

Boulder International Film Festival

FEBRUARY 16-19 2012

OFFICIAL
SPONSORSHIP
GUIDE



2012



“ If happiness is a state of mind, then Boulder, CO is its capital.”

CBS Sunday Morning, May 2011

America's Foodiest Town 2010 Bon Appetit, October 2010

America's Top Adventure Towns NationalGeographic.com, September 2010

Smartest City Dailybeast.com, August 2010

Healthiest Towns in the U.S. Men's Health 2010

Happiest and Healthiest City Gallup-Healthways Well-Being Index, February 2010

America's Smartest City Forbes Magazine, December 2006, February 2008



During its seven short years, the Boulder International Film Festival has rapidly developed a reputation among world-class filmmakers for producing huge, passionate, foot-stomping audiences. Welcome to Boulder. Welcome to BIFF. Welcome to year eight.

4 days of films + makers conversation + controversy = community

DATES February 16-19, 2012
President's Day Weekend

FILM FORECAST 50 -70 films from 25 countries

VENUES Historic Boulder Theater; First United Methodist Church;
Boulder Public Library Auditorium

ATTENDANCE FORECAST 18,000-20,000

www.biff1.com

PRESENTED BY
The Colorado Film Society
(CFS), a Boulder-based
501(c)3 non-profit film
arts organization.



sponsorship 2012

business

SMALL BIZ **1k** PARTNER **2.5k** BRONZE **5k** SILVER **10k** GOLD **25k** PLATINUM **50k**

levels

PLATINUM	\$ 50,000
GOLD	\$ 25,000
SILVER	\$ 10,000
BRONZE	\$ 5,000
PARTNER	\$ 2,500
SMALL BIZ	\$ 1,000

stats

BOULDER DEMOGRAPHICS

Population: 103,650
Bachelor's degree or higher: 69%
Graduate/professional degree: 33%
Median Household Income: \$57,231
Median Age: 29

FILM FESTIVAL DEMOGRAPHICS

Highly-educated, high-income, well-informed, younger than audiences of traditional arts.
40% have Masters Degrees
50% earn \$60,000+

contact

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BIFF Director Sponsor Liaison
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Please contact us for further details.

>> please note

Sponsorship benefits are subject to change.
Some benefits are subject to sponsorship confirmation by December 31, 2011.

Festival passes are not transferable.
DiMe Symposium is not included.

A limited number of passes may be purchased by sponsors at \$100 off the regular rate.

TELEVISION

Logo placement on hundreds of television commercials, aired in weeks prior to Festival. *825,000 impressions*

PRINT

Ad in Official Festival Program. *Distribution 80,000*

Logo or company name in Official Festival Program. *Distribution 80,000*

Logo placement on print ads. *Distribution 50,000*

THEATER

30 second promotional spot (provided by Sponsor) featured prior to Opening and Closing Night Ceremonies. *3,000 impressions (Cash Sponsors only)*

Logo placement on Film Festival trailer played prior to all film screenings. *20,000 impressions*

Placement on Logo Reel to run for 30 minutes between all Festival programs. *20,000 impressions*

Logo and/or Company name on all official BIFF lanyards. *20,000 impressions (Cash Sponsors only)*

Verbal announcements during Festival, highlighting sponsors during Opening Night and/or Closing Night Ceremonies. *3,000 impressions*

Logo or company name on venue posters.

DIRECT ACCESS TO AUDIENCES

Opportunity to headline and host official party or event.

Opportunity for product distribution to Festival attendees. *20,000 impressions (Cash Sponsors only)*

Product placements in all welcome packets for filmmakers and celebrities.

WEB + MEDIA

Banner ad and recognition on BIFF home page, with link. *Over 30,000 impressions (Cash Sponsors only)*

Logo on website. *Over 2 million hits*

Link on Festival blog. *Over 3,000 page views per day during the Festival*

Social media: Facebook/Twitter mentions and promotions leading up to Festival.

Colorado Film Society Newsletter logo placement. (6 months) *20,000 + impressions*

Feature article in CFS Newsletter. *3,000 + impressions (Cash Sponsors only)*

Mentions in Film Festival press releases.

PASSES

Full-Access VIP passes to all Festival screenings, workshops, panels, receptions and parties, including the Opening Night Gala and Closing Night Awards Ceremony.

