October 15-19, 2014
SPONSORSHIP OPPORTUNITIES

WOODSTOCK FILM FESTIVAL

The Woodstock Film Festival showcases independent films from the US and world. Accomplished and emerging filmmakers attend and share their passionate, creative, and captivating work. The 5-day event generates large, enthusiastic audiences and a gamut of promotional opportunities.

"It's a great festival... I can’t think of another place that seems better suited to have an independent film festival than Woodstock.” Actor Paul Rudd, 2013

Year-Round Marketing: The 2014 Woodstock Film Festival (WFF) is scheduled for October 15-19, but you’ll be a sponsor year-round. Ask us how we maximize your exposure!

Programming: WFF will screen a diverse, entertaining and thought provoking line up with over 130 films. Other events include panels, concerts, star-studded parties and gatherings for attendees, filmmakers, VIPs and SPONSORS.

The Perks: WFF gives SPONSORS a unique and exciting marketing opportunity. Our integrated marketing campaign will attract national and international attention.

Tailored Sponsorship: Your sponsorship will be custom-fit. Let’s discuss developing your marketing message around a specific event or award, concert, party, festival gear or other. Your sponsorship of WFF events can provide sampling opportunities of your products to key individuals, celebrities and taste makers within your target market.

Our Audience: Attendees include affluent full-time residents, second-home owners and vacationers who appreciate quality entertainment. The majority of attendees come from the tri-state area and Hudson Valley, and are joined by visitors from throughout the world. WFF generally welcomes over 300 filmmakers and industry pros representing films and other events in the program.
ABOUT WFF

WFF is one of indieWIRE’s leading 50 film fests in the world. This is our legacy.

“The Woodstock Film Festival is always a pleasure to attend and the talent that is showcased always amazes me.”

- Emmy Award® Nominee Steve Buscemi

Hailed by indieWIRE as “A true American Maverick Among Fests” and praised by actor Ethan Hawke as “among the finest of a dying breed... beautifully celebrating the art & craft of filmmaking,” WFF offers a visible opportunity for promotion, branding and recognition.

Press coverage has included every major New York daily, many online and TV outlets and trade publications, all adding up to an ESTIMATED 40 MILLION MEDIA IMPRESSIONS ANNUALLY.

Festival staples include celebrities, filmmakers, industry executives, network executives, the press, record label executives, writers, painters, models, producers, critics and publishers as well as high-profile taste makers.

WFF attracts international attention by combining SELL-OUT CROWDS with film industry leaders. Emerging and established filmmakers attend premiere screenings, panels and parties in large numbers.

NAMES And Faces

A-List talent who have participated include Kevin Bacon, Ellen Barkin, Ed Burns, Steve Buscemi, Matt Dillon, Jonathan Demme, Vincent D’Onofrio, Edie Falco, Peter Gabriel, Vera Farmiga, America Ferrera, Adrian Grenier, Woody Harrelson, Ethan Hawke, Timothy Hutton, Daniel Day-Lewis, Ang Lee, Melissa Leo, Laura Linney, Lucy Liu, Tim Blake Nelson, Rosie Perez, Parker Posey, Aidan Quinn, Keanu Reeves, Tim Robbins, Mark Ruffalo, Liev Schreiber, David Schwimmer, Uma Thurman, Stanley Tucci and more!
We’ll work with you and your agency to develop a custom plan to meet and exceed your marketing goals, vision and needs; to make your product and service stand out. Be sure to ask about category exclusivity.

Become a Presenting, Platinum, Gold or Silver Sponsor and be a part of the entire festival, or choose to become a Signature Sponsor and present one of our hottest items or events like the Awards Gala, our Audience Award, Focus on Music, Festival Gear, Pre-Awards Luncheon or others.

Customize your own special event! Maximize your exposure. Launch your latest product by throwing a party, happy hour, or after-hour event. The WFF team will work with you to select the best restaurant, club, gallery or unique party space for your event. And our marketing and PR team will, of course, work with you to promote it.

