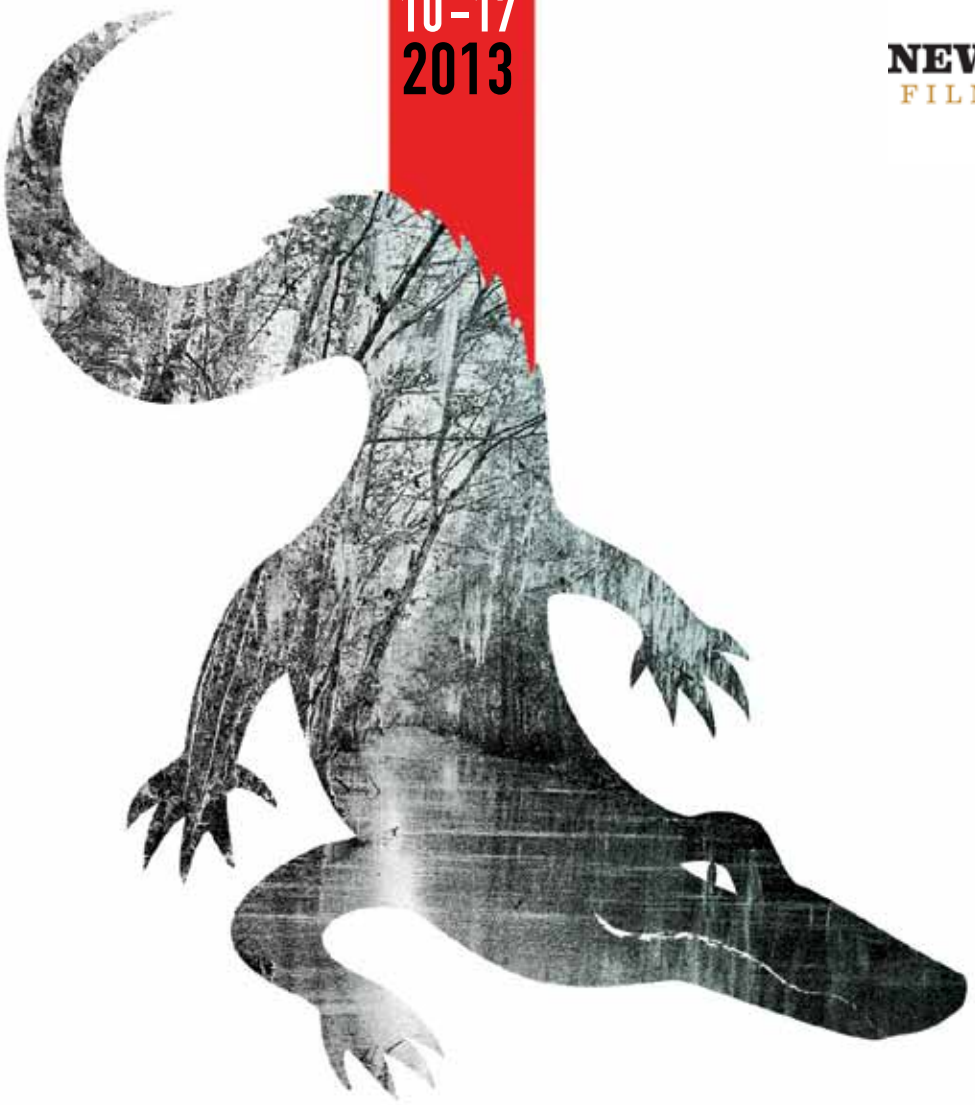
