



# Your Name in Lights

## ..... 2013 Austin Film Festival Sponsorship Opportunities .....

Austin Film Festival is dedicated to celebrating the art of storytelling through film. Each year, AFF's Film Festival and Conference puts sponsors in front of major players in the film industry, and movie lovers from around the world. AFF's audience is important, affluent and eager to celebrate. Let your brand be a part of their special experience. The Austin Film Festival prides itself on its ability to create customized sponsorship packages to accommodate the needs of its sponsors. Bring your marketing agenda and let us take care of the rest. Let us help your company reach your desired audience, OUR audience. We'll see you on the red carpet.



**AFF AND JOHN PAUL & ELOISE DEJORIA  
PRESENT SILVER LININGS PLAYBOOK**



*“I haven’t been to that many festivals. I go to a couple of big ones that serve as film markets around the world. This one (AUSTIN FILM FESTIVAL) is really about creativity, about trying to help people find their voice. You sense it. There’s a spirit of camaraderie that’s palpable. And it’s fun.”*

..... **Ron Howard**, 2009 Extraordinary Contribution  
to Filmmaking Award Recipient .....

## THE ANNUAL AUSTIN FILM FESTIVAL AND CONFERENCE

is a year round opportunity to draw positive attention to your brand through media its attendees choose to view. By opting-in to **Frequent Newsletters (1)**, registrants stay up to date on travel options, hotel rates and gain access to special events throughout the year. Attendees also frequent the **AFF Website (2)** for crucial updates before, during and after the Festival.

The Festival and Conference itself offers a wide array of high-profile sponsorship opportunities. Turn each attendee into an advocate for your brand through **Festival Badges (3)**, or be a part of the welcoming committee on our **Registrant Gift Bags (4)**. With space available in our **Commemorative Program Book (5)** and **AFF Film Pocket Guide (6)** you can ensure that your company’s brand will be top of mind throughout the multi-day celebration. AFF is dedicated to offering its registrants top-class events, meaningful discounts and educational materials. Get your brand involved; let AFF invite you to share in the unique connection with our honored guests.

Once the event actually begins, Austin Film Festival unveils its next wave of sponsorship opportunities. Broadcast your company in our **Exhibit Hall (7)** while festival goers roam from booth to booth. **AFF Banners (8)** are sure to attract attention as registrants attend panels and rub elbows with their more famous peers.

Registrants, filmmakers and casual fans mix in each of our first-class venues. Whether it is the

historic **Paramount Theatre (9)** or in one of our numerous **Parties (10)**, AFF makes sure there’s no better place to mingle, network or enjoy the nightlife in downtown Austin.

As for the films themselves, AFF offers a pair of excellent opportunities to put your brand front and center. With our **Film Showcases (11)** and **Audience Award (12)** your company can sponsor our nationally acclaimed program of short films, or a variety of genre specific and indie films.

The opportunities don’t stop with the premieres and panels, however, as the Festival and Conference concludes with a flurry of high profile presentations. Be an integral part of our **Awards Luncheon (13)**, **Film & Food Gala (14)** or help announce the winners of the **Film and Screenplay Competition (15)**.

These are serious opportunities to expand your brand with an audience that matters. AFF sponsorship packages can be tailor made for your company to fit your advertising and marketing goals for your brand. ★

.....  
*“Winning the Enderby Entertainment Award and getting to take part in the luncheon amongst writers like Eric Roth and Chris Carter was amazing and surreal. After winning, several managers offered to read my script and I had my first meeting with an agent. Austin has definitely opened doors and given me more credibility as a writer.”*

**Adeline Colangelo**, 2012 Enderby Entertainment Award Winner for “The Break-Up Nurse”

# Sponsorship Opportunities

Photos left to right:

Billy Bob Thornton doing a Q&A for Jayne Mansfield Car  
AFF's Conference Wrap Party



## 1 Weekly AFF Newsletters

Nearly 30,000 members have elected to receive the AFF Newsletter. This list includes past entrants, current members and casual fans. Sponsors have the opportunity for logo inclusion, or to create their own specialty mailer. **Starts at \$500**

## 2 Official AFF Website

The website draws more than 2.5 million page views per year, offering sponsors the opportunity to place logos, banner ads or links directing traffic to their own websites. **Value: \$800-\$2,000**

## 3 Badges

The true mark of a Festival attendee, badges are required for entry into key events, films and panels. With over 3,000 printed each year, badges are a great opportunity to carry your logo from room-to-room throughout the entire festival. Both lanyards and badges are available for sponsor logos. Film passes grant access into all Festival films, and are also available for sponsor logos or incentives. **Badge Value: \$125-\$675**  
**Logo inclusion \$2,000-\$3,000**

## 4 Registrant Gift Bags

Over 3,000 gift bags are distributed to Conference and Festival attendees each year. Businesses and sponsors have the opportunity to place promotional materials such as t-shirts and coupons inside the gift bags, or can place a logo on the outside of the bag. **Promotional Materials Value \$400 • Logo inclusion \$1,000**

