



**New York City International
Film Festival**

August 12 - 19, 2010

www.NYCIFF.com

NYCIFF

NEW YORK CITY INTERNATIONAL FILM FESTIVAL

www.NYCIFF.com

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Dear

We are excited to explore the possibility of having **your company** in partnership with the New York City International Film Festival.

The NYCIFFF debuts on August 12, 2010 and will run through August 19, 2010.

This is a festival for the discovery of new talents and seeking out the most daring and diverse new work from around the world while maintaining Red-Carpet Glamour and an association to mainstream movies.

Submissions are open to the following categories:

FEATURE FILM
SHORT FILM
DOCUMENTARY
MUSICAL VIDEO
ANIMATION

NYCIFF will showcase and breakdown these categories as 120 Feature Films, 150 Short Films, 100 Musical Videos and 20 Animated Films throughout its eight day duration at various movie theatres within Manhattan.

AWARDS

NYCIFF would like to create the **(Your Company) Awards** will be presented to the best in the following categories:

THE BEST FEATURE FILM
BEST DIRECTOR
BEST ACTOR
BEST ACTRESS
BEST SHORT
BEST DOCUMENTARY
BEST MUSICAL VIDEO
BEST MUSIC
BEST SINGER
BEST-ANIMATED FILM

We are open to and welcome any suggestions from you in reference to Awards, Trophies, idea it is an option that we would like to review with you.

We can discuss another option possibly for Your Company employees to select, by vote, their choices for (Your Company) awards.

Opening and Closing Night Parties



Ziegfeld theatre



Gala VIP events HILTON Hotel

The opening Gala of the New York City International Film Festival is our biggest event.

From the Red Carpet experience at the movie theatre to the themed party, this is the Event of all summer festivals to be seen.

The Red Carpet Opening Gala, a Black tie event, will have film industry guests from the major Studios in the US and International filmmakers from around the world; will enjoy sampled drinks and music.

Your company will have the exclusive corporate entertaining opportunities to host the Red Carpet event and private dinner parties.

The guest list includes Politicians, Members of the Press, Actors, Writers, Directors, Producers, and various Artists. We have also included leading members of the business corporate community and decision makers in the creative sector. *(We will provide you with a list of all the confirmed guests)*

NYCIFF offers a unique opportunity for **Your Company** to target their key audience, branding, product placement and sampling, inclusion of Your Company's logo in our Honors Board, Press and Marketing campaign. Printed in our program (100,000 copies) Catalog (2,000), NYCIFF website. Display at the cinemas venues, Screen branding prior to the performance Newspapers and Magazines ads, Radio, and Internet.

Partnership are customized to:

- Strengthen corporate brands across the board.
- Offer a high level of access to target customer groups
- Introduce new populations to goods and services
- Extend marketing and advertising beyond the Festival
- Afford marketing exposure locally, nationally and internationally

Our partnership with you will be designed to maximize exposure, provide access and Strengthen branding. The New York City International Film Festival's market reach is international scope with superior entrée to New York's local and visitor communities.

More than 70,000 audience members will attend the Film Festival:

- 70% are in the 25 to 49 year range.
- 50% are Hispanic heritage
- 50% earn more than \$ 60,000 annually
- 40% are visitors to New York City
- 75% believe that corporate support of Arts & Culture positively affects their buying decisions for goods and services

The NYCIFF offers enhanced opportunities for access, branding and audience exposure:

- Print advertising and branding
- Press release and boilerplates
- Electronic advertising and branding
- Outreach branding
- Film/video advertising and branding
- Displays and/or material distribution
- Sampling
- Face-to-face access

The Festival will work with your company to ensure the level of partnership meets their needs and exceeds their expectation.

Your Company will receive 100 VIP tickets for the Opening Red carpet Gala & Closing Night. 100 tickets for other films screened at the Festival in addition to the above.

PLATINUM PARTNERSHIP

The Platinum Partnership is the only level which is entirely exclusive and which is fully Branded wherever the Festival itself is branded or noted.