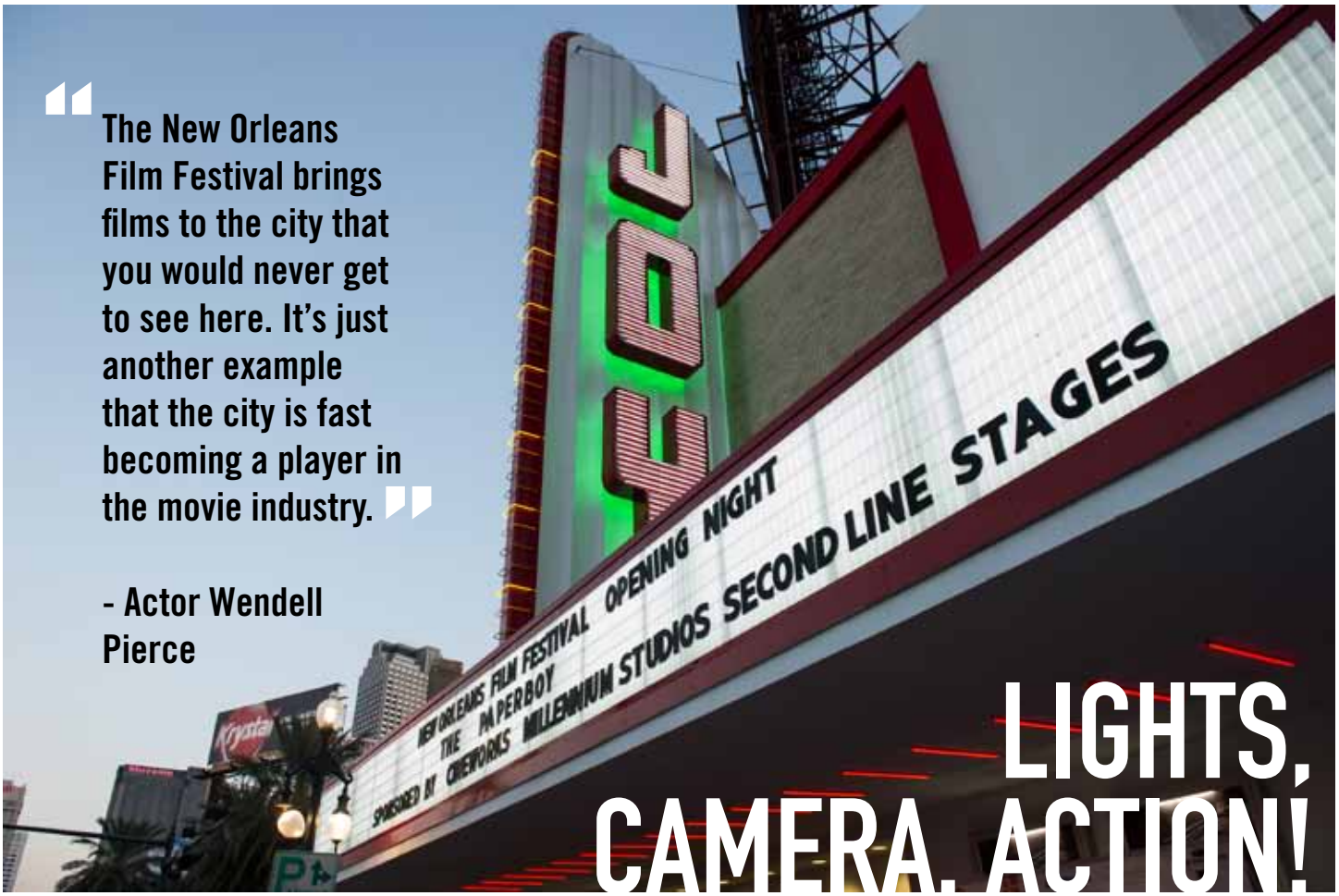
OCTOBER
10–17
2013

