

geneva film festival

Dear Friends of the Arts,

The Geneva Film Festival celebrates the art of film making by setting the stage for independent filmmakers to showcase their talent to the world and be discovered!

Now entering its 3rd consecutive year, and anticipating over 150 submissions – more than doubling last year’s entries, the Geneva Film Festival has rapidly become a well known venue for writers, producers, and actors to screen a variety of independent short and feature length film categories, while also providing technical workshops with industry professionals for filmmakers and film enthusiasts alike. And new for the Spring 2010 event, screenplay submissions have now been added.



Prior festivals have already delivered some exciting success stories. The 2008 showcased features “*Say It In Russian*” and “*Tapioca*” have both achieved national distribution while “*Sebastian’s Voodoo*” went on to win at the 2009 Festival de Cannes. Information about these movies and other past entries can be viewed on our website at www.genevafilmfestival.org, please be sure to visit!

But filmmakers are not the only beneficiaries of the festival’s success. Leveraging Geneva’s status as a popular tourist hot-spot with its scenic location along the Fox River and numerous shops and restaurants, the Geneva Film Festival is clearly a destination event attracting a large targeted audience of affluent, well educated, and culturally aware participants and attendees from surrounding communities as well as far reaching locations around the globe. Local businesses stand to increase ongoing tourism and patronage while national and international companies have the opportunity to enhance brand awareness with this influential demographic.



Of course, as a non-profit organization, we also rely heavily on the generous support of our public and private sponsors and affiliates to make the film festival possible...We really do value your participation! This is why we provide a broad range of highly visible, cost effective sponsorship and in-kind advertising opportunities for you to brand your products and services. Your contribution not only supports our passion for independent film, but is also at work towards increasing your business.

By supporting the Geneva Film Festival you are truly an integral part of a world class cultural event, one that provides mutual benefit to us all —Thank you for your support!

Sincerely,

The Geneva Film Festival Committee

Celebrate the Art of **film** making.

EVENT VENUE

The Geneva Film Festival will be held on April 16th-18th 2010, hosted at the following locations:

Riverside Receptions

35 North River Lane
Geneva, IL 60134
(630) 232-1330
www.riversidereceptions.com



- Check-In & Information
- Film Presentations
- Workshop Events
- VIP Lounge
- Vendor Fair
- Sponsorship Event
- Awards Ceremony

The Mill Race Inn

4 East State Street
Geneva, IL 60134
(630) 232-2030
www.themillraceinn.com



- Sponsorship Event
- Workshop Events

The Herrington Inn

15 South River Lane
Geneva, IL 60134
(630) 208-7433
www.theherringtoninn.com



- Sponsorship Event
- Workshop Events
- VIP Hospitality

Wildwood

477 South 3rd Street
Geneva, IL 60134
(630) 377-8325
www.wildwoodsteak.com



- Sponsorship Event
- Gala Party Event

For more information visit
www.genevafilmfestival.org

DEMOGRAPHIC PROFILE

A premier destination in the Midwest, Geneva IL hosts many annual festivals and events that attract people from all over Chicago and the surrounding area, as well as from locations around the globe.



As the newest event in the line-up, the Geneva Film Festival is still limited in the ability to provide average statistics — However, the Film Festival Committee works closely with the Geneva Chamber of Commerce to leverage the large and established following of the other Cultural Arts Commission events which each consistently bring in an impressive growing audience:



- Swedish Days: Typically attracting 250,000 visitors
- Festival of the Vine: Typically attracting 75,000 visitors
- The Geneva Art Fair: Typically attracting 22,000 visitors
- The Christmas Walk: Typically attracting 20,000 visitors

Gender

45% Male
55% Female

Age

25% 18-44
60% 45-64
15% Over 65

Education

35% Graduate+
55% Bachelors
5% Associates
5% High School

Income

25% > \$200,000
30% > \$100,000
20% > \$ 75,000
15% > \$ 35,000
10% < \$ 35,000

Stars



Producers



Directors



Cast



Crew



Friends of the Festival





Festival Sponsorship Levels

STAR	\$ 5,000+	VIP access with full branding, on-site participation, promo ads, priority status
PRODUCER	\$ 2,500+	VIP access with full branding and on-site participation
DIRECTOR	\$ 1,000+	VIP access with branding recognition incorporating pre-event visibility
CAST	\$ 500+	Cost effective branding focused on maximizing on-site Logo visibility
CREW	Other	Recognized contribution incorporating select on-site Logo placements

In-kind Sponsorships

The Geneva Film Festival welcomes and greatly appreciates all forms of contributions including donation of goods or services in lieu of cash. In-kind sponsors are eligible for many of the same sponsorship benefits as cash sponsors based on the value of their donation.

GENEVA FILM FESTIVAL 2010 SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS	STAR \$5,000+	PRODUCER \$2,500+	DIRECTOR \$1,000+	CAST \$500+	CREW Other
Welcome Bag					
Product Sampler/Collateral Insert	X	X	X	X	X
Brand Recognition					
GFF Website Logo/Link	X	X	X	X	X
Program Guide Logo Post	X	X	X	X	X
Event Signage Logo Post (GFF placements)	X	X	X	X	X
On Screen Pre/Post Screenings Logo Post	X	X	X	X	
GFF T-Shirt Logo Post (backside)	X	X	X	X	
Email Blasts Listing	X	X	X		
Press Release Listing	X	X	X		
Invitations Logo Post	X	X	X		
GFF Access					
GFF Logo Use (pre-approved)	X	X	X		
VIP Lounge Access	X	X	X		
VIP Passes to Festival Events	8	4	2		
Priority Sponsor for GFF 2011	X	X	X		
On-site Participation					
Tabletop Booth in Hospitality Lounge	Preferred Space	X			
Refreshment Vendor	Preferred Space	X			
Raffle Give-Away	X	X			
Promotional Ads					
Media Mentions/Listings	X				
Up to 30 Sec Promo Spot Pre-Screening	X				
Program Guide Logo on Cover	X				
Program Guide Ad (Full Page)	X				
Program Guide Ad (1/2 Page)		X			
Program Guide Ad (1/4 Page)			X		
Special Sponsorship Opportunities					
Unique Promotional Events (Limited Avail)	X	X	X		

To become a sponsor, or if you have any sponsorship related questions, please contact Greg Holly at (630) 624-0834