



MARCH 3 – 10, 2016

Sponsor and Underwriter Information

Salem Film Fest 2016 - New England's All-Documentary International Film Festival

Entering its ninth year, Salem Film Fest is one of New England's largest *documentary film festivals and presents a rich and diverse collection of the year's best work* from all over the world.

Because Salem Film Fest focuses on well-told stories with strong technical elements and interesting visual approaches, each film screened over the week-long schedule represents an immersive aesthetic experience, an opportunity to glimpse the world with fresh eyes, and leave changed as a result.

Come to Salem, see the world.

Spread out over eight days with film screenings at three different venues in downtown Salem, the festival is generally attended by more than fifty percent of all filmmakers, providing audiences with a unique opportunity to learn more about the documentary film making process. All film screenings will be preceded by our homegrown and wildly popular shorts *Salem Sketches*, Salem Film Fest's unofficial filmmaker-in-residence program

For the next 5 years we aim at continuing the growth and outreach of the festival, and we are looking to bringing even more filmmakers to the North Shore and Boston before, during and after the festival. To do so, we continue to bring in more sponsors and partners. Are you one of them?

Fast Facts Salem Film Fest 2015:

Documentary Films: 38
Filmmakers in attendance: 27
Sold-out screenings: 10
Major sponsors: 7
Industry Partners: 7
Film Underwriters: 54
Total Audience in 2015: 6025



Some of the benefits available to your business / organization through your support of the festival:

- great marketing to a fantastic audience of over 6,000 dedicated and motivated attendees
- a print, on-line and social media campaign that links you to tens of thousands of readers, friends and viewers
- direct linkage to one or more of the documentaries and filmmakers
- a tremendous amount of goodwill from our local and worldwide community of supporters and filmmakers

Salem Film Fest Development Team

Rinus Oosthoek, Lucy Slavinsky, Dana Sheehan



For more information contact: rinus@salemfilmfest.com (Rinus – T. 978-744-0004)

SALEM FILM FEST

MARCH 3 – 10, 2016
COME TO SALEM, SEE THE WORLD.

What do we do with the funding from sponsors?

- first and foremost, we pay all documentary makers a screening fee to support their work!
- for all visiting filmmakers and VIP's, we provide great hospitality, accommodations and food & beverage stipends, and transportation to and from the airport, and we establish a small travel-fund to assist filmmakers
- Salem Film Fest is an all-volunteer driven festival; no paid staff
- we create a media plan, including paid print and social media ads, as well as an enormous amount of PR and marketing productions (postcards, posters, coasters, banners, A-frames, programs, etc.)
- we organize and underwrite Mass Reality Check (for college students) and the Five Minute Student Doc Contest (for high school age students)
- we sponsor a number of filmmaker forums and gatherings throughout the event

YES, I WANT TO BECOME A PART OF SALEM FILM FEST 2016!

(Please check appropriate boxes)

Sponsor options

☐ Salem Film Fest 2016 Title Sponsor \$10,000

☐ Film Fest Major Sponsor – Gold \$5,000

Options available: ☐ Accommodation ☐ Education ☐ Transportation & Travel ☐ IT & Social Media
☐ Featured Filmmaker

☐ Film Fest Major Sponsor – Silver \$5,000

Options available: ☐ Accommodation ☐ Education ☐ Transportation & Travel ☐ IT & Social Media
☐ Featured Filmmaker

☐ SFF Location or Event Sponsors \$1,500

Options available: ☐ CinemaSalem Café ☐ CinemaSalem Lobby ☐ Opening Night Reception
☐ The Main Theatre ☐ Mass Reality Check ☐ High School Student Film Contest
☐ SFF Big Bash and After Parties

☐ Accommodation Partner (Sponsor level depends on # room nights donated)

Underwriter Options

☐ Screening All-In (\$1,000) ☐ Screening Double (\$600) ☐ Screening – Single (\$300)

Advertiser Options

☐ Full Page (\$1,000) ☐ Half Page (\$600) ☐ Quarter Page (\$300)

Your Company: _____

Contact: _____

Tel.: _____

E-mail: _____

Fax to: 978-745-3855. Or e-mail to: rinus@saalemfilmfest.com.