NEW ORLEANS
FILM FESTIVAL



24TH ANNUAL NEW ORLEANS FILM FESTIVAL

SPONSORSHIP OPPORTUNITIES



> **The New Orleans Film Festival brings films to the city that you would never get to see here. It's just another example that the city is fast becoming a player in the movie industry.**
>
> **- Actor Wendell Pierce**

LIGHTS, CAMERA, ACTION!

YOUR BRAND IN THE SPOTLIGHT

It's no secret that New Orleans knows how to have a good time and excels at forging exciting connections. In recent years, these connections have translated into a massive boom in film production, making Louisiana the third most popular state for making a movie. Call us Hollywood South or the other L.A.…but we like to think that New Orleans has its own special flavor—a mix of **hospitality, creativity, charm, and resourcefulness**—that makes our city an utterly unique destination for making and watching movies.

As the **largest, longest-running film festival** in the state of Louisiana, the New Orleans Film Festival (NOFF) gives sponsors the chance to take centerstage in front of an educated, affluent audience of movie lovers, filmmakers and industry insiders. Now in its 24th year, NOFF is a proven brand with an influential, loyal following that hits every demographic.

In just two years, NOFF has doubled its audience to over **17,000 attendees**. Don't miss this opportunity to bring your brand to our growing audience. Tell us what your business needs and we'll customize a high-profile sponsorship package that delivers results.

A CITY LIKE NO OTHER... WITH A FILM FESTIVAL TO MATCH.

Born in a city known for its eclecticism and artistic vibrance, the New Orleans Film Festival seeks out bold and passionate storytellers. Over **170 filmmakers** traveled to New Orleans from around the globe to showcase their work in 2012. Last year's festival saw **200 films** screened over the course of eight days, while also hosting a number of panels, conversations, parties, and receptions.

Each year, NOFF features an exciting slate of independent narrative features, documentaries, animated films, experimental films and thematic programs of world-class short films. With a program this expansive and a beloved city like New Orleans as its backdrop, NOFF is one of the most sought-after Southern stops on the film festival circuit.

And don't just take our word for it. For two years in a row, NOFF has earned a coveted spot on ***MovieMaker Magazine*'s list of "Top 25 Film Festivals Worth the Entry Fee."**

"[The New Orleans Film Festival] continues to curate one of the most dynamic slates in the South."

– MovieMaker Magazine

NOFF BY THE NUMBERS

NEW ORLEANS FILM FESTIVAL

8 days
10 screening venues
17,000 attendees
30% increase in attendance from 2011
1,000+ public school students in attendance
170 filmmakers in attendance
204 films
165 Louisiana premieres
500,000 people reached through NOTMC promotion
10,500+ fans on Facebook
5,000+ followers on Twitter

ON OUR RED CARPET...

Terence Blanchard
Jonathan Demme
Peter Fonda
John Goodman
Werner Herzog
Mayor Mitch Landrieu
Richard Linklater
Anthony Mackie
D.A. Pennebaker
Wendell Pierce
Joaquin Phoenix
Harry Shearer
Steven Soderbergh
DJ Spooky
Vince Vaughn

WHY SPONSOR NOFF?

PROMOTE and position your brand at the oldest film festival in the world-famous city of New Orleans.

CONNECT with our diverse audience. NOFF attendees are affluent, educated, and passionate about film.

ACCESS a sponsor-ship property with an exclusive, uncluttered environment that gives your company maximum visibilty.

NETWORK with local businesses and film industry contacts. Enjoy access to today's brightest filmmakers.

REACH a thriving cultural economy sector of our community that includes creative entrepreneurs and film professionals.

NEW ORLEANS
FILM FESTIVAL

EXCLUSIVE SCREENINGS

Each year, NOFF brings critically-acclaimed films to New Orleans audiences months before their theatrical releases for sold-out screenings. Here is just a sampling of acclaimed films that have played NOFF in recent years.

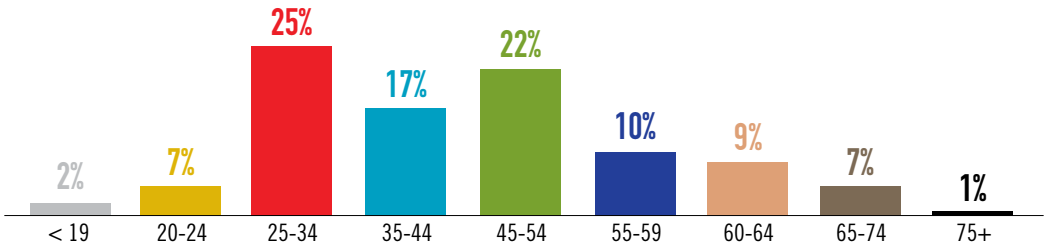
DEMOGRAPHICS

New Orleans Film Festival Attendees:

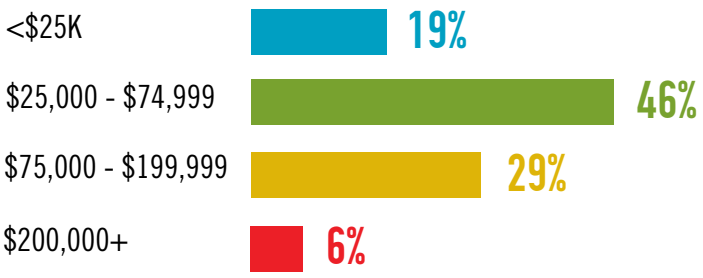
Average # of Films Seen by an NOFF Attendee:

