



**INDIANAPOLIS
INTERNATIONAL
FILM FESTIVAL**

indyfilmfest.org

10 DAYS OF SUMMER

& 100s of Ways to Reach Your Market



WINNER
AMERICAN SPECTRUM
FEATURE



WINNER
WORLD CINEMA
FEATURE



WINNER
MATTER OF FACT
FEATURE



WINNER
GRAND JURY
FEATURE



WINNER
HOOSIER LENS
FEATURE



WINNER
AUDIENCE CHOICE
FEATURE



WAS THAT AN EARTHQUAKE OR DID YOU
JUST ROCK MY WORLD?

DAY 01

POSITION. PROMOTION. COLLABORATION.

The Indianapolis International Film Festival (Indy Film Fest) is currently seeking support from businesses and individuals that are interested in investing in this dynamic event. Our mass marketing efforts, networking capabilities and advertising options make this a truly unique experience for you to engage and interact with our captive audience. With so many opportunities, our sponsorship program can be tailored specifically to fit your needs, giving you a chance to really reach out to potential customers and generate awareness.

WOULD YOU LIKE TO GO TO A MOVIE SOMETIME?
(SAY "YES," PLEEEZE!)

DAY 02

THIS IS A STORY ABOUT THE MOST ANTICIPATED ART EVENT OF THE SUMMER.

Since its inception in 2004, the Indy Film Fest has swiftly grown to become one of the most valued annual cultural events in the city. With attendance growing every year since its founding, the Indy Film Fest continues to deepen its impact on the city and the film community in general. Under the leadership of a volunteer staff and board, the Indy Film Fest is embarking on an organized strategic growth plan to firmly entrench the festival in the city's cultural landscape and become a major player in the region's cultural and economic development. By providing a vivid reflection of the world beyond our doors, we're increasing our city's cosmopolitan reputation, and enlightening and educating our community. We're making an impact, and with your help, we'll continue to entertain and inspire.

FOR MORE INFORMATION VISIT US ON THE WEB AT

SO, WHAT KINDA STUFF DO YOU DO?

DAY 03

A BOLD ORGANIZATION WITH AN EXPANSIVE WORLD VIEW.

Creativity

Foster the creativity of those who create film, those who support film, and those who enjoy film.

Curiosity

Seek new ways to present the works of great filmmakers to the people of Indianapolis and Central Indiana.

Excellence

Pursue excellence in every film and strive to bring the best in international, American, and locally-made cinema to Indianapolis.

Integrity

Honor all artists, guests, patrons, staff, volunteers and members by treating them with respect and fairness.

I ENJOY LONG WALKS ON THE IMA GROUNDS
AND CANDLELIT DINNERS ON MASS AVE.

DAY 04

CHALLENGING, DIVERSE AND FIRST-CLASS.

The popularity of the Indy Film Fest continues to grow year after year. Featuring the best in independent and innovative film from both award-winning professionals and emerging filmmakers, we've exhibited films from nearly every state in the country, as well as from more than 50 countries around the globe.

www.indyfilmfest.org

WELL-ROUNDED SUPPORT IN THE CIRCLE CITY.

Festival Attendees

With centralized screenings, panel discussions and festival activities, our ticketed attendance is on the rise.

= 4,000 fans

IMA Visitors

The IMA's recent \$25 million renovation attracts visitors from around the state and houses our unique event.

= 40,000 patrons

IndyFilmFest.org

Premium positioning of your name and logo with link to your site from our festival homepage.

= 12,000 visitors

IMAMuseum.org

The average visitor spends almost 2:30 on the site per visit, maximizing banner ad exposure.

= 30,000 visitors

NUVO Newsweekly

Premium positioning of captivating graphics and eye-catching layouts for a 2-week, pre-festival span.

= 179,000 viewers

NUVO.net

Customized, targeted, state-of-the-art leader board ads with tons of page views and high impression rates.

= 218,000 visitors

Posters & Coasters

Distributed locally and regionally to all kinds of businesses. There's no telling how many people glance at these.

= 6,000 prints

Social Networking

The Indy Film Fest and NUVO are growing Fans and Followers and engaging in quality conversations on social media.

= 5,000 friends

A YOUNG, SAVVY, AFFLUENT AND VERY ATTENTIVE CROWD.

Age

18-25	5.5%
26-35	30.1%
35-45	32.9%
45-55	24.7%
55+	6.8%

Gender

Female	57.5%
Male	42.5%

Income

Under \$20K	5.5%
\$20K-\$40K	16.4%
\$40K-\$60K	19.2%
\$60K-\$80K	24.7%
Over \$80K	34.2%

Education

High School Grad . . .	19%
College Grad	41%
Advanced Degree . . .	37%

Attendance Frequency

1st Time	21.6%
2-5 Times	71.6%
6 or More Times . . .	6.8%

Ethnicity

African American . . .	1.4%
Asian American	2.7%
Caucasian	89%
Latino/Latina	5.5%
Native American . . .	1.4%

(All demographics information is collected through self-reported surveys by attendees of the festival.)

