

# 15<sup>th</sup> Annual Maine International Film Festival July 13-22, 2012

## Sponsorship Opportunities

SPONSORSHIP BENEFITS	PRESENTING SPONSOR \$10,000 [ 4 Slots ]	VENUE SPONSOR \$5000 [ 4 Slots ]	DAY SPONSOR \$2500 [ 10 slots ]	SUPPORTING SPONSOR \$1000 [ unlimited ]	FILM SPONSOR \$250 [ multiple ]
<b>VISIBILITY &amp; RECOGNITION</b>					
Onscreen recognition	LOGO				
Festival posters	LOGO	NAME			
Festival print ads (newspaper/magazine)	LOGO	NAME			
Festival brochure	LOGO	NAME			
Festival signage at event venues	LOGO	LOGO	LOGO (day of)		
Banner placement at Festival	★	★			
Advertisement in Festival Program Guide	FULL PAGE (Color)	FULL PAGE (Color)	HALF PAGE (Color)	QTR PAGE (Color)	
Priority ad placement in Festival Program Guide	★	★			
Festival web site	LOGO + LINK	LOGO + LINK	LOGO + LINK	NAME + LINK	NAME
Letter of support in Festival program	★				
Inclusion in press releases	★				
Announcement at Festival	DAILY	DAILY	DAY OF	OPENING/CLOSING	FILM SCREENINGS
Festival Program Guide (Sponsors page)	LOGO	LOGO	LOGO	NAME	NAME
Festival Broadsheet	LOGO	LOGO	LOGO	NAME	
<b>TICKETS &amp; PASSES</b>					
Opening Night tickets	50	25	10	6	2
VIP Passes (admits two to all events)	12	8	4	2	
Individual Tickets	200	50	20	10	6
<b>OTHER BENEFITS*</b>					
Exclusivity in your industry segment	★	★			
Access to event photos	★	★	★	★	★
<i>*Additional benefits are negotiable</i>					
★ = Included C = Color B & W = Black & White					



**CONTACT US NOW** to be part of MIFF 15!  
207-680-2055 or [info@miff.org](mailto:info@miff.org)

Don't miss your opportunity to sponsor one of the most exciting, high-profile events in the state! Please note that we are also happy to work with you to develop customized sponsorship packages to best suit your marketing goals.



177 Main Street  
Waterville, ME 04901  
[www.miff.org](http://www.miff.org)  
207-680-2055

## ABOUT MIFF

Founded in 1998, the Maine International Film Festival (MIFF) is a project of the Maine Film Center, a nonprofit organization that seeks to enrich, educate and entertain our community through film and art.

## 10 DAYS, 80+ MOVIES

During the 10 days of the festival we show nearly 100 films, representing the best of American independent and international cinema. We also spotlight some of Maine and New England's most exciting and innovative filmmakers.



Ed Harris, MIFF 2004 Mid-Life Achievement Award Honoree

## MORE THAN JUST MOVIES...

Audiences also have opportunities to meet and talk with some of the people behind the movies - directors, producers, writers, musicians. Every year we honor members of the independent film industry whose contributions to cinema deserve recognition. Visiting filmmakers host panel discussions as well as informal Q&A sessions, giving the audiences an incredible chance to hear about the art of film from those on the front lines.

## SPECIAL GUESTS

MIFF's special guests have included Mid-Life Achievement Award winners Malcolm McDowell, Jay Cocks, John Turturro, Bud Cort, Walter Hill, Lili Taylor, Ed Harris, Peter Fonda, Jonathan Demme, Sissy Spacek, Terrence Malick, and Jos Stelling. In addition to these and other American filmmakers, MIFF has brought filmmakers from Iran, Taiwan, Hungary, Chad, Armenia, Kazakhstan, and numerous other countries to Waterville, Maine.

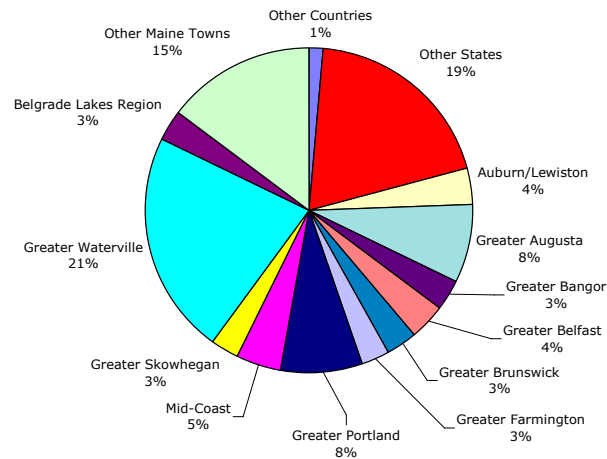
## OUR AUDIENCE

The Maine International Film Festival attracts an educated, creative, and culturally diverse audience from across the State of Maine and beyond. According to statistics from Maine's *Arts & Heritage Tourism Plan*, "cultural tourists" tend to be better educated, more affluent, older, and spend on average \$62 more per day than other travelers.

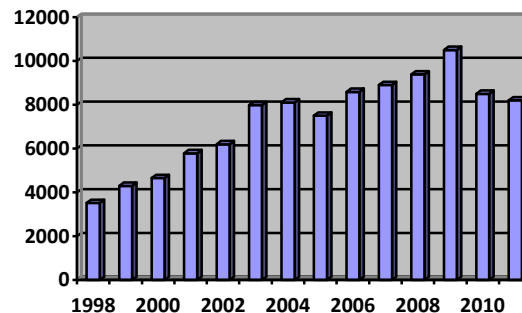
Our total admissions have grown significantly over the course of our 14 years, and total admissions now average around 8500-10,000 per year.



## MIFF ATTENDANCE (GEOGRAPHIC)



## MIFF ADMISSIONS (1998-2011)



## A UNIQUE SPONSORSHIP OPPORTUNITY

MIFF is the only film festival of its size and significance in Northern New England. Each year the festival is featured in statewide and national media, and has been featured in magazines such as *DownEast*, AAA's *Northern New England Journey*, and *Yankee*.

By sponsoring MIFF, your company will join an elite group of supporters aligned with the vision and excitement that the independent film industry represents. Sponsorship of MIFF provides your company with the opportunity to promote itself in a highly visible way to a sophisticated and discerning audience.

## SPONSOR BENEFITS\*

Through a mix of access, exposure, placement, recognition, and exclusivity, each sponsor receives a tailored package of benefits that ensure its sponsorship goals are met. Sponsors are carefully integrated into the Festival's programs, events, and print materials to maximize relevant and high-impact exposure while at the same time enhancing the audience and guests' experience.

\*Basic sponsorship levels and the associated benefits are detailed on the reverse; however, each of these packages will be customized to meet the individual sponsor's needs and goals.

**FOR MORE INFORMATION ON HOW YOUR COMPANY CAN BECOME A SPONSOR OF THE 15<sup>TH</sup> ANNUAL MAINE INTERNATIONAL FILM FESTIVAL, CONTACT:**  
**SHANNON HAINES, FESTIVAL DIRECTOR**  
**207-680-2055 OR [INFO@MIFF.ORG](mailto:INFO@MIFF.ORG)**