## 5 Commemorative Program Books

These booklets are distributed to registrants, attendees, and various venues around Austin. More than 5,000 of these books make their way into the hands of our members. Advertise in the program book with a quarter, half, or full page ad to draw visitors and Austinites to shops or restaurants, or drive traffic to your event or website. AFF program books are coveted and with new themes and covers, have become collector's items of loyal attendees. Sponsor logos are also included on the sponsor page in the program book.  
**Ad Value \$500-\$2,000 • Logo inclusion on Sponsor Page: Available to \$5,000+ Sponsors**

## 6 Film Pocket Guide

AFF provides this easy access guide for Festival attendees to view a schedule of the day's films. A popular resource, the guide fits easily into the laminated badge sleeve or attendee's pocket. Logo inclusion on the film pocket guides is available to sponsors. All registrants receive pocket guide. **Ad Value \$1,000-\$2,500**  
**Logo inclusion on Sponsor Page: Available to \$5,000+ Sponsors**

## 7 AFF Exhibit Hall

Held in the mezzanine of the historic Driskill Hotel, the Exhibit Hall offers sponsors the opportunity to actively market, sell and raise awareness about their products and services. Centrally located, attendees frequent the Exhibit hall between films, events and parties. **Exhibit Hall booth spaces start at \$850**

## 8 Festival Trailer and/or Festival Banners

Sponsors may either provide or be included on a number of promotional banners placed in strategic locations throughout the Festival, including film venues, panels and parties. Sponsor logos can also be included on the AFF Sponsorship Trailer, which shows before each film screening throughout the weeklong Festival. AFF shows over 180 films during the 8 day event **Available for cash sponsors \$10,000+ or Trade Sponsors \$30,000+**

## 9 Paramount Theatre

Let your brand sponsor a specific film at the Paramount. Opportunities include Opening Night, Centerpiece or Closing Night films and will place your company on the marquee of downtown Austin's historic theatre. You will also have the opportunity for a table and signage inside the Paramount. Directors, filmmakers, and actors coming in with films love this marquee, and frequently have their photos taken in front of it during the Festival. Sponsor a Night at the Paramount or any of AFF's marquee screenings and have the opportunity for Austin to see your company's name in lights!  
**Paramount Nights start at 5,000. Prices are dependent upon day of the week and scheduled events**

## Sponsorship Opportunities

Photos left to right:

Film & Food Silent Auction

Michael Keaton at the Awards Luncheon



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### AFF Parties

AFF offers numerous opportunities for networking. These are events where people relax, partnerships get formed, and deals get made. Austin Film Festival hosts 9 exclusive networking parties that have anywhere from 500 to 800 registrants in attendance. Sponsor one of these parties and have your company's name and logo on all materials promoting the party, including invitations (printed and placed in registration packets), party banners, program books, and website. Sponsors of these parties could also be restaurants, caterers, alcohol sponsors and venues.

**Party Sponsorships range from \$5,000-\$10,000**

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### Film Showcase

Austin Film Festival boasts an outstanding program of narrative, animation and documentary features and shorts, including premieres, advanced screenings, and independent films complemented by Q&A sessions with cast members and filmmakers. It is one of the few festivals accredited by the Academy of Motion Picture Arts and Sciences®. Our competition and premiere films fill over 25,000 theatre seats in 8 days. Sponsor one of our showcases or film series during the Festival or year round! Past showcases have included: Made in Texas, Family Film Series, Austin Screens, Comedy Vanguard, Dark Matters, and various International Showcases.

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### Audience Awards

The Austin Film Festival Audience Award has become a nationally recognized award and is mentioned in several magazines and newspapers including *Moviemaker Magazine*, *The Onion*, and *Script*, each year it is announced. Not only is the Audience Award coveted by filmmakers, but has a huge popularity with the film festival attendees. The audience is never wrong. The Austin Film Festival Audience Award received nearly 15,000 votes and is verbally mentioned before nearly every film during the festival. The award winning film is announced in a press release and placed in several Austin Film Festival ads. Past Audience Award winners have been Jason Reitman's celebrated film, "Up in the Ait," starring George Clooney, Danny Boyle's Academy Award winning film "Slumdog Millionaire," and David O. Russell's "Silver Linings Playbook." **Sponsorship starts at \$15,000**

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### Awards Luncheon

Held Saturday afternoon, the luncheon honors our three major award recipients: Distinguished Screenwriter, Outstanding Television Writer and Extraordinary Contribution to Film. Some past award recipients include Oliver Stone, Danny Boyle, Ron Howard and Gary Shandling. Other awards given out at the Luncheon include those for the Screenplay and Film competitions. Attend this high profile event with your staff and clients, or sponsor an award. **Sponsorship available for \$20,000**

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### Film & Food

AFF's annual fundraising party, with all proceeds going towards our Young Filmmakers Program. Twenty of Austin's best restaurants donate their chefs to prepare a sampling of food for each of the over 400 guests in attendance. Attendees have the chance to bid on luxurious silent auction items, including vacation getaways and items from local Austin vendors. Sponsor this event at various levels for tickets and company name and logo on save the date cards, invitations, ads, and programs.

