



# New Hampshire Film Festival

OCTOBER, 15, 16, 17, 18, 2009

## NEW HAMPSHIRE FILM FESTIVAL

### ADVERTISER/SPONSOR BENEFITS

We invite you to explore the world of marketing opportunities presented by the NH Film Festival. This annual four-day, independent film festival has become one of Portsmouth's most highly anticipated events.

Making the unique setting of downtown Portsmouth a destination during a long weekend in October, NHFF draws celebrities, industry professionals, local artists and film enthusiasts seeking to experience, promote and learn the film industry.

The NH Film Festival boasts more than 60 domestic and international films selected from hundreds of submissions by artists around the world. Past programs included award winning films also screened at other major festivals such as Sundance, Tribeca, Nantucket, South by Southwest, and Cannes.

But NHFF is more than brilliant films and world premieres playing from morning to night. The festival engages attendees with educational workshops, panel discussions, after parties and networking events.

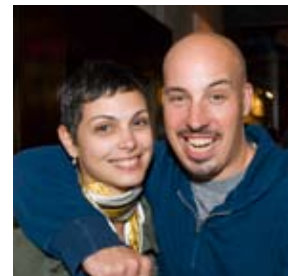
NHFF has created two uniquely New Hampshire programs to promote the local film industry and educate youth. The Young Filmmakers workshop, taught by industry professionals, gives teens a taste of Hollywood. Attendees get to direct, act in, film and edit a movie that will screen during closing night ceremonies.

Another NHFF program, New Hampshire Night, is an opportunity for the best local and regional filmmakers to showcase their films in front of hundreds of their peers on New Hampshire's most revered stage, The Music Hall.

This all takes place with the back drop of Portsmouth's peak foliage season. NHFF events are held at the most prominent downtown venues, such as The Music Hall, The Hilton Garden Inn, Muddy River Smokehouse, Connie Bean Center, Sheraton Harborside, Portsmouth Public Library and IOS Business Centers.

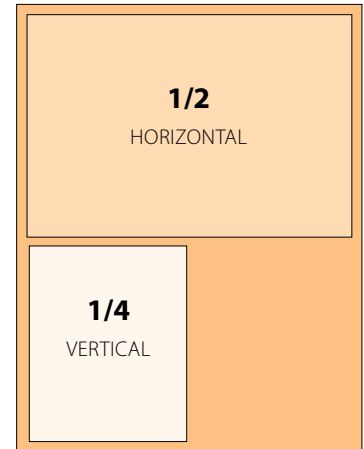
By advertising with/sponsoring NHFF, you'll align your company's brand with an emerging non-profit organization in the Northeast's art and cultural scene. Expecting over 6,000 attendees this year, NHFF has earned the role as the region's premiere film festival and is an integral resource to local and national industry professionals who return each year. NHFF is now more visible than ever.

Be a part of NHFF this fall when Portsmouth rolls out the red carpet and takes center stage on the international film festival circuit.



**SEE YOU AT THE MOVIES!**

SIZE	DIMENSIONS	VIP PASS	WEEKEND PASS	RATES
Back Cover, Inside Front Cover, Inside Back Cover	<b>Non-Bleed</b> 7.625" X 10.375" <b>Bleed</b> 8.375" X 11.125"	2	4	\$1,200
Full	<b>Non-Bleed</b> 7.625" X 10.375" <b>Bleed</b> 8.375" X 11.125"	2	4	\$1,000
1/2 Horizontal	7.625" X 4.8125"	2	2	\$600
1/4 Vertical	3.375" X 4.8125"	2	2	\$350



**OVER 7,500 PROGRAMS ARE PRINTED AND DISTRIBUTED THROUGHOUT THE SEACOAST. FILM FESTIVAL PROGRAMS ARE USED AS A REFERENCE THROUGHOUT THE FESTIVAL WEEKEND AND ARE CONSIDERED TO BE COLLECTORS ITEMS.**