5

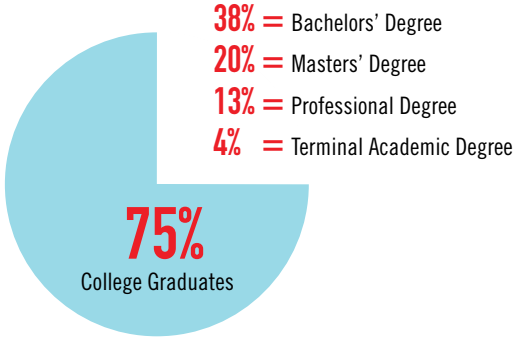
Attendees by Age Group:



Attendees by Income Level:



Attendees by Education Level:



Research conducted by The Olinger Group.

Festival attendees rated their overall experience at the New Orleans Film Festival as a **8.71** on a 10-point scale.

87% of survey respondents said the Film Society is important to the arts and cultural community of greater New Orleans.

SPONSORSHIP OPPORTUNITIES

OPENING NIGHT

Kick off the largest film festival in Louisiana with a star-studded Opening Night screening at the Civic Theatre and afterparty. **EXCLUSIVE: $20K SHARED: $10K**

CLOSING NIGHT

Leave a lasting impression on NOFF attendees by sponsoring the Closing Night celebration, with a film screening + concert. **EXCLUSIVE: $10K SHARED: $5K**

FILMMAKER WELCOME PARTY

Reach the bright stars of the indie film world with this intimate welcome event for visiting filmmakers (200+). **EXCLUSIVE: $10K SHARED: $2,500 - $5K**

SATURDAY PARTY

Typically the largest single event of NOFF, this event draws an amazing crowd of industry people + Film Society members. **EXCLUSIVE: $15K SHARED: $5K**

SUNDAY PARTY

As Opening Weekend winds down, NOFF crowds are eager to mingle one last time at this special event. **EXCLUSIVE: $7,500 SHARED: $2,500**

ALL-ACCESS BADGES

An All-Access Pass is the definitive passport to all things NOFF. Showcase your logo on lanyards sported by 1,000+ festival attendees. **EXCLUSIVE: $2,500**

T-SHIRTS

An NOFF volunteer or attendee will never forget your company with this opportunity. Your logo on the back of all 150 volunteer + all consumer shirts. **EXCLUSIVE: $3,500**

VENUES

The heart and soul of the Festival are the 130+ screenings. Align your brand with this treasured experience by sponsoring a Festival venue. **EXCLUSIVE: $2,500-$10K**

PANELS

Each year, NOFF hosts an exciting slate of panels, workshops + conversations. Deliver your company's message by supporting this initiative. **SHARED: $2,500**

FILMMAKER AWARDS BRUNCH

Honor NOFF luminaries by supporting this incredible event. Esteemed jurors announce awards for competition filmmakers. **EXCLUSIVE: $7,500 SHARED: $2,500**

VIP LOUNGE

Impress NOFF VIP attendees by sponsoring this exclusive space where filmmakers + industry people alike enjoy a reprieve at festival headquarters. **EXCLUSIVE: $5K**

PITCH PERFECT

Invest in the next generation of filmmakers and sponsor our pitch session for Southern film students. The winners receive cash awards. **EXCLUSIVE: $2,500**

AWARDS

Put your brand behind the winning directors at the 2013 NOFF. Sponsor cash and in-kind awards for in-competition filmmakers. **AMOUNTS VARY.**

OUTDOOR SCREENINGS

Our al fresco theaters draw massive crowds. Sponsor a free outdoor screening and give our community the gift of cinema under the stars. **EXCLUSIVE: $5K**

INDIVIDUAL FILMS

Align your company with a specific film in the 2013 NOFF lineup. Staff will work with you to identify a film that is relevant for your business. **EXCLUSIVE: $1K**

EDUCATIONAL SCREENINGS

Help bring 1,000+ students to experience the Film Festival. "Let's Geaux to the Movies!" connects students with filmmakers. **EXCLUSIVE: $5K SHARED: $2,500**

