



# New Hampshire Film Festival

OCTOBER 11, 12, 13, 14, 2012

## NEW HAMPSHIRE FILM FESTIVAL

### ADVERTISER/SPONSOR BENEFITS

We invite you to explore the world of marketing opportunities presented by the New Hampshire Film Festival. This annual four-day independent film festival has become one of Portsmouth's most highly anticipated events and is described by MovieMaker Magazine as the "Film Center of New England."

Taking place in picturesque downtown Portsmouth during peak foliage season, NHFF draws celebrities, industry professionals, highly esteemed artists, and film enthusiasts from near and far seeking to experience, **and celebrate the art of independent film alongside the filmmakers themselves.**

The Festival boasts an average of 90 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, SXSW, Nantucket and Cannes. NHFF is more than brilliant films and world premieres playing from morning to night. The festival engages attendees with educational workshops, panel discussions, branded after parties and VIP exclusive events.

To give back to the local community NHFF has created two uniquely New Hampshire programs to enhance 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.

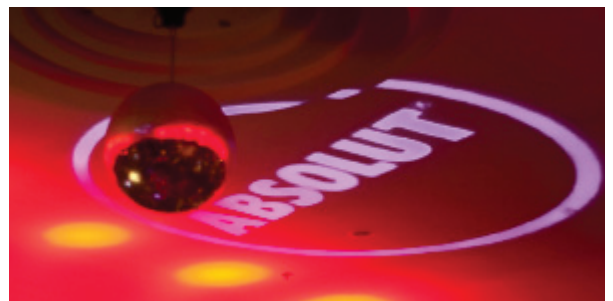
**New Hampshire Day & Night:** Taking place on the Thursday that kicks off the festival, NH Day & Night is an opportunity for the best local and regional filmmakers to showcase their films on New Hampshire's most revered stage: The Music Hall and concludes with its own awards ceremony.

With events held at the most prominent downtown venues (The Music Hall, The Music Hall Loft, The Discover Portsmouth Center, The Sheraton Harborside Hotel, The Moffatt-Ladd House and IOS Business Centers), many community and regional partnerships, and increased marketing materials NHFF is now more visible than ever.

By advertising with/sponsoring NHFF, you'll align your company's brand with a booming non-profit organization in New England's art and cultural epicenter. Expecting over 10,000 attendees this year, NHFF has earned the distinction of the region's premiere film festival and is an integral resource to local, national, and international industry professionals who return year after year.

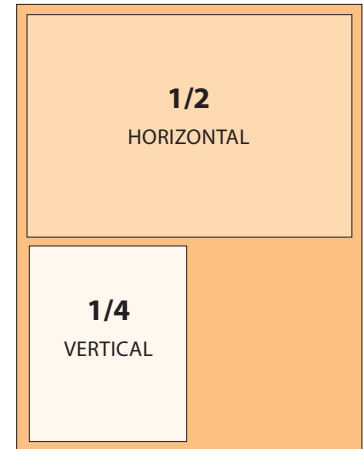
Be a part of NHFF this fall when Portsmouth rolls out the red carpet and takes center stage on the international film festival circuit.

We look forward to seeing you in the fall!





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"	8	2	\$1,500
Full	<b>Non-Bleed</b> 7.625" X 10.375" <b>Bleed</b> 8.375" X 11.125"	8	2	\$1,250
1/2 Horizontal	7.625" X 4.8125"	4	2	\$625
1/4 Vertical	3.375" X 4.8125"	2	2	\$350



**OVER 10,000 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.**

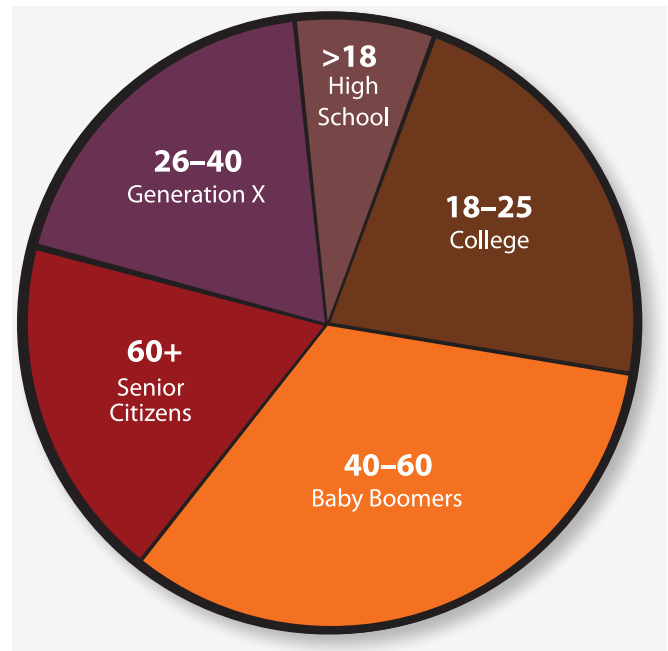
All advertisers will receive two t-shirts, a listing on thank you page in program, and logo included in slideshow. Additionally, logo and web site links will be included on [www.NHFFilmFestival.com](http://www.NHFFilmFestival.com). All advertisers receive complimentary all access passes. Quantity dependent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

**AD DEADLINE SEPT 1, 2012. 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 300dpi. 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 \$85 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 at 100%. Full-page images must be 2513 x 3779 pixels at 300 dpi.
- **Design services available at \$85/hour.**





### FESTIVAL UNDERWRITERS

#### **\$15,000 EXCLUSIVE**

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 major communications stating, "NHFF presented by (your business)."
- Logo placement on four large event 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 (\$1,250 value).
- Exclusive logo on all festival merchandise 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 movies stating, "NHFF presented by (your business)."
- All printed tickets display, "(Movie name) presented by (your business)."
- 20 VIP all-weekend passes (\$2,500 value).
- 20 all-weekend passes (\$1,600 value).
- 20 T-shirts (\$400 value).
- Headlining logo 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.
- 40 invitations to press and VIP event with co-hosting opportunity.



## 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 (\$1250 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”
- 10 VIP All Weekend Passes (\$1250 Value)
- 10 All Weekend Passes (\$800 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
- 10 invitations to Press & VIP event



## New Hampshire Film Festival



### THE DIRECTORS

#### \$3,500 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 (\$1,250 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).
- 8 VIP all-weekend passes (\$1000 value).
- 8 all-weekend passes (\$640 value).
- 8 T-shirts (\$160 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.
- 8 invitations to press and VIP event.



## NewHampshireFilmFestival



### 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).
- 6 VIP all-weekend passes (\$750 value).
- 6 all-weekend passes (\$480 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.
- 6 invitations to press and VIP event.



## New Hampshire Film Festival

If your organization would like to be a part of the 2012 New Hampshire Film Festival please confirm your commitment by emailing Nicole Gregg ([nicole@nhfilmfestival.com](mailto:nicole@nhfilmfestival.com))

Subject Line: 2012 Advertiser/Sponsor: [Insert Organization]

Be sure to include:

Name of Advertiser/Sponsor

Advertisement Size/Sponsorship Level & Intent of Donation:

Contact Name

Mailing Address

Contact Phone

Contact's Email Address

Authorizing Officer

Sending this information to [nicole@nhfilmfestival.com](mailto:nicole@nhfilmfestival.com) represents your organization's commitment to a working relationship with The New Hampshire Film Festival, Inc. for the annual independent film festival slated for October 11-14, 2012 in Portsmouth, New Hampshire.

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.