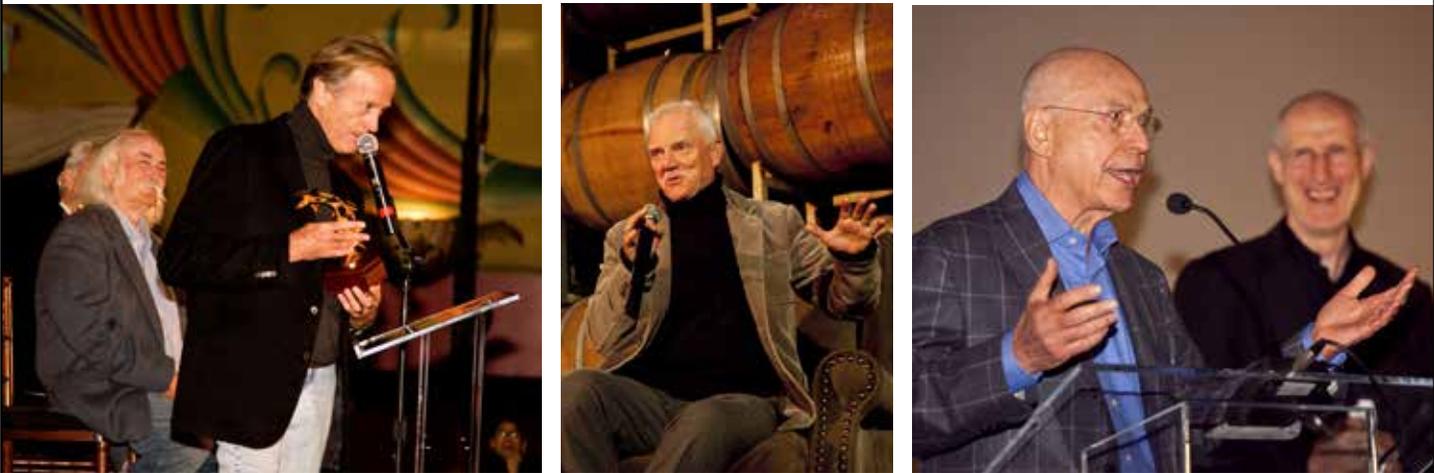




San Luis Obispo International Film Festival 2020 Sponsorship Opportunities



**SLO
FILM
FEST**

March 17-22
2020

SLO Film Fest is turning 26!

The San Luis Obispo International Film Festival was founded in 1993 as a celebration of classic films. Film director George Sidney was the recipient of the first King Vidor Award that year, beginning the annual tradition of presenting a successful film industry professional with the award on the stage of the beautiful Fremont Theatre in downtown San Luis Obispo.



The Festival grew to include the George Sidney Independent Film Competition, helping to promote independent filmmaking and up-and-coming talent. Behind-the-scenes seminars were added, attracting a wide variety of filmmaking pros from nearby Hollywood and all over the country.

The SLO Film Fest continues to grow and thrive as an oasis for independent filmmakers to screen their films and have face-to-face contact with enthusiastic audiences. Several traditions like *Surf Nite in SLO*, the *Central Coast Filmmakers Showcase*, a Youth Filmmaking Program and the Festival VIP Lounge add a unique flavor to this annual event that just keeps getting better every year.

Festival Marketing & Media Exposure

The SLO Film Fest is a “can’t miss” event thanks to the generous media coverage we receive, through partnerships with KSBY-TV, Tribune, New Times, Santa Maria Sun, Univision, American General Media and more. The Festival has been featured in national media: CBS News, Los Angeles Times, ABC News, Hollywood Reporter, Variety, Indiewire, National Public Radio, Surfer Magazine, BBC Radio News, Huffington Post, MovieMaker Magazine, Wine Specatator, and many more.



Media sponsors provide significant advance coverage of the festival in the form of print advertising, on-air promotion, and social media. Video and photo coverage is shared online through YouTube and social marketing so the promotion is long-lasting.

Five Good Reasons to Sponsor the SLO Film Fest

We invite you to become part of one of the Central Coast’s most important cultural events of the year. Sponsorship of the SLO Film Fest is a powerful marketing tool with innovative and exciting new opportunities to help support your company’s business objectives and to align your company’s name, image, products and services with our influential and highly receptive participants.

1. SLO Film Fest is a destination event with over 30% of attendees traveling from outside the county.



2. The Festival generates national media attention.

3. Sponsors rub shoulders with major Hollywood filmmakers and up-and-comers.

4. SLO Film Fest audiences are affluent, trend-conscious and highly educated.

5. A week of targeted marketing during festival and 12 months of web recognition.

2019 Festival Statistics

San Luis Obispo County has a population of 270,000. It is easily accessible from many large cities, including Los Angeles, San Francisco, Santa Barbara, Fresno, Bakersfield, and Sacramento. The SLO Film Fest attracts a well educated, active, sports and leisure-minded audience from within and outside the county.