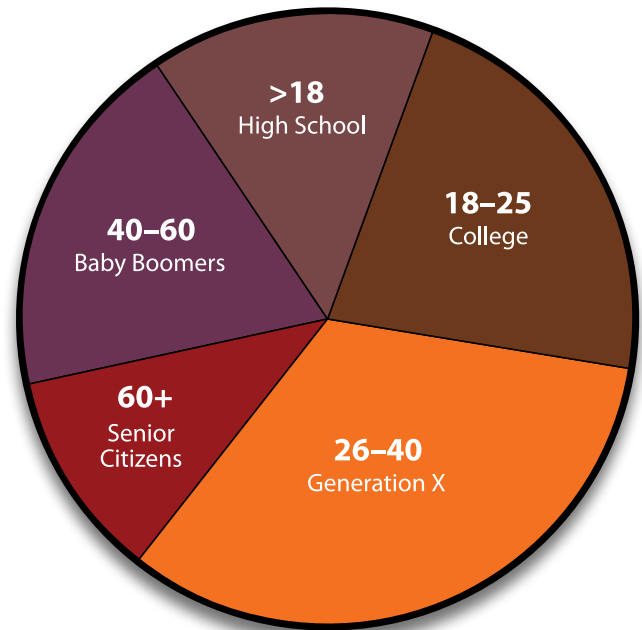
All advertisers will receive two t-shirts, a listing on thank you page in program, and logo included in slideshow. Additionally, logo and web site links will be included on [www.NHFFilmFestival.com](http://www.NHFFilmFestival.com). All advertisers receive complimentary all access passes. Quantity dependent on ad reservation. See chart above.

**AD DEADLINE SEPT 14<sup>TH</sup>. EMAIL ADS TO: [NHFF@VTLDESIGN.COM](mailto:NHFF@VTLDESIGN.COM)**

**DIGITAL SPECS**

**DEMOGRAPHICS**

- PDF and EPS files preferred. All images placed in the supplied file must be saved as 300dpi TIFFs or JPEG images and CMYK or greyscale mode (no RGB images). Line art and logos must be at 1400dpi. All fonts in EPS files must be outlined. All fonts in PDF files must be 100% subset and PostScript or outlined. Adobe Illustrator and InDesign files are also accepted. Any images and fonts used with these files must be supplied separately.
- E-mail is preferred ([nhff@vtldesign.com](mailto:nhff@vtldesign.com)). FTP information will be provided for any ads that are more than 5MB total.
- DVD disks, and CD-ROM disks. Hard copy must be provided.
- If supplied ad file is an incorrect size, incorrect image format, or in an unreadable file format, advertiser must resupply to Vital Design. Vital Design can resize ads and/or correct image format at \$80 per hour. All resupplied ads are to be signed off. Vital Design is not responsible for a resized ad's appearance.
- Photography: All images need to be at least 300 dpi @ 100%. Full-page images must be 2513 x 3779 @ 300 dpi.
- **Design services available at \$85/hour.**





### FESTIVAL UNDERWRITERS

#### **\$15,000 EXCLUSIVE: SOLD OUT**

The Festival Underwriter makes NHFF happen. In return, we offer you maximum visibility. More of a festival partner than a sponsor, the underwriter becomes synonymous with NHFF in all communications. The Festival and the Underwriter work hand in hand to create a targeted, mutually fulfilling program.

### VISIBILITY HIGHLIGHTS

- Main stage (The Music Hall) named in your honor.
- All communications stating, "NHFF presented by (your business)."
- Logo placement on four large banners hung at town entrances.
- Opportunity to address the audience during opening and closing night ceremonies.
- Full-page ad with best placement in event program (\$1,000 value).
- Exclusive logo on all festival T-shirts.
- Exclusive sponsor of NHFF web site home page stating, "NHFF presented by (your business)."
- Slide of your business logo shown between and before all movies stating, "NHFF presented by (your business)."
- All printed tickets display, "(Movie name) presented by (your business)."
- 10 VIP all-weekend passes (\$1,000 value).
- 50 all-weekend passes (\$3,500 value).
- 20 T-shirts (\$400 value).
- Name on crew and volunteer T-shirts.
- Logo on two venue banners.
- Logo on web hyperlink.
- Logo on web thank you page.
- Promotional items in gift bags for filmmakers and crew.
- Top placement on special thanks page in program.
- Top placement on event posters hung around town.
- Invitation to press and VIP events with co-hosting opportunities.



## THE PRODUCERS

### \$5,000 NON-EXCLUSIVE

As a producing sponsor, your company has the opportunity to put your brand in the spotlight. This opportunity will be limited to a maximum of three non-compete industry sponsors. You will receive the most widespread exposure second to the underwriter, but featured throughout the entire festival in both duration and location.

