



OCTOBER 13-16, 2011

The Flagstaff Mountain Film Festival highlights a collection of the most inspiring and thought-provoking social, environmental, outdoor-adventure and indigenous films from around the world.

The host city of Flagstaff – just one hour south of the Grand Canyon and two hours north of Phoenix – is a thriving university town with over 65,000 recreationally and culturally minded residents. The majesty of the San Francisco Peaks, the ecological diversity of the Colorado Plateau, and the proximity of the Hopi and Navajo nations provide for an ideal setting to celebrate documentary film.

For the past eight years, outdoor and film enthusiasts from across the state, region and world have enjoyed a high-quality film experience while soaking up the breathtaking fall beauty of Northern Arizona.

SPONSORSHIP OPPORTUNITIES

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BACKGROUND

The Festival was created in 2002 by two friends who shared a passion for cultural and outdoor-adventure documentary films. It began as a volunteer-run effort and has remained one ever since, with any profits from the event being reinvested into future festivals and used to support the Emerging Filmmaker Program.

Each year the homegrown festival has evolved; beginning as a two-day event and growing into a four-day, four-night festival with unique sessions, guest filmmakers, robust attendance, screenings at various venues throughout the year and two ambitious programs for area students.

2011 FESTIVAL

FMFF is committed to delivering a vibrant, cultural event designed to entertain, inspire and challenge audiences of all ages. The anticipated attendance for the upcoming festival is over 3,500 people. We believe that keeping the shows affordable and accessible to the public has contributed greatly to the success.

Diverse offerings of environmental, adventure and social documentaries have already started being collected from around the globe. Primarily screened at the historic Orpheum Theater, each unique session promises to expose new points of view with many of the filmmakers present to discuss their filmmaking process.

STUDENT PROGRAMS

Through support from the Flagstaff Unified School District and our sponsors, the "Student Program" brings in over 1,000 high school and middle school students from around Northern Arizona to view films in the Orpheum Theater. These sessions have been programmed specifically for the students with an accompanying curriculum, introducing students to a new genre of filmmaking, a dramatic departure from mainstream Hollywood. In the past, the festival has also screened select films to middle and high-school students on the Hopi and Navajo Indian Reservations.

The success of the Student program sparked the creation of one of our most ambitious projects, the Emerging Filmmaker Program. Currently in its second year, the program provides a free, after-school activity. With a hands-on approach, students learn the essentials of documentary

filmmaking from concept through post-production and ultimately submission into the FMFF. The "Emerging Filmmaker Program" accepts up to 12 high-school students committed to meeting once a week, throughout the year.

Eventually the festival would like to expand both the "Student Program" and the "Emerging Filmmaker Program" to the Navajo and Hopi Indian Reservations.

SPONSORSHIP

In order to fulfill the mission of top-notch expansive programming at an affordable price, the festival relies on mutually-beneficial relationships with sponsors and advertisers. **WE CAN'T DO THIS WITHOUT YOUR SUPPORT!!** Those who attend the festival are community-oriented people who are loyal to companies that support cultural endeavors and education. The festival and its special programs offer an effective opportunity for you to gain exposure and goodwill from a savvy and dedicated customer.

SPONSOR BENEFITS

- Unique and memorable branding and public relations opportunities
- Exposure to 3,500 + attendees over a four-day period
- Pre-event exposure in advertising materials and on the website
- The festival has a track record of garnering substantial media coverage
- Business-to-business networking with the event sponsors



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TITLE SPONSOR

For an investment of \$5,000 your company will become the Title Sponsor of the event in all marketing and promotional efforts. The tag-line for all promotional materials will be, "insert your company name here" presents the 9th Annual Flagstaff Mountain Film Festival." This creates a perception of virtual ownership of the event.

Flagstaff Mountain Film Festival will work with your company to ensure that your support is recognized during the event in a creative and positive manner.

FEATURED SPONSORS

For an investment of \$3,000 our Featured Sponsors will be tag-lined in all promotional materials as sponsored by "insert your company here". This will make clear that the event is made possible by your support.

DAY SPONSORS

For \$1,500 our Day Sponsors will receive front and center exposure and thanks for underwriting the shows and features for that specific day.

STUDENT PROGRAM SPONSOR

\$1500 for ALL four sessions. Anticipated attendance based on previous years is a total of 1600 middle school and high school students.

EMERGING FILMMAKING SPONSOR

\$1500 gives you the opportunity to sponsor the documentary film produced by the program and screened at the festival. This includes your logo and company name in the beginning and end of the film.

CONTACT INFORMATION

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Visit our website at: www.flagstaffmountainfilms.org
to gain a greater understanding of this wonderful event!

PROGRAM SPONSORS

\$500 each

Extreme Sports: Exhilarating programming aimed to please adrenaline junkies

Indigenous Voices: Films chosen for their illumination and representation of the native peoples of the Southwest and other nations

Environmental: Curated to provide fresh perspectives and solutions to environmental issues

Four Corners Focus: Selections focusing on, or filmed within, the Colorado Plateau region

Global Perspective: Programmed to offer global viewpoints from international filmmakers

SESSION SPONSORS

For as little as \$300, you have the opportunity to sponsor one of the individual sessions of film programming.



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MARKETING EXPOSURE

Categories of Sponsorship	TITLE Sponsor	FEATURE Sponsor	DAY Sponsor	EMERGING Filmmaker Sponsor	STUDENT Program Sponsor	PROGRAM Sponsor	SESSION Sponsor
Amount Donated	\$ 5,000	\$ 3,000	\$ 1,500	\$ 1,500	\$ 1,500	\$500	\$300
Logo and Company Name on official website and web link www.flagstaffmountainfilms.org (thousands of visits leading up to event)	√	√	√	√	√	√	√
Logo and Company Name on festival program (3,000 printed and distributed at the door and in local businesses)	√	√	√	√	√	√	√
VIP passes to the event	√	√	√	√	√	√	
Screen time & banners during the festival for promoting sponsors and expressing our gratitude (over 3,500 people in attendance in 2009)	√	√	√	√	√	√	
Logo on posters (200 distributed across the State)	√	√	√	√	√	√	
Area to set up promotional table or booth in theater	√*	√*	√**	√	√†	√§	
Promotional on Sedona Film Lovers list serve and other online marketing exposure (over 2,000 subscribers)	√	√					
Promotional video trailer shown before each event with your logo on it	√	√					
Promotional video distributed to outdoor shops across the State	√	√					
Advertisements in <i>FlagLive</i> , <i>Arizona Daily Sun</i> , and NAU's <i>Lumberjack</i>	√	√					
Featured Articles in <i>FlagLive</i> , <i>Arizona Daily Sun</i> , NAU's <i>Lumberjack</i> , <i>Red Rock News</i> , and publications across Arizona	√						
Representation in Orpheum Theatre Marquis	√						
Logo representation on light post vinyl banners (location downtown Flagstaff)	√						
Full-page ad in festival program (a \$500 value)	√						

*Title: throughout festival, Feature: throughout festival; **Day: throughout day of sponsorship; †Student Program: during each session; §Program sponsor: during specific program