

# 2017 Boston Film Festival Sponsorship Tiers & Benefits

## PRESENTING

The Presenting Sponsorship is available for **one** business and offers elite status with maximum visibility. The sponsor is *featured* prominently on all collateral materials with title recognition as well as exclusive benefits.

## LEAD

The Lead Sponsorship provides second tier recognition and special festival benefits for the entire festival. A sponsor receives category exclusivity and is listed as host for both Opening and Closing night celebrations.

## SUPPORTING

The Supporting Sponsorship provides extended visibility and inclusion for all days of the film festival. The sponsor is prominently featured at all events and at the theatre as well as host for one of the gala celebrations.

## SIGNATURE

The Signature Events Sponsorship is available for a multitude of programs and receptions. Each sponsorship event will be custom designed to showcase the client's brand and affords excellent visibility. Exclusive benefits provided.

## AWARDS

As the lead-in to the competitive fall and holiday movie release season, the festival screens films being circulated for award show consideration. The BFF is recognized as an early award platform where filmmakers are honored in their respective categories, including Best Film, Performance, EcoFilm, etc. The unique Mass Impact Award goes to a film that illuminates an important social issue affecting humanity. Awards are available for sponsorship.

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*Additional Sponsorship Opportunities...*

## FESTIVAL CO-SPONSORSHIP

A Festival Co-Sponsorship shares billing on a program, venue, or special event when available.

## GENERAL

A General Sponsorship provides a customized program and association with the Boston Film Festival brand.

## CLASSIC

A Classic Sponsorship provides branding inclusion on BFF web site, official program guide, Big Screen and more.

## IN- KIND

A Products & Services Sponsorship provides brand visibility for an in-kind donation.

## *Benefits May Include:*

### PR & DIGITAL MARKETING

- ❖ Association with a program or special event
- ❖ Promotional mailing and/or e-blast to Festival list
- ❖ Festival Press Releases
- ❖ Company press release in Festival press kits

### ON-SITE PROMOTION

- ❖ Signage at sponsored program or special event
- ❖ Display and sampling table
- ❖ Promotional merchandise/product in Gift Bags for filmmakers/talent/VIP's
- ❖ Recognition during in-theater announcements
- ❖ Festival Lanyards

### ADVERTISING

- ❖ Full page Ad in the commemorative Program Guide
- ❖ Inclusion in BFF advertising/media promoting the Film Festival
- ❖ Sponsor commercial on BFF website
- ❖ Sponsor inclusion in trailer of films located on BFF website
- ❖ Sponsor message to prelude film screening

### BRAND RECOGNITION

- ❖ Logo recognition on the BFF website with link
- ❖ Logo recognition in the official Program Guide
- ❖ Logo recognition on signage at theatre and events
- ❖ Logo recognition on Big Screen displayed prior to every premiere
- ❖ Logo recognition on schedule distributed through Metro Boston
- ❖ Logo recognition on Press Step & Repeat
- ❖ Logo recognition on event banner

### FESTIVAL EXPERIENCE

- ❖ Sponsor passes providing priority seating at film premieres and parties
- ❖ Photos with select filmmakers and actors
- ❖ Access to event photos