A FORWARD-THINKING PROMOTIONAL PROGRAM.

In order to maximize our advertising impact, every year we implement a grassroots campaign to complement our traditional media efforts. Together, they raise festival awareness and drive web traffic.



NUVO Banner Ads: With premium header space on NUVO.net, we are able to generate more web traffic in the weeks leading up to the festival.

IMA Marketing: We coordinate with the IMA to be included on their web site, in their e-newsletter and in their marketing collateral.



Promotional Posters: Hundreds of posters (both large and small) are distributed around town during the weeks leading up to the festival.



Print Advertising: Utilizing premium ad space, we are able to maximize our impact in local advertising outlets.



Promotional Coasters: 5,000 coasters get distributed to area bars, coffee houses and restaurants at various intervals leading up to the festival.

WELCOME TO THE MAIN EVENT. PREPARE TO BE INSPIRED.

With unique storefront displays in the IMA lobby, pre-film advertising at the TOBY theater and an effective merchandising campaign, we're able to engage the audience and sustain a buzz throughout the 10-day festival.



IMA Environmental Signage:

A multi-media display in the IMA's storefront, raises awareness among ALL museum goers a month in advance.



Movie Slides: Starting twenty minutes before every film, we run ads to promote sponsors and inform festival goers about our unique line-up of films.



Wearables: This popular line of merchandise captures the spirit of the festival and drives web traffic all year long.



Lanyards: We offer our sponsors passes and special lanyards that can be used by clients and teammates for admission into all the films throughout the festival.



Web Site: With unique calendar functionality, the site allows visitors to easily access reviews, ratings and recommendations for all the featured films.

ATTRACTING AND CONNECTING ALL PARTS OF THE WORLD.

We're committed to providing new and unique ways for our sponsors to reach an audience of film lovers. You'll find many affordable ways to increase your reach and complement your marketing strategy.

SPONSORSHIP LEVEL

Financial Commitment

All marketing & recognition is valid from Jan-Dec per calendar year and/or festival duration.

Media

On-screen :30 TV ad on-screen before all showings

Recognition in press kits and press releases

On-screen slide advertisement during seating times

Print Materials

Ad space in event program

Logo placement & recognition in festival advertisements

Logo placement on festival event posters

Logo placement on festival marketing materials

Logo representation on event program

Listing on event signage

Listing in event program

Website

Name, logo and company link on festival homepage

Banner ads on festival partner's websites: IMA, Nuvo

Listing & logo on bi-monthly festival e-newsletters

Sponsored social media mentions on festival accounts

Event Access

Sponsor film

Booth space available at events

All access passes to all festival events

General admission tickets to festival films

RAISING THE BAR FOR FILM EXCELLENCE.

Every year, we bring in a world-class selection of films, actors and directors from around the globe, and connect with thousands of movie-goers and fans through our multi-channeled marketing initiatives. Wouldn't you like to become a part of the action?

PROGRAM SPONSOR	LEADING SPONSOR	SUPPORTING SPONSOR	FRIEND OF FESTIVAL
\$10,000	\$5,000	\$2,500	\$500
Y	Y	Y	N
Y	Y	Y	N
Y	Y	Y	Y
<i>Full Page</i>	<i>Half Page</i>	<i>Quarter Page</i>	N
Y	Y	N	N
Y	Y	N	N
Y	Y	N	N
Y	Y	Y	N
Y	Y	Y	N
Y	Y	Y	Y
<i>Banner</i>	<i>Listing & Logo</i>	<i>Listing & Logo</i>	<i>Listing</i>
Y	Y	Y	N
Y	N	N	N
Y	Y	Y	N
Y	Y	Y	N
40	20	10	5
100	50	25	10

10 DAYS OF SUMMER

& 100s of Ways to Reach Your Market

“Partnering with the Indy Film Fest is an effective, not to mention, incredibly enjoyable way for our film office to reach local filmmakers, as well as filmmakers from all over the world. We look forward to their festival every year and all of the new opportunities it will bring to Indiana.”

Erin Newell - IEDC/Film Indiana

“Participating in the Indy Film Fest not only gives Fifth Third Bank the opportunity to support the gift of films we otherwise might not see, but also the chance to brand ourselves to those who celebrate the art of filmmaking.”

David Gilstrap - Fifth Third Bank

“The Indianapolis Museum of Art finds mission synergy with the Indy Film Fest in the presentation of great visual art — in this case, cinema. Our city is a more attractive and cultured place because of the Indy Film Fest and the chance it provides for Indy residents to expand their global horizons through powerful films. The great cities of the world host film festivals — Indianapolis included! Partnering with the Indy Film Fest enriches the IMA’s program slate and reinforces our museum’s identity as a cultural center.”

Anne Laker - Indianapolis Museum of Art

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To learn more about sponsorship opportunities email sponsors@indyfilmfest.org or call our office at **(317) 560-4433**.