



Sponsor and Underwriter Information

Salem Film Fest 2015 - New England's Emerging All-Documentary International Film Festival

Salem Film Fest has become a major cultural event, and sponsoring businesses and organizations are a big reason why. Sponsor support allows the festival to bring in the best documentary cinema – and filmmakers – from around the globe.

Entering its eight year, Salem Film Fest has emerged as a leading New England all-documentary international film festival, showcasing a rich and diverse collection of the year's best work from all over the world. The festival finds its spirit in Salem's history as the first great international city in America – establishing trade with the Far East and flooding this country with art, story, and culture from every continent.

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



NEW! Salem Film Fest is entering into a partnership agreement with the Peabody Essex Museum to establish year-round programming focusing on documentaries and filmmaking. In 2015 Salem Film Fest will present a number of past award winners for encore screenings at PEM; will create filmmaker workshops for adults; and we are considering joint programming with experts at PEM.

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?

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 direct connection to our many partners: The Independent, Alliance of Women Film Journalists, LEF, Documentary Educational Resources, American Cinematographer Magazine, and FRONTLINE
- complimentary passes and/or tickets to films, parties and special events; and
- a tremendous amount of goodwill from our local and worldwide community of supporters and filmmakers



SALEM FILM FEST

MARCH 5-12, 2015
COME TO SALEM, SEE THE WORLD.

What do we do with the funding from sponsors? (And yes, we would like to do more and do it better!)

- 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, including accommodations and food & beverage stipends, and transportation to and from the airport
- we establish a small travel-fund to assist filmmakers and VIP's
- we reimburse volunteers all of out-of-pocket expenses (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 financially support a filmmaker education initiative at Montserrat College of Art
- 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 throughout the event; and
- we establish an annual pop-up store in downtown Salem leading up and during the event.

Sponsor Options

SFF Title Sponsorship – \$10,000

- SFF15 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, Media

- 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)
- Week-long on-site signage
- Receive 50 individual access tickets

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



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

SFF Major Sponsors – Silver \$2,500

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

- 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)
- Week-long on-site signage
- Receive 25 individual access tickets



SFF Location or Event Sponsors \$1,500

Possible sponsorships include: CinemaSalem Café, CinemaSalem Lobby, The Screening Room, 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)
- Week-long on-site signage
- 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 2015

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 2015

\$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)

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COME TO SALEM, SEE THE WORLD.

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

(Please check appropriate boxes)

Sponsor options

Salem Film Fest Title Sponsor \$10,000

Film Fest Major Sponsor – Gold \$5,000

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

Film Fest Major Sponsor – Silver \$5,000

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

SFF Location or Event Sponsors \$1,500

Options available: CinemaSalem Café CinemaSalem Lobby Opening Night Reception
 The Screening Room The Main Theatre Filmmaker Forums 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@salemfilmfest.com.

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

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