**Film & Food Sponsorships start at \$1,000**

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### Film & Screenplay Competition

Internationally recognized, AFF's annual competitions get thousands of entries, and presents awards during the Awards Luncheon. As a part of the competition, AFF sends over 20,000 Call for Entries brochures and 25,000 Conference brochures. Become a sponsor of the film or screenplay competition to have your own separate award and be mentioned in all mailings.

**Competition sponsorships from \$5,000-\$10,000**

*"The Austin Film Festival is a very well organized event. Working with the entire team was a great experience; they were always helpful and wanted to make sure that Topo Chico was featured the right way all throughout the event. We are excited to be working with them on their 20th Anniversary!"* **Jose Carrillo, Topo Chico Interex Corp**

# Festival & Conference Demographics



## Austin Film Festival Attendees:

3,000+

Conference Attendees

30,000+

Theatre Seats Filled

10,000+

Individual Attendance

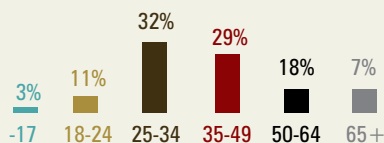
89%

College Graduates

Male Attendees: 46%  
Female Attendees: 54%

Income Level (Festival Attendees) \$25-80K  
Income Level (Industry Attendance) \$80-200K

### Attendees by Age Group



### Conference Attendees by Region



### Film Attendees by Region



## Festival & Conference Information

### Venues

The Driskill Hotel  
Intercontinental Stephen F. Austin Hotel  
Paramount Theatre  
The Bob Bullock Texas Spirit Theater  
The Long Center  
Alamo Drafthouse  
St. David's Episcopal Church  
And more...

### Media Coverage/ Marketing Reach

*Austin Chronicle*  
*Austin American-Statesman*  
*Austin Monthly*  
austin360.com  
ausitnist.com  
*Creative Screenwriting Magazine*  
*Envy Magazine*  
hollywoodreporter.com

indieWIRE.com  
*L Style G Style*  
*MovieMaker Magazine*  
*Script Magazine*  
*Texas Monthly*  
*The Onion*  
*The Texas Observer*  
Time Warner Cable  
*Variety*  
KVUE-ABC News  
*Clear Channel Radio*  
KUT Radio

### Events

Film & Food Party  
Opening Night Reception  
Late Night Welcome Party  
Film Texas BBQ Supper  
Filmmakers Happy Hour  
Awards Luncheon  
Pitch Finale Party  
Conference Wrap Party  
Hair of the Dog Brunch  
Film Pass Party  
Closing Night Party

### Past Sponsors:



## Austin Film Festival Year Round Programs



### *Membership Program*

Austin Film Festival's Membership Program offers local events to film fans year round, including monthly film screenings, script readings, parties and more. Membership is available to individuals and companies. Past year round film series available to members have included: AFF Presents at the Alamo Draft House Lake Creek, Made in Texas Film Series at the Bob Bullock Spirit Theatre, New Directions Film Series at the Blanton Museum of Art, and more.

### *Seminar Series: Conversations in Film*

A year round series of day-long film seminars and script readings with actors, filmmakers, and screenwriters. Past participants have included Johnathon Schaech, Dan Petrie Jr., Anne Rapp, and Polly Platt to name a few.

### *Young Filmmakers Program*

Austin Film Festival's Young Filmmakers Program (YFP) introduces the arts of screenwriting and filmmaking to students ages 9-18 by providing them with an encouraging and supportive arena in which to explore their creativity and improve their communication skills. YFP accomplishes this mission by implementing several unique outreach programs including:

- + Arts Education Outreach
- + Digital Storytelling
- + Summer Film Camp
- + Student Filmmaking Expo

Sponsors can underwrite any of the above programs, designed to instill a love of the arts in young people and encourage them to explore their writing and filmmaking talents.

**On Story** Our 30-minute program on KLRU is set for a third season. The series takes a look at the creative process of filmmaking through the eyes of some of the entertainment industry's most prolific writers, directors, and producers. After two successful seasons, "On Story" is airing on 150 stations across 78 PBS affiliates nationwide, including New York City, Boston, Denver, Houston, Los Angeles, Salt Lake City, Dallas, Orlando, and San Francisco!



#### **Photos top to bottom**

*Johnny Depp at Rum Diary Q&A in 2011*

*The cast of "It's a Disaster" featuring Kevin Brennan, Erinn Hayes, Todd Berger, Blaise Miller, Julia Stiles and America Ferrera."*

*Ron Howard at the 2009 Austin Film Festival*



### **Become a Sponsor!**

Please Contact Austin Film Festival's Director of Development to organize a sponsorship package that best fits your company.

Allison Frady

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