KEEPING SCORE

This sidebar at NOFF features the latest films about music and musicians, paired with pre-screening performances. **EXCLUSIVE: $5K SHARED: $2,500**

OUTAKES

This LGBT strand of programming at the New Orleans Film Festival allows for targeted marketing to a great niche audience. **EXCLUSIVE: $5K SHARED: $2,500**

SPONSORSHIP LEVELS

Based on the value of the sponsorship opportunities you select, we will determine a sponsorship level. **All in-kind contributions are assigned a sponsorship level equivalent to 50% of their cash value.**

PRESENTING SPONSOR $50,000

- Naming rights for the 2013 New Orleans Film Festival. The official event title will bear your company's name: **2013 New Orleans Film Festival presented by <your company>.**
- :30 second trailer provided by sponsor to play before all film screenings (125+ screening events)
- Prominent logo placement on all NOFF signage
- Back cover full-page color ad in the 2013 New Orleans Film Festival (NOFF) Program Guide (*17,000 copies distributed*)
- Prominent logo on pre-screening loop prior to all film screenings
- Logo and link on New Orleans Film Society website year-round and in all e-newsletters distributed throughout the year
- Logo on NOFF commercial television spot
- Logo on Sponsor Page in the 2013 NOFF Program Guide (*17,000 copies distributed*)
- Logo on NOFF poster displayed at each venue
- Acknowledgement in all NOFF press releases
- 20 All-Access Passes (*good for all screenings and parties throughout the Festival*)

MARQUEE SPONSOR $20,000

- :30 second trailer provided by sponsor to play before all film screenings (125+ screening events)
- Prominent logo placement on all NOFF signage
- Full-page color ad in the 2013 New Orleans Film Festival (NOFF) Program Guide
- Prominent logo on pre-screening loop prior to all film screenings
- Logo and link on New Orleans Film Society website year-round and in all e-newsletters distributed throughout the year
- Logo on NOFF commercial television spot
- Logo on Sponsor Page in the 2013 NOFF Program Guide (*17,000 copies distributed*)
- Logo on NOFF poster displayed at each venue
- Acknowledgement in all NOFF press releases
- 12 All-Access Passes (*good for all screenings and parties throughout the Festival*)

PREMIERE SPONSOR $10,000

- Logo on pre-screening loop prior to all film screenings
- Half-page color ad in the 2013 New Orleans Film Festival (NOFF) Program Guide
- Logo on NOFF promotional posters (*distributed throughout the community*)
- Logo on Sponsor Page in the 2013 NOFF Program Guide (*17,000 copies distributed*)
- Logo and link on New Orleans Film Society website during festival season only
- Acknowledgement in all NOFF press releases
- 8 All-Access Passes (*good for all screenings and parties throughout the Festival*)

SPONSORSHIP LEVELS (continued)

FEATURE SPONSOR $5,000

- Logo on pre-screening loop prior to all film screenings
- Logo and link on New Orleans Film Society website during festival season only
- Logo on Sponsor Page in the 2013 NOFF Program Guide (*17,000 copies distributed*)
- 4 All-Access Passes (*good for all screenings and parties throughout the Festival*)

SUPPORTING SPONSOR $2,500

- Logo on pre-screening loop prior to all film screenings
- Logo and link on New Orleans Film Society website during festival season only
- Logo on Sponsor Page in the 2013 NOFF Program Guide (*17,000 copies distributed*)
- 2 All-Access Passes (*good for all screenings and parties throughout the Festival*)

PAST SPONSORS

ABITA BEER
THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES
CINEWORKS LOUISIANA
New Orleans • Elmwood • Baton Rouge • Shreveport
Ford
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Harrah's NEW ORLEANS
HOLLYWOOD TRUCKS LLC.COM
The Hotel modern New Orleans
Motion Picture Studio Mechanics
CELEBRATE 75
1937 2012
JONES WALKER
Kodak
Marriott
MILLENNIUM STUDIOS
PANAVISION NEW ORLEANS
SAG INDIE
SCREEN ACTORS GUILD
SECOND LINE STAGES
solomongroup
THE ART OF BRINGING STORIES TO LIFE.
WHOLE FOODS MARKET

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