



Festival date: July 18, 2015

Produced by the Atlantic Highlands Arts Council
A New Jersey non profit 501(c)3 organization
www.FilmOneFest.org / www.AHArts.org

Dear Corporation,

We are writing to request for your consideration for sponsorship of FilmOneFest. FilmOneFest is a one-minute film festival, held annually in Atlantic Highlands, NJ across the harbor from New York City. This annual event is in its seventh year and has grown significantly due to the quality of the film entries, the publicity and press we have received and the wonderful outdoor venue in Atlantic Highlands. This event is free to the public and has received film submissions from all 50 states in the USA as well as 60+ countries.

FilmOneFest attracts over 2,000 attendees and there have been over 145,000 views of our films on our smartphone and iPad apps in the last six months alone. In addition to features in local news outlets such as The Asbury Park Press and the Two River Times, this festival has garnered national and international media attention with features on NBC Nightly News with Chuck Scarborough, CNBC and Reuters. We are proud to have been named "Probably the best little film festival in the world" by Smart Movie Making.

While FilmOneFest serves as a fun, free outdoor cultural event, it also helps support cultural programs run by the Atlantic Highlands Arts Council, such as free arts summer camps for children, the Monmouth County Arts Council's Teen Arts Festival, as well as the Atlantic Highlands Food Pantry, which serves almost 300 local families weekly.

Each year FilmOneFest has grown larger and we expect that it will continue to grow. We are currently supported by great sponsors such as Sony Pictures Classics, Merrill Lynch, True TV, Sickles Market and Whole Foods, to name a few.

We would like to build relationships with select sponsors who share our vision for this festival, who support cultural arts and who would like their marketing and goodwill efforts to reach a large, captive target audience. We believe that your company shares those values and together, we can create a magical and significant cultural event for our local and online communities. As a key sponsor, you can reach not only those attending the festival, but the thousands who view our festival through our website, iPad and iPhone apps. It is also important for you to know that 100% of your sponsorship dollars will be used to promote and fund the event, since our dedicated staff is 100% volunteer.

The attached page describes our two levels of media sponsorship we would like for your company to consider. I would be pleased to discuss any alternatives you may want to consider to make this mutually beneficial for your company and FilmOneFest. I will be following up with you in the coming weeks for your insights and look forward to working with you as we continue to grow and develop this amazing cultural event.

Kindest regards,

Corinna Thuss
Managing Director
corinna@filmonefest.org



Atlantic Highlands Arts Council, PO Box 236, Atlantic Highlands, NJ 07716 info@AHArts.org

FilmOneFest 2015

Partnership Proposal with Co. XX Name

Media Partner \$2,500/season*

1. Your Company name and logo on all FilmOneFest promotional print materials for all related events, including the cover of our event program, a full-page ad, logo placement on all banners, posters, postcards and festival t-shirts.
2. We will incorporate your company name and logo in our social media campaign leading up to and during the festival as well as the SONY Pictures Classics Movie Premiers throughout the year.
3. A year long and continued co-branding exposure associating your company with FilmOneFest every time our website is used, including your name, logo and website links.
4. Company name in all press releases throughout the year including the SONY Pictures Classics Movie Premiers as well as the Benefit Dinner & Auction.
5. Your company's name and logo on all FilmOneFest email blasts throughout the year to a database of over 2,000 local residents (avg. 40 per year).
6. Dedicated airtime to announce your company's presence at FilmOneFest 2015 as well as recognition during the program.
7. 6 VIP passes that include Premium Seating and access to our Hospitality Tent.
8. Four dedicated email blasts per year – a highly effective way to get your marketing message directly to our filmmakers and audience.

Mobile Media Partner \$5,000/season*

1. All benefits listed above as well as:
2. Inclusion and co-branding presence for your company in the mobile apps, reaching a much broader national and international audience.
3. Underwriter of the FilmOneFest app's SMS Voting Feature: Your company's logo featured on a repeating main screen video loop the night of the festival.
4. Dedicated airtime for your promotional video at the festival and featured on our website.
5. A booth at FilmOneFest prominently positioned for maximum exposure.

** Our sponsorship season runs April 15, 2015 to April 14, 2016 and covers the lead up to and post coverage of FilmOneFest 2015*

DIGITAL SPONSORSHIP

Premium Charter Digital Sponsorship

Benefit: Your brand's logo and advertising included prominently on apps and on the web site, including a video ad if desired.



Underwrite the SMS Voting Feature

Benefit: Your brand's logo featured on a repeating main screen video loop the night of the festival





SPONSORSHIP **STATS & PACKAGES**

2014 Sponsor Related Stats & Sponsorship Packages



FOF VIDEO **STATS**

In 2014, videos will have been seen 243,000 times, compared to 154,000 in 2013 and 51,000 times in 2012

■ FOF Video Views