	SMALL BIZ 1k	PARTNER 2.5k	BRONZE 5k	SILVER 10k	GOLD 25k	PLATINUM 50k
Logo placement on hundreds of television commercials, aired in weeks prior to Festival. <i>825,000 impressions</i>				PROMINENT PLACEMENT	2ND TIER PLACEMENT	1ST TIER PLACEMENT
PRINT				QUARTER	HALF	FULL PAGE
Ad in Official Festival Program. <i>Distribution 80,000</i>				QUARTER	HALF	FULL PAGE
Logo or company name in Official Festival Program. <i>Distribution 80,000</i>	COMPANY NAME	LOGO		PROMINENT PLACEMENT	PROMINENT PLACEMENT	2ND TIER PLACEMENT
Logo placement on print ads. <i>Distribution 50,000</i>				2	3-4	5-6
						7-8
THEATER						
30 second promotional spot (provided by Sponsor) featured prior to Opening and Closing Night Ceremonies. <i>3,000 impressions (Cash Sponsors only)</i>						■
Logo placement on Film Festival trailer played prior to all film screenings. <i>20,000 impressions</i>		LOGO	LOGO	PROMINENT PLACEMENT	2ND TIER PLACEMENT	1ST TIER PLACEMENT
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Verbal announcements during Festival, highlighting sponsors during Opening Night and/or Closing Night Ceremonies. <i>3,000 impressions</i>				■	■	■
Logo or company name on venue posters.	COMPANY NAME	LOGO		PROMINENT PLACEMENT	PROMINENT PLACEMENT	2ND TIER PLACEMENT
						1ST TIER PLACEMENT
DIRECT ACCESS TO AUDIENCES						
Opportunity to headline and host official party or event.				■	■	■
Opportunity for product distribution to Festival attendees. <i>20,000 impressions (Cash Sponsors only)</i>				■	■	■
Product placements in all welcome packets for filmmakers and celebrities.				■	■	■
WEB + MEDIA						
Banner ad and recognition on BIFF home page, with link. <i>Over 30,000 impressions (Cash Sponsors only)</i>					■	■
Logo on website. <i>Over 2 million hits</i>				LOGO	PROMINENT PLACEMENT	2ND TIER PLACEMENT
Link on Festival blog. <i>Over 3,000 page views per day during the Festival</i>	■	■	■	■	■	■
Social media: Facebook/Twitter mentions and promotions leading up to Festival.				■	■	■
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Feature article in CFS Newsletter. <i>3,000 + impressions (Cash Sponsors only)</i>				■	■	■
Mentions in Film Festival press releases.				■	■	■
PASSES						
Full-Access VIP passes to all Festival screenings, workshops, panels, receptions and parties, including the Opening Night Gala and Closing Night Awards Ceremony.	1 DISCOUNTED PASS	1 FREE PASS	2 FREE PASSES	4 FREE PASSES	6 FREE PASSES	8 FREE PASSES



individual sponsorship

VERY IMPORTANT PEOPLE

VIP PASSES provide you with priority full access to all Festival screenings, panels, receptions and parties, including the Opening Night Gala and Closing Night Awards Ceremony.

PLAY A VITAL ROLE in Boulder's premier cultural event. Individual sponsors are the lifeblood of the Festival, and our sponsors become like family. Any amount is welcome!

PLANNED GIVING Give a lasting gift to the film arts. Remember BIFF in your estate planning, and direct your legacy to the powerful change that film can bring to the lives of many. Contact us for information regarding tax benefits.

leadership circle

\$5000+

Two full-access VIP passes

Invitation to private events with special guests/celebrities

Special "Velvet Rope" seating section at selected BIFF film venues (held open for you until 10 minutes before start of film or event).

Special VIP line for access to venues—skip ahead of the general ticket lines!

BIFF Film Library Card
Special film check-out privileges after the Festival. See the films you missed during BIFF. (Subject to availability).

- Recognition** Your name + donor level appear:
- In the official BIFF 2012 Program (*80,000 dist.*)
 - On the BIFF Festival Trailer, played prior to all film programs during BIFF (39 programs in 2011).
 - On the BIFF Logo Reel that runs for 30 minutes between all BIFF film programs.

benefactor

\$2500+

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biff buff \$500

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friend of biff (f.o.b.)

\$1000+

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