival in 2009, we have accomplished some amazing feats:

- Almost **450** entries received.
- **70** short films screened.
- Works from **9** post-secondary schools across BC featured.
- All genres featured including docs, animation and aboriginal stories.
- **1400** spectators with traditional sell-outs at final screenings.
- Extensive media coverage including the Georgia Straight, 24 Hours, Westender, The Province, CityTV, CBC radio, and more.
- Top films are re-screened on Movieola: The Short Film Channel and top student films are re-screened at the Ffresh Student Moving Images Festival in Wales, UK the following year.

As we have yet to receive any non-profit grant funding, our festival would not be possible without the support of sponsors. Your contributions allow us to continue raising awareness for creative pioneers in the BC film, video and new media industries. In exchange for your support, you will be given the opportunity to reach thousands of students, alumni, industry representatives, and moviegoers throughout the province, while showing your commitment to the BC film community.

Details on how you can customize your brand exposure and create a unique experience for filmmakers and festival attendees follow in this package.

Please feel free to contact us with any questions you may have.

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## **MORE ABOUT THE FESTIVAL**

In our last four years, the VSFF has attracted 1400 guests, 80 sponsors, 33 industry judges, 8 speakers, and many other significant educational and business leaders within and outside of the film and video community.

The festival is led by a Board of Directors, core staff, and run entirely by dedicated volunteers. Upon the purchase of a festival ticket, spectators become members of the non-profit Vancouver Short Film Festival society.

2009 Demographics at a glance:

- 50% male and 50% female spectators
- Over 70% of audience aged 18-34 on student night

The VSFF is one of two film festivals focussed on student works in BC, and the only festival to focus solely on the post-secondary student level. We are the **official short film festival of the Canadian West Coast.**

**To celebrate the 5<sup>th</sup> year of our festival, we will put on a special Retrospective screening entitled "Best of 5" that will showcase our best short films in the last 5 years.**



## SPONSORSHIP OPTIONS

Sponsors play a vital role in the production of the VSFF by providing cash or gifts-in-kind, which help offset expenses towards printing, marketing, venue rental, and administration.

Sponsors in 2009 helped to increase revenue and promotional avenues, and donate prizes to deserving film & video makers. In 2009, we awarded 10 more prizes and \$9,200 more in awards compared to 2008.

Sponsors can assist the festival in various ways:

- Cash
- Prize donation
- Other services (printing, food, drinks, t-shirts, etc.)

### VSFF Sponsorship Levels & Benefits

#### **\*\*Presenting Sponsor: \$10,000+**

- Logo in festival program
- Logo and link on festival website
- Logo on marketing collateral materials
- Five festival passes
- Onscreen trailer prior to each screening
- First choice full-page advertising placement in program
- First choice in-house signage placement (free standing) and opportunity to provide sample product before or after screenings, reception, after party, and forum (if applicable)
- Opportunity to provide sample product in winners' prize packs
- Logo and full-page advertising opportunity in VSFF quarterly e-newsletter – January 2011 and April 2011 issues (600+ recipients)
- Inclusion in news releases, PSAs, community event postings, and publicity pitches

#### **Diamond: \$5000-9,999**

- Logo in festival program
- Logo and link on festival website
- Logo on marketing collateral materials
- Three festival passes
- Onscreen trailer prior to screening – produced by sponsor
- Full-page advertising space in program
- First choice in-house signage placement (free standing) and opportunity to provide sample product before or after screenings, after party, and forum (if applicable)
- Opportunity to provide sample product in winners' prize packs
- Half-page advertising opportunity in January 2011 VSFF quarterly e-newsletter issue (600+ recipients)
- Inclusion in news releases, PSAs, and community event postings

**\*\*At least 50% of the amount must be cash.**



**Premiere: \$2,500-4,999**

- Logo in festival program
- Logo and link on festival website
- Logo on marketing collateral materials
- Inclusion in community event postings
- Two festival passes
- Onscreen ad (in rotation before festival screening and during intermissions)
- Full-page advertising space in program
- In-house signage placement (free standing)
- Opportunity to provide sample product in winners' prize packs
- Logo in January 2011 VSFF quarterly e-newsletter issue (500+ recipients)

**Platinum: \$1000-2,499**

- Logo in festival program
- Logo and link on festival website
- Logo on marketing collateral materials
- Two festival passes
- Onscreen ad (in rotation before festival screening and during intermissions)
- One-half page advertising space in program
- In-house signage placement (free standing)

**Gold: \$500-999**

- Logo in festival program
- Logo and link on festival website
- Logo on marketing collateral materials
- One festival pass
- Onscreen ad (in rotation before festival screening and during intermissions)
- One-half page advertising space in program

**Silver: \$300-499**

- Logo in festival program
- Logo and link on festival website
- One festival pass
- Onscreen ad (in rotation before festival screening and during intermissions)
- One-quarter page advertising space in program

**Bronze: \$25-299**

- Logo in festival program
- Logo and link on festival website
- Festival ticket to screening of your choice

**Primary marketing collateral material includes (but is not limited to):**

- 450 festival programs
- 250 posters throughout all major post-secondary campuses & Lower Mainland
- 2,500 postcards throughout all major post-secondary campuses & Lower Mainland
- Banner ads or newsletter inclusions in sponsored media
- Print ads in sponsored media



## NAMING OPPORTUNITIES

In addition to your benefits, sponsoring an award or event portion of the festival enables your company or individual name to be further recognized at the VSFF. Naming opportunities are on a first come, first serve basis, so please send in your sponsorship contract early to ensure first choice.

