

# 2010 HIFF

## SPONSORSHIP PACKAGE

### Be a part of HIFF – No matter what your budget

Different organizations and companies have diverse advertising and sponsorship needs and resources. Take a look at our Sponsorship levels and see how you can afford to see your organization's name on the big screen!

**FESTIVAL DATES: APRIL 12-17 2010**



### WHAT IS HIFF?

The **Halifax Independent Filmmakers Festival** programs films from the local community, for the local community. Now in its 4<sup>th</sup> year, HIFF provides a unique venue for independent filmmakers to share their voices, creations, and independent thoughts in a forum dedicated to innovative images and sounds. HIFF presents film and video screenings, performances, artist talks, and live events to a dedicated and committed audience. HIFF is a high capacity festival and garners great media attention from both local and national media outlets. **This year's festival takes place over 6 days from April 12-17 and features 20 stand alone events and more than 80 films.**

### WHO ATTENDS HIFF?

Our audiences are diverse and savvy. They are highly sociable people who are arts-oriented. They frequent local restaurants, theatres, galleries, and music events. They are culturally engaged and politically active. HIFF attendees are environmentally conscious and brand loyal individuals. Most are employed in media technology and the film industry, and many are established or emerging media and film artists. Over the past three years, HIFF has attracted more than 5000 ticketholders, both male and female, of all ages – 95% of which were from the Halifax area.

### SPONSORSHIP DEADLINES

**Booking:** February 20<sup>th</sup>, 2010

**Artwork:** February 28<sup>th</sup>, 2010

### CONTACT HIFF

We will be happy to customize a sponsorship package tailored to your business needs and within your marketing and sponsorship budgets.

Contact: Greg Morris-Poultney at 902-420-4494 or [admin@afcoop.ca](mailto:admin@afcoop.ca)

HIFF is a presentation of the Atlantic Filmmakers Cooperative and is made possible with the generous support of Canadian Heritage



# HIFF 2010 SPONSORSHIP LEVELS



## SPOTLIGHT FESTIVAL SPONSOR \$5,000

As one of our major sponsors, your brand is integrated into every interview and every piece of scheduled HIFF media coverage.

**-Logo Placement:** Photo Backdrops, Programs, Posters, In-Theatre, On Screen, Lanyards, Online, and all additional Advertising

**-10 All Access Screening & Event Passes**

\$20,000 Value

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## FRONT ROW FESTIVAL SPONSOR \$2,500

As one of our key sponsors, your brand is integrated into all print and material related to HIFF

**-Logo Placement:** Programs, Posters, In-Theatre, On Screen, Online, and all additional Advertising

**-5 All Access Screening & Event Passes**

\$12,000 Value

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## BIG SCREEN PRESENTING SPONSOR \$750

As a presenting sponsor of one of HIFF's Screenings, your brand is integrated into all print and material related to the specific Screening and HIFF

**Logo Placement:** Programs, Posters, In-Theatre, On Screen, Online, and all additional Advertising

**2 All Access Screening & Event Passes**

\$5,000 Value

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## IN-KIND SPONSOR

Your brand is integrated into print and material related to HIFF

**Logo Placement:** Programs, Posters, In-Theatre, On Screen, Online, and all additional Advertising

**2 All Access Screening & Event Passes**

\$5,000 Value for In Kind Investment

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## SPONSORS FROM PREVIOUS HIFF'S INCLUDE

CBC Television, National Film Board of Canada, William F White, Empire Theatres, Art Gallery of Nova Scotia, and Garrison Brewing Company