

VANCOUVER
SHORT
FILM FESTIVAL

2009 VSFF Staff Reports

PROGRAMMING

2009 was the first year that the Vancouver Short Film Festival took in professional-level entries in addition to post-secondary level student entries. Number of entries received was as follows:

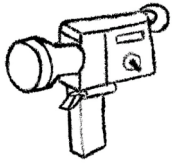
- Student: 99
- Professional: 40
- **Total: 139**

Out of these submissions, **12 student films** and **10 professional-level** short films were selected, including award-winning *Centigrade* (18 mins.), a special selection that closed the festival.

Programmed by Sandra Garcia and Mike Tanassee, the VSFF also introduced its first successful "**World's Best Shorts**" program made up of 10 Canadian and international award-winning films, including **2008 Cannes Palme d'Or winner** *Megatron*, multi award-winning Quebecois film *Next Floor*, and Oscar-nominated animated film *This Way Up!*.

Organized by Kellie Ann Benz, the VSFF also resurrected its daytime **industry panel**, moderated by **Kellie Ann Benz** and attended by writer **Kris Elgstrand** and Producer/Board member **Andrew Williamson**. **Ann Marie Fleming** was scheduled to attend but fell ill that weekend.

Looking forward to 2010, the VSFF may program enough shorts to screen two professional programs, spread out over **October 28-29**. This year's programming committee is composed of three members and led by Programming Director Mike Tanassee. Sandra Garcia will program the World's Best Shorts and a 5-year retrospective screening entitled "Best of 5."



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MARKETING

The VSFF started the year off with a new logo design and restructured Wordpress website done by a new Web designer. The Wordpress format allowed the team to post content very easily.

Throughout the year, the website achieved a total of 327,884 hits and was accessed by 5219 unique visitors, with the most amount of traffic during June to October.

Festival Director Sandra Garcia also implemented a Facebook Fan page, Twitter account, and YouTube Channel (after the festival) to supplement social media activity through the festival's Facebook group.

The VSFF was given the chance to write two articles for VancouverAnimation.ca (2009 sponsor) and VancouverBC.com. Media sponsors also included PitchPage, which did a submissions interview with Sandra Garcia, Vancouver 24 Hours, WestEnder, and CityTV.

High Deaf Productions sponsored the production of VSFF's 10-second trailer, which was shown for the first time on the screens at Robson & Granville Street through the City of Vancouver's Vancouver Live! Video Screen Advertising Program. It is unknown whether our involvement this program had a big effect on ticket sales.

2009 was the biggest year of media coverage for the festival, even though there were no requests for interviews. This was probably in part due to the new nature of the festival, and the busy media period during the preceding VIFF. Media that covered the 2009 VSFF included:

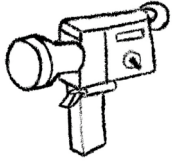
- News outlets: 6
- Radio: 3
- TV: 1
- Online: 5
- **Total: 15**

Distribution numbers for marketing materials across campuses, at events, and throughout the city were as follows:

- Submissions period: 150 posters, 1500 cards
- Tickets period: 100 posters, 1000 cards

Audience numbers were as follows:

- Student night: 141
- Panel: 46
- World's Best Shorts: 79
- Pro Shorts: 120
- **Total : 386**



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Out of these attendees, 212 people provided email addresses through the questionnaire on our Audience Choice Award ballot form.

SPONSORSHIP

The 2009 Sponsorship team accomplished amazing feats despite the economic situation. Compared to the 2008 year, the VSFF garnered over **\$6,000** more in sponsorship value from cash, in-kind, and media sponsors.

About eight sponsors from the 2008 year did not renew, but this was due in part to our VSFF trailer being sponsored exclusively by High Deaf Productions.

In addition, the team brought on **18 new sponsors**, including Emily Carr University and Selkirk College.

Final numbers were as follows:

Total # Cash sponsors: 8	Cash value: \$3,300	
Total # Prize sponsors: 17	Cash prize value: \$1,500	In-kind value: \$19,725
	Total prize value: \$21,225	
Total # In-kind sponsors: 5	In-kind value: \$2,917	
Total # Media sponsors: 3	Media value: \$15,750	
Total # Sponsors: 33	Total Sponsorship value: \$43,192	