By being a part of WFF, your marketing message will really stand out as it has for Toyota, Markertek.com, 120dB Films, Ketel One Vodka, Christopher Street Financial, A&E Indie Films, BCDF Pictures, AJA Video Systems, Hudson Whiskey, Lowel Light, and many others.
Signature Sponsorship

Become the Presenting Sponsor of a Festival mainstay and Get Noticed!

All 25k Signature Sponsorships will receive significant exposure for your product or service, including 1 Full Page, 4-color ad in commemorative program, 4 all-access festival passes as well as VIP bags, limited-edition festival gear, display of your logo on banners, program, website, movie trailer (screening before each film), plus the additional perks itemized below.

Your Signature Sponsorship allows you to bring your own signage and street team to tastefully decorate the venue.

Awards Gala Presented by ____________

$25k per year

Present THE Premier WFF event! The Maverick Awards Gala hosts over 500 celebrities, filmmakers, industry pros and film lovers. Held on Saturday night, the Maverick Awards Gala features a cocktail party with drinks and hors d’oeuvres and a live band. The awards presentation follows and has included very “memorable” comments from Kevin Smith, Vera Farmiga and Keanu Reeves.

Additional Perks: Step & Repeat for photo ops, prominent logo placement on the screen and table tents. The package also includes sampling opportunities, VIP table for ten and much more!

Audience Award

Presented by ____________

$25k per year

Want your brand logo in the hands of EVERY participant and attendee? Sponsor the Audience Award. Everyone who sees a film receives a ballot - with YOUR logo. Put your logo on the front, use the back of the ballot as your canvas; feature your website, your latest product or service. Let’s market your brand and be creative!

Additional Perks: Your company logo will also be prominently displayed before every feature-length film, reminding audiences to vote. You’ll also receive recognition in Audience Award announcements and press releases.
All 15k Signature Sponsorships will receive significant exposure for your product or service, including 1 Half Page, 4-color ad in commemorative program, 2 all-access festival passes as well as VIP bag, limited-edition festival gear, display of your logo on banners, program, website, movie trailer (screening before each film), plus the additional perks itemized below.

Your Signature Sponsorship allows you to bring your own signage and street team to tastefully decorate the venue.

Honorary Maverick Award
Presented by ____________

$15k per year

This award is given annually to a filmmaker or actor who has consistently delivered excellence to independent filmmaking in a leadership role. By associating your brand or service with this prestigious award, you’ll be teaming up with an iconic figure that is truly a maverick in the indie film world. Past recipients have included actors Tim Robbins, Steve Buscemi, Woody Harrelson and Directors Bruce Beresford, Mira Nair, Barbara Kopple and Kevin Smith.

Additional Perks: VIP Table for 10 at Awards Gala and company representative may be included in official photos taken with the honoree.

Excellence in Acting Award
Presented by ____________

$15k per year

Talk about star power... WFF set the bar very high when it initiated this award in 2010 to recipient Keanu Reeves, who promoted his film Henry’s Crime with co-star Vera Farmiga at that year’s fest. Ellen Barkin was honored in 2011, and attended WFF to support Another Happy Day, directed by Sam Levinson nearly 30 years after Barkin’s feature film debut in Diner... by Sam’s father, Barry Levinson!

Additional Perks: VIP Table for 10 at Awards Gala and company representative may be included in official photos taken with the honoree.
**Signature Sponsorship continued...**

All 15k Signature Sponsorships will receive significant exposure for your product or service, including 1 Half Page, 4-color ad in commemorative program, 2 all-access festival passes as well as VIP bag, limited-edition festival gear, display of your logo on banners, program, website, movie trailer (screening before each film), plus the additional perks itemized below.

Your Signature Sponsorship allows you to bring your own signage and street team to tastefully decorate the venue.