### Awards

One of the main goals of the VSFF is to provide emerging artists with the means to continue in their careers. As such, the awards offered are very important to the festival as a whole and provide you with an additional opportunity for recognition. Traditionally, each award and its relative prizes are announced and presented to the winners after the last festival screening or at the official festival after party by the VSFF Director. You may choose to support a student or professional category.

Awards available & minimum cash or prize contribution levels for naming recognition:

<b>Best Short Film</b> – Professional or Student category	\$2,500
<b>Best Director</b> - Professional or Student category	\$1,000
<b>Best Cinematography</b> - Professional or Student category	\$1,000
<b>Best Screenplay</b> - Professional or Student category	\$500
<b>Best Use of FX</b> - Professional or Student category	\$500
<b>Audience Choice Award</b> - Professional or Student category	\$500
<b>Best Editing</b> - Professional or Student category	\$500
<b>Best Male Actor</b> - Professional or Student category	\$500
<b>Best Female Actor</b> - Professional or Student category	\$500
<b>Best Sound Design</b> - Professional or Student category	\$500

### Notes to prize sponsorship:

- All 2009 named award sponsors are entitled to 2010 exclusivity.
- Prize sponsors will have their name (and logo, if applicable) on the award certificate and the opportunity to present the award to the winner at the festival after party. You are welcome to customize an award certificate or prize package.
- In the case of unnamed prize donations, the VSFF will assign the prize to an award category.
- Other award categories available upon request.
- **All new 2010 named award sponsors will be entitled to 2011 category exclusivity.**



## **EVENT PORTIONS**

### **Screenings: Student, Pro Short, World's Best Shorts, Best of 5**

("sponsored by \_\_\_")

**4 available**

Sponsoring a screening allows you to support a selection of films, establish a branded presence on-site, and gives you the opportunity to present the screening.

Minimum contribution: \$1,000

### **VSFF Opening Reception ("The VSFF Opening Reception sponsored by \_\_\_")**

**1 available**

On Thursday, October 28, 2010, the VSFF will host its first opening reception to kick off the festival. By donating cash, food or drinks toward this portion of the event, you have an opportunity to establish a branded presence on-site and create a unique experience for attendees of the festival. This year's Opening Reception will occur in the atrium of the Vancity Theatre following the screening.

Minimum contribution: \$1,000

### **Panel ("The \_\_\_ Panel") or Keynote Speaker Presentation ("sponsored by \_\_\_")**

**1 available**

Help us invite Michel Gondry to speak at our event! Held previously in 2006 and 2009, the daytime panel is an event in which a panel of working professionals shares expertise with filmmakers in the industry. By sponsoring this portion of the festival, you have the opportunity to establish a branded presence on-site, present the speaker(s), and show your support for this vital event. A keynote speaker presentation is another alternative to a panel, and you can help us offset costs in bringing someone significant to the festival.

Minimum contribution: \$1,500

### **VSFF After Party ("The VSFF After Party sponsored by \_\_\_")**

**1 available**

In past years, the VSFF after party has been the official festival wrap-up celebration and central hub of networking for winning filmmakers, spectators, sponsors, judges and other key industry people. By donating cash, food or drinks toward this portion of the event, you have an opportunity to establish a branded presence on-site and create a unique experience for attendees of the festival. This year's after party will occur in the atrium of the Vancity Theatre following the evening screening.

Minimum contribution: \$1,500

### **Notes to event sponsorship:**

- All named event portions must be a minimum 50% cash contribution.
- All 2010 event portion sponsors are entitled to 2011 exclusivity.
- Other event sponsorship portions available upon request.



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## SPONSORSHIP CONTRACT 2010

(Please fill out and send back with payment or e-mail back to [sponsor@vsff.com](mailto:sponsor@vsff.com))

### Sponsor Information

Company Name \_\_\_\_\_  
Please print your name exactly as you wish it to appear in all sponsorship recognition

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_ Website: www. \_\_\_\_\_  
Please print exact address for link on VSFF website.

Sponsorship Authorized by \_\_\_\_\_  
Please print name

Signature \_\_\_\_\_

### Cash Sponsorship Details

Amount: \$ \_\_\_\_\_ Recognition Level \_\_\_\_\_

Cheque enclosed       Will mail cheque by \_\_\_\_\_  
(Month / day)

### Gift in Kind Details

Providing a service of / Product description: \_\_\_\_\_

Equal to value of \$ \_\_\_\_\_ Recognition Level \_\_\_\_\_

### Naming Opportunity (optional)

First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_

Please make cheques payable to:  
**The Vancouver Short Film Festival**  
c/o Jocelan Alderking  
202-1540 W. 13<sup>th</sup> Avenue, Vancouver BC V6J 2G4

### For Office Use Only

Payment received \_\_\_\_\_  
Date Signature

Naming rights for \_\_\_\_\_