



NEW ORLEANS
Film Society



NEW
ORLEANS
2011

FILM
FEST

To engage, educate, and inspire through the art of film.


NEW ORLEANS
FILM FESTIVAL


SPONSORSHIP
OPPORTUNITIES


NEW ORLEANS
Film Society




The Best in *Independent* Film + A *World Class* City + *Cosmopolitan* Audiences
= PRIME EXPOSURE FOR YOUR BRAND



Anthony Mackie answers questions from the audience, 2010

The New Orleans Film Society is the leading exhibitor of acclaimed and independent cinema in the New Orleans metropolitan area. The centerpiece of our annual programming is the New Orleans Film Festival (NOFF), a week-long showcase of Competitive Division films, curated films and special screenings with an emphasis on Louisiana-made films.

NOFF is a proven brand with a loyal following that hits every demographic. Show your commitment to the arts and gain invaluable exposure for your brand by sponsoring the 2011 NOFF. The New Orleans Film Society will work with you to customize a sponsorship package that meets your company's marketing goals.

2010 NOFF by the numbers

7 Days / 7 Venues

130 Total Screenings

60 Premieres

8,500+ Attendees

2,275 "I Love Louisiana Day" Attendees

60 Filmmakers

45,000 Program Guides Circulated



Previous guests include:

Steven Soderbergh

Francis Ford Coppola

Richard Linklater

Werner Herzog

Wendell Pierce

Anthony Mackie

Harry Shearer

D.A. Pennebaker

Joaquin Phoenix

Vince Vaughn

Peter Fonda

Mayor Mitch Landrieu



EXCLUSIVE SCREENINGS

In 2010, NOFF brought critically-acclaimed films like *Black Swan*, *Blue Valentine*, and *127 Hours* to New Orleans audiences months before their theatrical releases for sold-out screenings.



“**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.”

-Wendell Pierce, *The Wire & Treme*



The New Orleans Film Festival continues its tradition as Louisiana's preeminent film event, presenting an eclectic program of films each fall with legendary New Orleans as its backdrop. Offering filmmakers and film fans alike an ideal setting in a world-famous city, NOFF draws in over 8,500 attendees each year. Both established and emerging filmmakers gain media exposure, connect with the region's diverse audiences, and participate in an acclaimed event attended by industry professionals as well as celebrated luminaries. Over the past two decades, NOFF has welcomed numerous indie icons into its family, including Todd Solondz (*Happiness*), David Gordon Green (*Undertow*), and Richard Linklater (*Slacker*).

Louisiana now ranks third in the nation for film and television production, allowing the New Orleans Film Festival to offer a unique opportunity to connect with industry professionals and showcase your brand in this growing hub for film production and exhibition.

COVERAGE

The New Orleans Film Festival garners extensive publicity in local, regional and national media. Maximize this media exposure by aligning your brand with New Orleans' preeminent film event.



Television

WWL-TV Channel 4, WVUE Fox 8, WDSU News Channel 6, CoxConnections

Radio

NPR, WWL FM 105.3, AM 690 WIST, WTUL 91.5 FM

Print

Times-Picayune and Times-Picayune Lagniappe, Gambit Weekly, Scene Magazine, Where Y'At, the Baton Rouge Advocate, and the Biloxi Sun Herald

Online

indieWIRE, Associated Press, The Wrap, USA Today.com, Nola.com, Movie City News, Film Festival Today, Screen Daily, New Orleans Tidbits, MyNewOrleans.com, BusinessInsider.com