**Festival Gear Presented by _____________**

$15k per year

An outstanding way to give your company great brand exposure is by sponsoring the official 2014 merchandise. Outfit our very visible staff in your apparel. Clothing manufacturers should talk to us about creating various product lines including long-sleeved Tees, vests, rain ponchos and so on, for purchase year-round.

Additional Perks: For the ultimate product placement, your mark will be seen prominently on the back, chest or sleeve of our Crew shirts of our over 300 volunteers, seen throughout town and at all venues through five plus towns in the Hudson Valley.

**Concert Series Presented by _____________**

$15k per year

Concerts put Woodstock on the map, so no festival would be complete without a musical series. WFF concerts have featured amazing musicians including Gov’t Mule, Mike Gordon and Trey Anastasio of Phish, Donovan, Arlo Guthrie, the late Pinetop Perkins, Levon Helm, Bela Fleck, Kate Pierson (B-52’s) with Gail Ann Dorsey, Ronnie Spector, John Sebastian, Gene Ween and Marshall Crenshaw. Held at intimate venues, shows are produced by School of Rock founder Paul Green and you can work with him and the WFF team to promote your series.

Additional Perks: Prominent banner placement at shows, opportunity to announce acts, sampling opportunities and photo ops with artists.
GOLD & PLATINUM
Let's build a custom-made package for you!
Sponsorship Details

PLATINUM SPONSOR
$50k per year

SPONSORSHIP BENEFITS:
• Full Page, 4-color ad in commemorative program for festival distribution
• Advertising placements in newspapers and magazines (like WFF's yearly full page ad in TIME Magazine)
• WFF web presence and full page ad in virtual flipbook
• Corporate blurb in e-newsletters
• Opportunity to distribute promotional items at filmmakers lounge, box office, venues, parties and in swag bags
• Mention in press releases
• 6 all-access festival passes as well as VIP bags and gear

The Platinum Sponsor’s name/logo is included on:
Banners, Brochures, Promotional Posters, Postcards, Pre-Fest Program, Movie Trailer (screening before each film), Print Ads, Program, Promotional Literature

PRESENTING SPONSOR
$75k per year

SPONSORSHIP BENEFITS:
• Presenting Sponsorship includes all the benefits of Platinum, plus these great additions & upgrades
• Prominent logo positioning in 55,000 pre-festival programs
• Prominent Full-page ad in commemorative program
• Live recognition of Sponsor at all events
• Opportunity to display Platinum Sponsor banner at key venues during the festival
• 8 all-access festival passes, VIP bags and gear
• One exclusively reserved table for 10 at Awards Gala

Presenting Sponsor logo is included on all materials listed for Platinum plus:
Step & Repeat Banners for Q&A’s and Photo Ops with Celebrities and VIP’s

For more information, contact your sponsorship reps
Meira Blaustein - Meira@woodstockfilmfestival.com
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VISIT woodstockfilmfestival.com
SILVER & SUPERSTAR
Sponsorship Details

**SILVER SPONSOR**
$10k per year

**SPONSORSHIP BENEFITS:**
- Creative integration of your company in WFF events
- Half Page, 4-color ad in commemorative program for festival distribution
- Advertising placements in newspapers and magazines (like WFF’s yearly full page ad in TIME Magazine)
- WFF website presence and half page ad in virtual web flipbook
- Corporate blurb in e-newsletter
- 2 all-access festival passes as well as VIP bags and gear.

**Silver Sponsor is included on:**
Banners, Movie Trailer, Program, Website

**GOLD SPONSOR**
$25k per year

**SPONSORSHIP BENEFITS:**
- Gold Sponsorship includes all the benefits of Silver Sponsorship, plus these great additions and upgrades
- Full Page, 4-color ad in commemorative program for festival distribution
- WFF website presence on multiple pages and full page ad in virtual web flipbook
- 4 all-access festival passes as well as VIP bags and limited edition festival gear.

**Gold Sponsor is included on all materials listed for Silver plus:**
Q&A backdrop, any and all promotional literature

For more information, contact your sponsorship reps
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