Gender	Male	35%	Age	Under 25	10%	Income	Under 25K	9%
	Female	64%		26-55	32%		25-50K	14%
	Other	1%		56 & over	58%		50-100K	25%
						100K & over	36%	
Attendee Residence		San Luis Obispo County	70%	Admissions		15,000		
		Other counties in California	27%					
		Out-of-State/Country	3%					

Quick Facts About “SLO” and the SLO Film Fest

MISSION STATEMENT: To entertain, educate and inspire filmgoers and filmmakers. Movies Matter!

LOCATION: San Luis Obispo County is midway (190 mi/306 k) between Los Angeles and San Francisco, and is an easy to reach destination by car, train or air. Just a 3 to 4 hour drive away from most of California’s 35 million people, the county is comprised of over a dozen delightful towns and cities, and is bordered by Santa Barbara County, Monterey County, Kern County and the Pacific Ocean.



VENUES: Films are screened in many theatres, including the Palm Theatre, Fremont Theatre, Downtown Cinemas, and Park Cinemas, as well as Hearst Castle, wineries, barns and other unusual venues. Filmmakers and sponsors can also meet in the conveniently located downtown Festival VIP Lounge, a friendly and welcoming place for food, wine, music and networking.

HOSPITALITY/LODGING: SLO County has well over 10,000 lodging rooms and more than 2,500 RV spaces available for visitors. Accommodations include luxury hotels, spa resorts, moderately priced hotels and motels, quaint inns and historic bed-and-breakfasts. Several properties feature golf courses and tennis courts.

WINING & DINING: San Luis Obispo County has quickly developed into a major wine region, with hundreds of wineries nestled into the lush hillsides. There are also a wide array of restaurants, many offering menus featuring fresh seasonal produce, award-winning wines, fresh seafood, and locally produced meat, cheese and olive oil.

ACTIVITIES IN SLO COUNTY: Visitors to the area can enjoy breath-taking ocean views and beaches; world-class wineries; idyllic areas for hiking, biking, surfing and kayaking; several challenging golf courses; a world-famous outdoor Farmer’s Market; and several relaxing spas and hot springs. Hearst Castle is an hour up the coast, just past the picturesque towns of Cayucos and Cambria. Historic San Luis Obispo is the county seat and home to the Mission San Luis Obispo de Tolosa. A charming creek winds through town, featuring gourmet restaurants and wine bars, specialty shopping and numerous charming hotels and B&B’s.

Sponsorship Opportunities

EXECUTIVE PRODUCER \$10,000

RED CARPET EVENTS:

Opening Night Film and Reception: Join in the excitement of the first night of the Festival as we roll out the red carpet for a premiere film and special guests. A themed reception kicks off this special event.

Surf Nite in SLO: This 15th annual world-renowned event will feature another “epic” surf film on the Fremont Theatre’s Big Screen, with guest surf legends and a rocking after-party.

King Vidor & Independent Film Awards:

The most glamorous event of the Festival includes the presentation of Independent Film Awards, followed by the prestigious King Vidor Award presentation to a Hollywood luminary. Then attend a VIP meet-and-greet before you party the night away at the reception, hosted by local wineries and restaurants.



PRODUCER \$7,500

CASH AWARD PRESENTERS:

Sponsor a filmmaker award and have the opportunity to present it at the Independent Film Awards.

VENUE SPONSORSHIP:

Become the lead sponsor of a Festival Theatre giving great opportunity for signage and other promotion.

FESTIVAL WINE GLASSES:

Your company logo printed on 4000+ reusable wine glasses that are used for the Festival, as well as year-round events.



DIRECTOR \$5,000

SPECIAL EVENT SPONSOR:

Each year the SLO Film Fest creates unique special events which have included **silent films with live music**, movie nights at **ranches, wineries, restaurants, sing-alongs** and **world premieres**. These events often involve Hollywood celebrities, food and wine receptions, media coverage and the opportunity to get great exposure as a sponsor.

TICKET SPONSOR:

Your logo printed on all of our print-at-home and HQ tickets.

SPECIAL GUEST SPONSOR:

Help bring a celebrity visitor to town by sponsoring the costs of their travel and stay in SLO County. Special guest sponsor will join in on the VIP meet-and-greet to be sure they get to meet the person they sponsor.

FESTIVAL T-SHIRTS:

Your logo on our Festival T-shirts that are sold in HQ and given to all visiting filmmakers, celebrities and key volunteers. This is a great promotional opportunity that lasts for many years.