Category and Industry Exclusivity **Corporate branding on all Festival materials**

Advertising

- Skyscraper or leader board ad embedded throughout the Festival's website
- Up to four full-page color ads in the Festival Catalogue
- 1 full (your product) commercial before every film shown during the Festival

Branding

- Logo and corporate name in all Festival print advertising and promotion
- Logo and corporate name in the Festival Film Guide, including cover
- Logo and corporate name in the Festival Catalogue, including cover
- Logo and hyperlink on the Festival website
- Logo and corporate name on all Festival signage and boards
- Logo and corporate name on Festival "Thank You" Trailer
- Logo and corporate name on all promotional items
- Logo on all Step and Repeat backdrops

Marketing

- Display booth at Festival Headquarter and/or other major venue
- Corporate profile in the Festival Catalogue
- Corporate profile on the festival website
- Sampling opportunities

Press and Media

- Speaking opportunities at most press conferences and events
- Inclusion in all press releases.
- Recognition in all boilerplates included in all press releases.

Hospitality and Entertainment

- Hosting of Major Festival Events Red carpet and Private parties
- 100 VIP Tickets to Opening Gala Night, Tribute Program and Awards Night
- 100 tickets for other films screened at the Festival in addition to the above
- Employees tickets for films and parties at special discounted prices
- Invitations to exclusive events and programs during the Festival
- The your company Special Night Awards

AWARDS

The (Your Company product) **Awards** will be presented to the best in the following categories:

THE BEST FEATURE FILM
BEST DIRECTOR
BEST ACTOR
BEST ACTRESS
BEST SHORT
BEST DOCUMENTARY
BEST MUSICAL VIDEO
BEST MUSIC
BEST SINGER
BEST-ANIMATED FILM

GOLD PARTNERSHIP

INDUSTRY EXCLUSIVITY

Advertising

- Skyscraper ad on a premium page of the Festival website
- Up to two full-page color ads in the Festival Catalogue
- 1 full (your company) commercial before every film shown during the Festival

Branding

- Logo in at least 50% of Festival print advertising and promotion
- Logo and corporate name in the Festival Film Guide
- Logo and corporate name in the Festival Catalogue
- Logo and hyperlink on the Festival website
- Logo on all Festival signage and boards
- Logo on Festival “Thank You” Trailer
- Logo on 50% of promotional items and/or materials

Marketing

- Display area at Festival Headquarter or other major venue
- Corporate profile in the Festival Catalogue
- Corporate profile on the festival website
- Sampling opportunities

Press and Media

- Recognition opportunities at most press conferences and events
- Inclusion in all press releases.
- Recognition in all boilerplates included in all press releases.

Hospitality and Entertainment

- Hosting of two Festival Event
- 50 VIP Tickets to Opening Gala Night, Red carpet, Program and Awards Night
- 50 tickets for other films screened at the Festival in addition to the above
- Employee tickets for films and parties at special discounted prices
- Invitations to special events and programs during the eight days of the Festival
- The (Your Company) Special Night Awards

AWARDS

The **(The your Company product) Awards** will be presented to the best in the following categories:

THE BEST FEATURE FILM
BEST SHORT
BEST DOCUMENTARY
BEST MUSICAL VIDEO
BEST-ANIMATED FILM

SILVER PARTNERSHIP

Advertising

- Banner ad on a premium page of the Festival website
- Up to two full-page color ads in the Festival Catalogue
- 1 full (your product) commercial before every film shown during the Festival

Branding

- Logo in at least 35% of Festival print advertising and promotion
- Logo and corporate name in the Festival Film Guide
- Logo and corporate name in the Festival Catalogue
- Logo and hyperlink on the Festival website
- Logo on all Festival signage and boards
- Logo on Festival "Thank You" Trailer
- Logo on 35% of promotional items and/or materials

Marketing

- Display area at Festival Headquarter or other major venue
- Corporate profile in the Festival Catalogue
- Corporate profile on the festival website
- Sampling opportunities

Press and Media

- Recognition opportunities at most press conferences and events
- Inclusion in all press releases.
- Recognition in all boilerplates included in all press releases.

