



2010 Vail Film Festival Sponsorship Overview

I. Overview

The 2010 Vail Film Festival will take place April 1-4 in Vail, Colorado.

The 2009 Vail Film Festival showcased over 50 films from around the world and honored actor/director Kevin Smith (*Clerks*, *Chasing Amy*, *Zack & Miri*), and actor Michelle Monaghan (*Gone Baby Gone*, *Mission Impossible III*, *Made of Honor*). The Festival received over 50 million media impressions.

“One of the Top 10 Destination Film Festivals in the World” - MovieMaker magazine

I. Title Sponsor (\$60,000)

- a) Listed as Title Sponsor of the Vail Film Festival, with name attached to the Vail Film Festival name .
- b) Official and exclusive category sponsor.
- c) Presenter of the Festival Hospitality/Sponsor Lounge
- d) Primary placement on all collateral, all merchandise, all advertising, and at all venues and events.
- e) Sponsor commercial before every film screened during the film festival.
- f) Sponsor commercial shown on the Festival website.
- g) First mention in TV and Radio interviews as title sponsor.
- h) Listed as title sponsor in all press releases.
- i) 24 VIP passes for sponsor and guests.

II. Premiere Sponsor (\$30,000)

- a) Listed as Premiere Sponsor of the Vail Film Festival .
- b) Official and exclusive category sponsor.
- c) Presenter of a Festival event or program
- c) Listed on all collateral, all merchandise, all advertising, and at all venues and events.
- d) Sponsor commercial before every film screened during the film festival.
- e) Sponsor banner on Vail Film Festival website.
- f) Mentioned in TV and Radio interviews as a festival sponsor.
- g) Listed as a premiere sponsor in all press releases.
- h) 12 VIP passes for sponsor and guests.

II. Supporting Sponsor (\$15,000)

- a) Listed as Supporting Sponsor of the Vail Film Festival .

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- b) Official and exclusive category sponsor.
- c) Presenter of a Festival event or program
- c) Listed on all collateral, all merchandise, all advertising, and at all venues and events.
- d) Sponsor commercial screened before one category of films during the film festival.
- e) Sponsor logo on Vail Film Festival website.
- f) Mentioned in TV and Radio interviews as a festival sponsor.
- g) Listed as a supporting sponsor in all press releases.
- h) 6 VIP passes for sponsor and guests.

Notes:

The Vail Film Festival is produced by the Colorado Film Institute (VFI), a nonprofit corporation with 501(c)3 status dedicated to fostering the art of film. VFI strives to encourage artistic innovation, to promote new and creative filmmaking techniques and to foster discourse about independent film and other forms of media that challenge and entertain.

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