CINEMATOGRAPHER \$2,500

PROGRAM SPONSOR:

Central Coast Filmmakers Showcase: This popular program showcases 'local' talented filmmakers residing in San Luis Obispo, Santa Barbara and Monterey counties. One day of the festival is devoted to screening these films in a variety of venues, with a party to celebrate local talent.

Filmmakers of Tomorrow Showcase: The work of youth filmmakers, K-12 is featured on the "Big Screen" and all films are in competition for cash prizes, awarded at the end of the screening. This program is family-friendly and features local works and films from around the world.

Behind-the-Scenes Panels and Workshops: This program features industry pros sharing their knowledge on a variety of topics, including editing, screenwriting, stunt work, cinematography, producing, visual effects and more. Panels are hands-on fun for all ages.

SWAG BAG SPONSOR:

Logo and/or name on the canvas VIP bags that stuffed with local goodies and are given to visiting filmmakers, special guests...and you'll get one too! All \$2500 level sponsors will be given unstuffed bags as well. This is a great promotional opportunity that lasts for many years.



LEAD ACTOR \$1,500

FEATURE-LENGTH FILM SPONSOR

Sponsorship of one "Official Selection" Feature-length Film
Hundreds of filmmakers from all over the world submit their films to our annual competition. Each year, 70+ independently produced films are chosen as Official Selections of the Festival and filmmakers are invited to attend the Festival with cast and crew. Film sponsors are encouraged to attend screenings and meet the filmmakers and courtesy seats are held for film sponsors up to 15 min. before the screening.

SUPPORTING CAST \$750

SHORT FILM SPONSOR

Sponsorship of one "Official Selection" Short Film
Be the sponsor of an "official selection" short film, under 45 min. There are a wide variety genres and all film sponsors are invited to a Sneak Peak party in early February so they can choose a film they want to sponsor.

Classic films and others outside the competition can also be sponsored at the same levels. More sponsorship levels are available and benefits can be custom fit to suit your needs.

Go to slofilmfest.org for full details or contact: Chris Aho • chris@slofilmfest.org • (805) 235-6295

2020 SLO Film Fest Cash Sponsor Benefits

SPONSOR BENEFITS	Presenting Sponsor \$20,000	Executive Producer \$10,000	Producer \$7,500	Director \$5,000	Cinematographer \$2,500	Lead Actor \$1,500	Supporting Cast \$750
Exclusive Sponsorship	Lead Sponsor	Red Carpet Event	Cash Prize Presenter	Special Event	Program Sponsor	Feature Film Sponsor	Short Film Sponsor
BRAND RECOGNITION							
Venue banners	Logo	Logo	Logo	Logo			
On-Screen Video*	Lead logo	Featured logo	Featured logo	Logo - single slide	Logo - shared slide	Logo - shared slide	Listing
Step-and-Repeat**	Logo	Logo					
Email blast advertising	Every e-blast - logo & link	One time logo, ad & link	One-time logo, ad & link	One-time logo & link			
Press Releases	x	x	x	x			
SLOIFF website	Featured logo/link	Featured logo/link	Featured Logo/link	Logo with link	Logo with link	Logo with link	Listing
Official Program Guide	Lead logo	Featured logo	Featured logo	Logo	Logo	Listing	Listing
Verbal Thanks at Festival	Every screening	Every screening	Every screening	Sponsored event	Sponsored event	Sponsored screening	Sponsored screening
Festival VIP Lounge Access	x	x	x	x	x	x	Weekdays before 5pm
ADVERTISING							
Official Program Guide Ad	Logo on front cover, full page ad back cover	Full page - inside cover or back	Half page	Quarter page	Quarter page		
PASSES / PERKS							
Movie Mogul	10	8	6	4	2	2	
Movie Star	4	4	2	2	2		2
Movie Fanatic	4	2					
Red Carpet Tickets	10	4	4	4	4	2	2
Other Perks	Logo on lanyard					Festival Tote Bag	
Approx. cash value of passes/tickets	\$4,870	\$3,860	\$2,600	\$1,900	\$1,200	\$750	\$450

Description of all passes and tickets on following page. * On-screen video is looped before all Festival screenings giving sponsor great visibility to over 90 audiences in a dozen venues. ** Logos are repeated all over banner used for Festival photos.

Interested in becoming a sponsor?

Call/email Chris Aho • (805) 235-6295 • chris@slofilmfest.org

Visit www.slofilmfest.org for information about the SLO Film Fest, its history, programs, leadership, and much more.