Hospitality and Entertainment

- Hosting of a Festival Event
- 10 VIP Tickets to Opening Gala Night Red carpet and Awards Night
- 40 tickets for other films screened at the Festival in addition to the above
- Ticket pre-selection privileges for a two-week period prior to the public sale of tickets
- Employee tickets for films and parties at special discounted prices
- Invitations to special events and programs during the eight days of the Festival
- The (your company) Special Night Awards

AWARDS

The (**Your Company**) **Awards** will be presented to the best in the following categories:

THE BEST FEATURE FILM
BEST DOCUMENTARY
BEST MUSICAL VIDEO
BEST-ANIMATED FILM

BRONZE PARTNERSHIP

Advertising

- Half-banner ad on a premium page of the Festival website
- One full-page color ad in the Festival Catalogue
- :30 full (your product) commercial before every film shown during the Festival

Branding

- Logo in at least 20% of Festival print advertising and promotion
- Logo and corporate name in the Festival Film Guide
- Logo and corporate name in the Festival Catalogue
- Logo and hyperlink on the Festival website
- Logo on all Festival signage and boards
- Logo on Festival "Thank You" Trailer
- Logo on 20% of promotional items and/or materials

Marketing

- Corporate profile in the Festival Catalogue
- Corporate profile on the festival website
- Material distribution at all venues
- Sampling opportunities

Press and Media

- Recognition opportunities at most press conferences
- Inclusion in all press releases.
- Recognition in all boilerplates included in all press releases.

Hospitality and Entertainment

- Co-Hosting of a Festival Event
- 6 VIP Tickets to Opening Gala Night, Red carpet Program and Awards Night
- 30 tickets for other films screened at the Festival in addition to the above
- Employee tickets for films and parties at special discounted prices
- Invitations to special events and programs during the eight days of the Festival
- The your company Special Night Awards

AWARDS

The **(Your Company) Awards** will be presented to the best in the following categories:

THE BEST FEATURE FILM
BEST MUSICAL VIDEO
BEST-ANIMATED FILM

COPPER PARTNERSHIP

Advertising

- Button ad on a premium page of the Festival website
- One full-page color ad in the Festival Catalogue
- :30 full your product commercial before every film shown during the Festival

Branding

- Logo in at least 10% of Festival print advertising and promotion
- Logo and corporate name in the Festival Film Guide
- Logo and corporate name in the Festival Catalogue
- Logo and hyperlink on the Festival website
- Logo on all Festival signage and boards
- Logo on Festival “Thank You” Trailer
- Logo on 10% of promotional items and/or materials

Marketing

- Material distribution at all venues
- Sampling opportunities

Press and Media

- Recognition opportunities at most press conferences
- Inclusion in all press releases.
- Recognition in all boilerplates included in all press releases.

Hospitality and Entertainment

- Co-Hosting of a Festival Event
- 4 VIP Tickets to Opening Gala Night, Red carpet and Awards Night
- 20 tickets for other films screened at the Festival in addition to the above
- Employee tickets for films and parties at special discounted prices
- Invitations to special events and programs during the eight days of the Festival
- The (Your Company) Special Night Awards

AWARDS

The **(Your Company product) Awards** will be presented to the best in the following categories:

THE BEST FEATURE FILM
BEST MUSICAL VIDEO
BEST ANIMATED

SUPPORT

The NYCIFF needs the support and participation of important companies like yours to make this event a successful one that will help new young talents find their path to success, be an important event to all the communities giving them a week of nationally and international films for the joy of their families members.

We have five major categories of Partnership Levels as follows:

- PLATINUM Partnership package \$ 100,000
- GOLD Partnership package \$ 50,000
- SILVER Partnership package \$ 25,000
- BRONZE Partnership package \$ 12,500
- COPPER Partnership package \$ 10,000

If you have any questions, please do not hesitate to contact me. I look forward to hearing from you to discuss any thoughts and possible suggestions that you may have.

Thank you for your attention and consideration to this proposal.

Most sincerely,

Roberto Rizzo
President & Founder
NYCIFF