### VISIBILITY HIGHLIGHTS:

- Your choice of venue (other than the Music Hall) named in your honor for the entire weekend The “insert your name” here (Headquarters, Screening Venues, Workshop/Panel venue)
- Wherever this venue is referenced your business name will be front and center
- Interior and exterior signage at your venue with your name as the official title
- Opportunity to address the audience opening night of your venue
- Logo placement on 2 exterior banners hung on NHFF venues (in addition to your venue)
- All communications and PR stating NHFF Presented by “Your Business”
- Full page ad with best placement available in the event program (\$1000 Value)
- Logo on all staff & volunteer T-shirts
- Slideshow slide of your business logo shown between and before all movies stating NHFF Presented by “Your Business”
- 8 VIP All Weekend Passes (\$800 Value)
- 15 All Weekend Passes (\$1125 Value)
- 10 T-shirts (\$200 Value)
- Logo as a web hyperlink
- Logo on web thank you page
- Promotional items in gift bags for filmmakers and crew
- Second placement in special thanks page in program
- Second placement on event posters hung around town
- Invitation to Press & VIP event



## THE DIRECTORS

### \$3,000 NON-EXCLUSIVE

This non exclusive sponsorship places your brand in the spotlight as a major contributor to NHFF. This branding opportunity gives your business widespread exposure at many NHFF points of contact. See the benefits below to understand the scope of the Director Sponsorship.

### VISIBILITY HIGHLIGHTS:

- Your choice of event named in your honor (after parties, panels, workshops, award ceremony, VIP lounge).
- Wherever this event is referenced your business name will be prominent.
- Interior signage at your event with your name as the official title.
- Logo placement on two exterior banners hung on NHFF venues (in addition to your venue).
- Full page ad in the event program (\$1,000 value).
- Logo on all staff and volunteer T-shirts.
- Slide of your business logo shown between and before all movies stating, "NHFF presented by (your business).
- 6 VIP all-weekend passes (\$600 value).
- 10 all-weekend passes (\$750 value).
- 6 T-shirts (\$120 value).
- Logo as a web hyperlink.
- Logo on web thank you page.
- Promotional items in gift bags for filmmakers and crew.
- Logo in special thanks page in program.
- Logo on event posters hung around town.
- Invitation to press and VIP event.



## THE ACTORS

### \$2,000 NON-EXCLUSIVE

This sponsorship gives your business visibility as a contributor to NHFF. The Actor sponsorship was designed by NHFF for maximum value. See the benefits below to understand the scope of the Actor Sponsorship.

### VISIBILITY HIGHLIGHTS:

- Your logo on an exterior NHFF venue banner.
- Your logo on interior poster board at a special event.
- 1/2 - page ad in the event program (\$600 value).
- Logo on all staff and volunteer T-shirts.
- Slide of your business logo shown between and before all movies stating, "NHFF presented by (your business).
- 4 VIP all-weekend passes (\$400 value).
- 8 all-weekend passes (\$600 value).
- 4 T-shirts (\$80 value).
- Logo as a web hyperlink.
- Logo on web thank you page.
- Promotional items in gift bags for filmmakers and crew.
- Logo in special thanks page in program.
- Logo on event posters hung around town.
- Invitation to press and VIP event.



The following information represents our organization's commitment to a working relationship with The New Hampshire Film Festival, Inc. for the annual independent film festival slated for October 15-18, 2009 in Portsmouth, New Hampshire. Our advertisement/sponsorship interest is as follows:

**ADVERTISEMENT SIZE/SPONSORSHIP LEVEL & INTENT OF DONATION**

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**NOTES:**

Name of Advertiser/Sponsor: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

Contact's Email Address: \_\_\_\_\_

Authorizing Officer: (please print) \_\_\_\_\_

Authorizing Officer's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NHFilmFestival Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The New Hampshire Film Festival, Inc. expresses its gratitude for your organization's involvement in our annual film festival and will do our best to accommodate the above advertising/sponsorship agreement. Advertisers/Sponsors will be notified immediately should there be any change in the reciprocation package for their advertisements. The New Hampshire Film Festival has a federal 501(c)3 tax-exempt status. Please fax contract to 603.766.0401, attention Nicole Gregg.