2020 SLOIFF IN-KIND SPONSOR BENEFITS

SPONSOR BENEFITS	Producer \$10,000 Trade	Director \$7,500 Trade	Cinematographer \$5,000 Trade	Lead Actor \$2,500 Trade	Supporting Actor \$1500 Trade
Exclusive Sponsorship	Cash Award Presenter	Special Event	Program Sponsor	Feature Film Sponsor	Short Film Sponsor
BRAND RECOGNITION					
Venue banners*	Logo	Logo			
On-Screen Video**	Featured logo	Logo - single slide	Logo - shared slide	Logo - shared slide	Listing
Email blast advertising	One-time logo, ad & link	One-time featured logo & link			
Press Releases	x	x			
SLOIFF website	Featured logo/link	Logo with link	Logo with link	Logo with link	Listing
Program Guide	Featured logo	Logo	Logo	Listing	Listing
Verbal Thanks at Festival	Every screening	Sponsored event	Sponsored event	Sponsored screening	Sponsored screening
ADVERTISING					
Official Program Guide Ad	Half page	Quarter page	Quarter page		
PASSES / PERKS					
Perks	Festival Tent access	Festival Tent Access	Festival Tent Access	Tent Access Festival Tote Bag	
Movie Mogul	6	4	2	2	
Movie Star	2	2	2		2
Red Carpet Tickets	4	4	4	2	2
Approx. cash value of passes/tickets	\$2,600	\$1,900	\$1,200	\$750	\$450

SLOIFF 2020 FESTIVAL PASSES

All passes allow priority admission for up to 15 minutes before screening/event time. All sponsors become SLO Film Fest Film Society Members allowing them discounts on individual tickets and mid-year special events.

Rush tickets - Purchased day of show at the venue box office - \$15/\$12.

MOVIE MOGUL - \$350 Full access pass for 6 days, allows admission for one person to all Festival screenings, workshops/panels, Red Carpet Events and other Special Events. Pass includes full access to Festival VIP Lounge offering food, wine, beer and entertainment. All exclusive parties and receptions at other venues are also included.

MOVIE STAR - \$200 Admission for one person to ALL regular Festival screenings and regular workshops/panels for 6 days. Also includes daytime access to new Festival Lounge.

MOVIE FANATIC - \$80 Admission for one person to six regular Festival screenings, or two people for three screenings.

MOVIE NEWBIE PASS - \$40 - Admission for up to 4 people to regular screenings at the Rock and Fremont.

RED CARPET TICKETS - Tickets for Opening Night, Surf Nite or King Vidor Awards - approx. value \$25

...Where Movies Matter!



“San Luis Obispo’s festival is modest in size but its audience is loyal and enthusiastic and that’s all one really needs for a successful event of this kind. It also takes place in a beautiful spot on California’s Central Coast and that doesn’t hurt a bit. Festival founder Mary Harris also surprised me with an award, and a beautiful speech...it was a special moment for me, and greatly appreciated.”

Leonard Maltin, Film Critic Excerpt from blog post *Noir City and Beyond*

“Thank you! We had the best time! Any way I can help grow this in our community just let me know. I’d like to be more involved and turn it into a top destination.” **Josh Brolin**

“Wendy Eidson and her SLO International Film Festival team have given us an amazing week of film appreciation and parties! Big cheers! We are so proud to support this each year!” **Suzanne Schonig, AGM**

A big congratulations on the great success of the Film Festival!! How wonderful to see the numbers that prove that San Luis Obispo is THE PLACE to be! Yay!

Erin McCall, Community Foundation San Luis Obispo County



“Just a quick note to say thank you for the two great screenings of HARVEST SEASON yesterday. I really appreciated the thoughtful questions from the SLO audiences. It was a great way to gear up for our other California screenings. Congrats on a great festival.” **Bernardo Ruiz, *Harvest Season***

“While it still manages to feel like a small-town affair, from its programming and special events to its attending celebrities, it delivers the goods for which large, urban festivals are known...it’s one of the best film events in the country.” **Timothy Rhys, Publisher, *MOVIEMAKER MAGAZINE***



“As a first-time attendee at your festival from Orange County, I wanted to offer some well-deserved KUDOS! We go to film festivals all over the US, and you do so many things RIGHT that I just had to tell you about them. SLO is now on our list of a festival we will definitely attend.”

Jan & Mike Hannah, Festival Attendees

2018-2019 MAJOR FESTIVAL SPONSORS

City of San Luis Obispo

BHE Renewables

Visit SLO Cal & Film SLO Cal

Driscoll’s

Coast 104.5 / Krush 92.5 / KJUG / KZOZ / KVEC

KSBY-TV/CW

New Times

Taste Catering & Eatery

The Movie Experience

Boutique Hotel Collection

City of Pismo Beach

Martin Resorts

Films for Good

Hyde Park Partners

Tribune

Hughes Charitable Foundation

Shanbrom Family Foundation

Justin Vineyards & Winery

Luna Red/Novo/Mint+Craft

The Pinheads

Surfing for Hope

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