Or mail to: SALEM FILM FEST c/o CinemaSalem, One East India Square, Salem, MA 01970

For more information contact: rinus@saalemfilmfest.com (Rinus – T. 978-744-0004)



Sponsor Options – ROI at Salem Film Fest 2016

SFF Title Sponsorship – \$10,000

- SFF16 Presented by ... “Your company name”
- Your logo-ad on screen before all documentary screenings during Film Fest
- Your logo on the official Salem Film Fest posters and postcards
- Your logo on the Official Program Cover, and logo and company name included in the Official Program.
- A full page ad in the Official Program
- Your logo on the www.salemfilmfest.com homepage (with a link to your company’s website)
- Week-long on-site signage
- Receive 100 individual access tickets

Bonus: Your logo-ad on screen before all film screenings at Cinema Salem for a 6 month period

SFF Major Sponsors – Gold \$5,000

Sponsorship opportunities include: Accommodation, Education, Transportation & Travel, IT & Social media, Featured Filmmaker

- Your logo-ad on screen before all documentary screenings during Film Fest
- Your logo on the official Salem Film Fest poster
- Your logo on the Inside Cover, and logo and company name included in the Official Program.
- A full page ad in the Official Program
- Your logo on the www.salemfilmfest.com website (with a link to your company’s website)
- Receive 50 individual access tickets

Bonus: Your logo-ad on screen before all film screenings at Cinema Salem for a 3 month period

SFF Major Sponsors – Silver \$2,500

Sponsorship opportunities include: Accommodation, Education, Transportation & Travel, IT & Social Media, Featured Filmmaker

- Your logo-ad on screen before all documentary screenings during Film Fest
- Your logo on the Inside Cover, and logo and company name included in the Official Program.
- A half page ad in the Official Program
- Your logo on the www.salemfilmfest.com website (with a link to your company’s website)
- Receive 25 individual access tickets



For more information contact: rinus@salemfilmfest.com (Rinus – T. 978-744-0004)

SALEM FILM FEST

MARCH 3 – 10, 2016
COME TO SALEM, SEE THE WORLD.

SFF Location or Event Sponsors \$1,500

Possible sponsorships include: CinemaSalem Café, CinemaSalem Lobby, The Main Theatre, Opening Night reception, Filmmaker Forums, High School Student Film Contest, SFF Big Bash and After Parties, Mass Reality Check

- Your logo and company name included in the Official Program.
- A half page ad in the Official Program
- Your logo on the www.salemfilmfest.com website (with a link to your company's website)
- Receive 10 individual access tickets

All Location and Event Sponsorships include special mention during events and on-site signage when appropriate.

SFF Accommodation Partners – Variable (depending on number of room nights donated)

All accommodation partners minimally receive:

- A listing on the www.salemfilmfest.com website (with a link to your company's website)
- Your logo and company name included in the Official Program.
- Receive 2 individual access tickets

Major accommodation partners receive recognition at the appropriate sponsorship level (Gold, Silver, Location or Event Sponsor)

Underwriters Options @ Salem Film Fest 2016

The underwriter level of sponsorship includes your logo on the cinema screen in advance of the selected screening(s) (either shared or solo). And \$300 of your sponsorship goes direct to the Salem Film Fest filmmakers.

Screening - All-In \$1,000

Solo sponsorship of one documentary (or two shared) + ½ page ad + 10 individual access tickets

Screening – Double \$600

Solo sponsorship of one documentary (or two shared) + ¼ page ad + 6 individual access tickets

Screening – Single \$300

Shared sponsorship (max. 2 underwriters per documentary) + 4 individual access tickets



Plus, for all of the three underwriter levels:

- Your logo on the cinema screen in advance of the selected screening(s) (either shared or solo)
- All underwriters will be listed with their respective documentaries in the Official Program
- All underwriters' logo will be included in the program
- All underwriters will receive a listing on the www.salemfilmfest.com website (with a link to your company's website)

Advertiser Options @ Salem Film Fest 2016

\$1,000 - A full page ad in the in the Official Program (includes 10 individual access tickets)

\$ 600 - A half page ad in the in the Official Program (includes 6 individual access tickets)

\$ 300 - A quarter page ad in the in the Official Program (Includes 4 individual access tickets)

Plus, all advertisers will receive a listing on the www.salemfilmfest.com website (with a link to your company's website)