

High Falls FILM FESTIVAL

CELEBRATING
Women
IN FILM

ROCHESTER, NEW YORK | NOVEMBER 10 – 14, 2016

PARTNER WITH US!



High Falls Film Festival
celebrates the artistry
and innovation of
women in film

Our focus on women in
film is inspired by our
city's legacy as the
birthplace of film and
the women's rights
movement

Offerings include an
international slate of
independent films
enhanced by panels,
workshops and talks
with filmmakers

HIGH FALLS FILM FESTIVAL AT A GLANCE

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WITH US!**

High Falls
**FILM
FESTIVAL**
CELEBRATING
Women in Film



OVERVIEW

- Five days of film: November 10 – 14, 2016
- Dozens of screenings featuring films made by women or about women
- Films you won't see anywhere in Rochester but at the festival
- Venues: the historic Little Theatre and Dryden Theatre at George Eastman Museum
- Parties, post-film Q&A discussions, and panels with filmmakers

CONTENT

- Up to 20 feature-length documentaries and narrative films
- Four shorts programs, including free children's programming and short films made by the women of RIT's School of Film and Animation
- Films selected from submissions by international independent filmmakers
- Visiting filmmakers from around the globe

MARKETING

- PR & media campaign
- Social media campaign
- Program guide with wide distribution (including insertion in 37,000 copies of City newspaper)
- In-theater advertising on screen
- Direct e-mail marketing
- Venue signage and verbal recognition from podium

ATTENDANCE

- Annual loyal film audience of 3,000 – 4,000
- Affluent and highly educated
- Diverse audience including students, city and suburban consumers and visiting film industry professionals
- Broad age range

PARTNERSHIP OPPORTUNITIES

GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000	PARTY SPONSOR \$3,000	SCREENING SPONSOR \$2,000
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SPONSOR BENEFITS	GOLD	SILVER	BRONZE	PARTY	SCREENING
All Access Passes	16	12	8	4	2
Film Only Passes	12	10	8	4	2
Special Event Tickets	16	12	8	4	2
Commercial Before Films	:15	:10			
Logo in TV Ads	YES	YES			
Logo in Print Ads	YES	YES	YES	YES	
Logo on Web	YES	YES	YES	YES	YES
Logo in E-mail Blasts (8,000+)	YES	YES	YES	YES	YES
Mention at Films	ALL	ALL	ALL	SELECT	1
E-mail Blast Banner Ad	2	1			
Product at Venues	YES	YES			
Ad in Program Guide (45,000)	FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	1/4 PAGE

ADDITIONAL OPPORTUNITIES

- Sponsor the four “Coffee With” talks for \$1,000
- Sponsor pass badges for \$1,000 - \$3,000
- Place an ad in the Program Guide (\$475 - \$1825)

All sponsors will be recognized on signage at festival venues, in a trailer before each screening, in the program guide and in all news releases.

Additional information on sponsorship levels and benefits is available.



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ABOUT EXECUTIVE DIRECTOR NORA BROWN



Nora Brown has served, and continues to serve, as the Film Commissioner and Executive Director of the Rochester/Finger Lakes Film Commission since 2011. The multi-county region she represents has experienced a sharp increase in production activity under her leadership.

She “speaks film,” with more than 25 years of professional experience in the industry, working on the physical production of numerous major and indie features, music videos, and documentary projects.

Before being named Executive Director of the High Falls Film Festival, Nora served as chairwoman of the festival’s Programming Committee. She is a member of NYWIFT (New York Women in Film and Television) and an associate member of NYPA (New York Production Alliance) and AFCI (Association of Film Commissioners International). Nora is an adjunct lecturer and professor at Monroe Community College and Rochester Institute of Technology.

ABOUT DEVELOPMENT DIRECTOR KATE HERRMANN



Kate Herrmann is the Development Director for the High Falls Film Festival. With a focus on securing corporate support, individual donations and government and foundation grants, Kate has brought her talents to non-profits including George Eastman Museum and the American Liver Foundation.

She also has extensive experience managing diverse special events, including 5K run/walks, awards ceremonies, galas, and fashion shows. A dedicated community volunteer, Kate is a member of the Board of Directors of the Rochester General Hospital Association and a sustaining member of the Junior League of Rochester.

FOR MORE INFORMATION PLEASE CONTACT:

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