Social Media

2,350 fans on facebook

1,400 followers on twitter



SPONSORSHIP PACKAGES

Marquee Sponsor - \$20,000

- 30 second trailer prior to all film screenings provided by sponsor
- Prominent logo placement on all NOFF signage
- Full-page Color Ad in Festival Program Guide
- Prominent logo on pre-screening loop prior to all film screenings
- Logo and Link on NOFF website year round and in all e-newsletters distributed throughout year
- Logo on NOFF Pocket Guides (distributed throughout the community and during Festival)
- Logo on NOFF commercial TV spot
- Logo on Sponsor Page in the 2011 Program Guide (45,000 copies distributed)
- Logo on NOFF poster displayed at each venue
- Acknowledgement in Press Releases
- 12 All-Access Passes (good for all film screenings and parties throughout the Festival)
- 2 Tickets to the NOFF Gala
- Invitation to Sponsor Reception at Opening Night Kick-off Party

Premiere Sponsor - \$10,000

- Logo on prescreening loop prior to all film screenings
- Logo and Link on NOFF website (during festival season only)
- Logo on NOFF promotional posters (distributed throughout the community)
- Logo on Sponsor Page in the 2011 Program Guide (45,000 copies distributed)
- Logo on NOFF Pocket Guides (distributed throughout the community and during Festival)
- Half-page black & white ad in Festival Program Guide
- 8 All-Access Passes (good for all film screenings and parties throughout the Festival)
- 2 Tickets to the NOFF Gala
- Invitation to Sponsor Reception at Opening Night Kick-off Party
- Acknowledgement in Press Releases

Spotlight Sponsor - \$7,500

- Logo on prescreening loop prior to all film screenings
- Logo and Link on NOFF website (during festival season only)
- Logo on Sponsor Page in the 2011 Program Guide (45,000 copies distributed)
- Logo on NOFF Pocket Guides (distributed throughout the community and during Festival)
- 6 All-Access Passes (good for all film screenings and parties throughout the Festival)
- Invitation to Sponsor Reception at Opening Night Kick-off Party

Feature Sponsor - \$5,000

- Logo on prescreening loop prior to all film screenings
- Logo and Link on NOFF website (during festival season only)
- Logo on Sponsor Page in the 2011 Program Guide (45,000 copies distributed)
- 4 All-Access Passes (good for all film screenings and parties throughout the Festival)
- Invitation to Sponsor Reception at Opening Night Kick-off Party

Past Marquee & Feature sponsors:





SPONSORSHIP PACKAGES

Supporting Sponsor - \$2,500

- Recognition on prescreening loop prior to all film screenings
- Recognition in NOFF Program Guide (45,000 copies distributed)
- Recognition on NOFF website
- 2 All-Access Passes (good for all film screenings throughout the Festival)
- Invitation to Sponsor Reception at Opening Night Kick-off Party

CUSTOM OPTIONS

PACKAGES RANGE FROM \$5,000-\$1,000 A LA CARTE

SPECIAL EVENTS

Sponsor any of our special events such as the Opening Night Kick-off Party, Best of the Fest Awards and Party, I Love Louisiana Day, Filmmaker Receptions, or the Closing Night Party.

FESTIVAL LANYARDS

For complete festival exposure, your company's name, logo, or message can be printed on over 800 lanyards used to hold All-Access Laminates for VIPs, filmmakers, press, industry professionals, festival staff, and other festival guests.

INDIVIDUAL FILM

Be a part of your chosen film's introductory speech and have your company's name appear in the NOFF Program Guide as a presenter of the film.

AWARDS

Your company representative presents one of the following awards to the winner and your company receives recognition in the awards section of the Official Program Guide. Awards are presented to the best film in these categories: Narrative Feature, Documentary Feature, Narrative Short, Documentary Short, Animation, Experimental and Louisiana Filmmaker.

PRIZE PACKAGE CONTRIBUTIONS

Cash and relevant in-kind contributions to all Filmmaker Awards, including Award Naming opportunities.

PRODUCT SAMPLING

Get your product in front of a desirable demographic--the New Orleans Film Festival audience! On-site sampling and cross-promotions are available at the 2011 Festival.



BECOME A SPONSOR!

The New Orleans Film Society can tailor a sponsorship package to suit your business' needs and budget with a myriad of marketing and branding opportunities.



For more information, please contact:

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