
Colorado Dragon Film Festival Sponsorship Opportunities

March 1-3, 2018 Alamo Drafthouse Sloans Lake Denver, CO

Colorado



Dragon Film Festival

Overview of the Opportunity

The Colorado Dragon Film Festival is proud to present our 4th Annual Colorado Dragon Film Festival! The film festival will take place March 1-3, 2019, and will be featured at the Alamo Drafthouse Sloans Lake, located in Denver, CO.

Just like the Colorado Dragon BOAT Festival, the purpose of the Colorado Dragon FILM Festival (CDFF) is a way to strengthen the Asian American communities while educating the public about the depth and breadth of our diverse culture and people through traditional and contemporary Asian cinematography.

Within the following pages you will find the opportunity to create brand experiences through exclusive presentation rights, an extensive package of rights and benefits, and the festival's unique ability to work with you in developing creative activations and promotions to bring your brand to life.

Thank you for considering sponsorship of the Colorado Dragon Film Festival! We look forward to partnering with your organization on creating a unique sponsorship opportunity, by leveraging cross promotions, and maximizing your impact with this annual event. Please note that we are a flexible and happy to discuss the most beneficial way to highlight your own unique sponsorship if one of the titles below does not meet your expectations.



For more information on any aspect of this proposal and for additional advertising opportunities, contact:

Colorado Dragon Film Festival 3000 Youngfield Street, Suite 350 Wheat Ridge, CO 80215

www.cdfilm.org

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P: (720) 295-6659 F: (303) 953-7278

Title Sponsorship - \$10,000.00

This single, exclusive, top-level sponsor of the Colorado Dragon Film Festival receives universal, event-wide exclusive rights including above the name recognition (e.g., “ABC Company” presents Colorado Dragon Boat Film Festival) in all event promotional, advertising, and collateral materials: exclusive event signage and hospitality benefit!

Highlights

- Limited to 1 (One) Sponsor at Title Level
- Category Exclusivity
- First Right of Refusal
- 1-3 Year Contract Term

Promotional Benefits

- Primary position of Logo ID in Promotional Ads
- Recognition in CDFF News Releases
- Primary Position of Logo ID in CDFF Promotional Poster
- Opportunity to hand out branded items

Official Event Program Book

- Primary Position of Logo ID on Cover of Event Program
- Primary Position of Logo ID Recognition on Sponsor Page
- Opportunity to Provide Welcome Letter in Program
- Sponsor Recognition Page– Full Page, Color, Back Cover

Online Benefits

- Sponsorship Recognition with Link on CDFF Website
- Logo in CDFF e-Newsletters (leading up to event, for 2018-2019 season only)
- Social Media Marketing (8 posts)

Hospitality Benefits

- 12 (Twelve) Film Festival Passes
- 4 Opening Night Tickets

On-Site Benefits

- Opportunity to Place Banners On-Site: 1
- Static In-Theater Screen Display
- Opportunity to Set-up Table at Festival

Presenting Sponsorship - \$5,000.00

These top-level, second position sponsors receive universal marquee billing below-the-name Presenting Sponsor recognition (e.g., ABC Company presents Colorado Dragon Film Festival, sponsored by “XYZ Company and 123 Company”) in all event promotional, advertising, collateral materials, and signage.

Highlights

- Limited to 3 (Three) Sponsors at Presenting Level
- Category Exclusivity
- First Right of Refusal
- 1-3 Year Contract Term

Promotional Benefits

- Secondary position of Logo ID in Promotional Ads
- Recognition in CDFE News Releases
- Secondary Position of Logo ID in CDFE Promotional Poster
- Opportunity to hand out Branded items

Official Event Program Book

- Secondary Position of Logo ID Recognition on Sponsor Page
- Sponsor Recognition Page– Full Page, Color, Inside Cover

Online Benefits

- Sponsorship Recognition with Link on CDFE Website
- Logo in CDFE e-Newsletters (leading up to event, for 2018-2019 season only)
- Social Media Marketing (6 posts)

Hospitality Benefits

- Film Festival Passes: 8 (Eight)
- 2 Opening Night Tickets

On-Site Benefits

- Opportunity to Place Banners On-Site: 1
- Static In-Theater Screen Display
- Opportunity to Set-up Table at Festival

Supporting Sponsorship - \$2,500.00

These program or venue level sponsors receive Supporting Sponsor recognition in collateral material, event signage, on-site sampling and hospitality benefits.

Highlights

- Limited to 6(Six) Sponsors at Supporting Level
- 1-3 Year Contract Term

Promotional Benefits

- Recognition in CDFFF News Releases
- Bottom Position of Logo ID in CDFFF Promotional Poster

Official Event Program Book

- Third Position of Logo ID Recognition on Sponsor Page
- Sponsor Recognition Page– Half Page, Color

Online Benefits

- Sponsorship Recognition Banner with Link on CDFFF Website
- Logo in CDFFF e-Newsletters (leading up to event, for 2017-2018 season only)
- Social Media Marketing (4 posts)

On-Site Benefits

- Third Position of Logo ID on Event Banner
- Static In-Theater Screen Display

Hospitality Benefits

- Film Festival Passes: 5 (Five)

Film Sponsor - \$1,500.00

Film Sponsors are organizations who wish to present a particular film for its content that may extend their brand recognition. A Film Sponsor can choose the film they would like to present or they can be an overall Film Sponsor.

Highlights

- Limited to 10(Ten) Film Sponsors
- 1-3 Year Contract Term

Promotional Benefits

- Recognition in CDFFF News Releases

Official Event Program Book

- Recognition on Film Synopsis Page

Online Benefits

- Sponsorship Recognition Banner with Link on CDFFF Website
- Logo in CDFFF e-Newsletters (leading up to event, for 2018-2019 season only)
- Social Media Marketing (2 posts)

On-Site Benefits

- Static In-Theater Screen Display

Hospitality Benefits

- Film Festival Tickets: 3 (Three) for Sponsored Film