



SPONSOR NORTHWEST FILM FORUM'S

CHILDREN'S FILM FESTIVAL SEATTLE 2015

Welcoming Families

Over the past 10 years, Children's Film Festival Seattle has become the largest and most respected film festival on the West Coast dedicated to children and their families. Each year, Northwest Film Forum selects more than 120 international children's films from 35+ countries, reaching more than 10,000 people during festival screenings in Seattle and a subsequent festival tour of 15-20 U.S. cities. The Festival additionally reaches more than 10,000 people through print and advertising promotions throughout King County.

All over the world, filmmakers are crafting works of exhilarating imagination and creativity just for kids. Northwest Film Forum will curate the best of these films and



present them to Seattle families from January 22 – February 7, 2015. By showcasing innovative, inspiring and fun films from around the globe, we promote delight, discussion and even debate while sparking interest in different languages and ways of life. Through workshops, pre-and post-film discussions and encounters with filmmakers, we encourage our young audience members to sharpen their critical skills and leave with a better understanding of film as one of the greatest means of storytelling ever created.



SPOTLIGHT SPONSORSHIPS

Festival Opening Night + Pajama Party

For \$2,500, sponsor the Thursday & Friday festival launch events, as children and their families view a magical classic film & music program, and come back the next night to rock out to the music of local “kindie” superstar Caspar Babypants! Top sponsorship billing at the Thursday & Friday events, logo placement in all festival materials and advertising in connection with the opening events, and opportunities for marketing giveaways and promotions to opening weekend audiences. Plus, all Presenting Sponsor benefits, as outlined below.

Closing Weekend Pancake Breakfast






































For \$1,000, sponsor our Saturday morning pancake breakfast and film program! Top sponsorship billing at the event, logo placement in all festival materials and advertising in connection with the event, and opportunities for marketing giveaways and promotions to breakfast audiences. Plus, all Producing Sponsor benefits, as outlined below.

FESTIVAL SPONSORSHIPS

For your gift in support of Children’s Film Festival Seattle, you will receive the following acknowledgements and benefits

Please note our deadline for all sponsorship agreements is December 5.



LOBBY PROMOTION					
COMP TICKETS					
DIGITAL RECOGNITION					
ON-SCREEN AD PLACEMENT					
PRINT RECOGNITION					
PRINT AD PLACEMENT					
SPECIAL EVENT INVITATIONS					
COMP PASSES					
FREE POPCORN					
LOBBY SIGNAGE/TABLING					
COMP PARKING					
VERBAL RECOGNITION					

IN-KIND GIFTS

All in-kind gifts under \$500 are recognized in the festival slideshow, via specific signage and e-blast mentions/links (where appropriate), and in the printed festival program and festival website under "In-Kind Support."

FOOD AND DRINK

Donate at least \$500 worth of snacks or catering, and we will recognize your gift with Supporting Sponsor benefits, plus additional event banner signage, and special logo recognition on promotional materials.

PRINT SERVICES

Become our official Festival print sponsor by donating materials and services for printing Festival posters and programs. For a minimum in-kind value of \$2,500, we will recognize your gift with Producing Sponsor benefits, plus a year's worth of free on-screen advertising space in our pre-cinemas slideshows.

BUSINESS DISCOUNTS FOR TICKET HOLDERS

Every year, Children's Film Festival Seattle welcomes thousands of children and families to our venue on Capitol Hill for eleven days of festival delights. As our audiences visit Capitol Hill, many for the first time, we are pleased to promote neighborhood businesses in exchange for special discounts made available to Festival audiences. Any discounts should be specific to Children's Film Festival Seattle ticket holders and would be promoted and acknowledged as follows: recognition on our festival website with a link to your business website; space for your paper materials in Northwest Film Forum's lobby during the festival; and two free Admit-Two passes made available to you, good for any film screening during the festival except Opening Night, Pajama Party and Pancake Breakfast. Please email publicity@nwfilmforum.org to arrange your business promotion, before January 16.

ADVERTISING

Get in front of festival families: print advertising space is available in the official Children's Film Festival Seattle catalogue (2,000 copies distributed, also available online as a downloadable PDF pre and post event) and on-screen in pre-cinema slideshow and trailer placements, screening before festival films. Deadline for advertising reservations: December 5.

RATES: ON-SCREEN

FESTIVAL TRAILERS

Must be 30 seconds or under. Please see below for our pricing structure (SS=Supporting Sponsor Benefits Included; PS=Producing Sponsor Benefits Included)

	ONE NIGHT	FIVE NIGHTS	FULL FESTIVAL
FOR-PROFIT	\$200	\$750(SS)	\$1,000(PS)
NON-PROFIT	\$150	\$400	\$750(SS)
LOCAL FILM PRODUCTION	\$50	\$250	\$500(SS)

Specifications for artwork

Slideshow art: Advertising artwork for use on screen can be in full color, and should be submitted in one of the following formats:

- JPEG file: 1280x960 pixels preferred; 640x480 pixels acceptable.
- PDF file that is print-ready, with imagery sized for 300 ppi.
- EPS file with all fonts converted to paths. Preferred for vector artwork.

Trailer files: Preferred file format is high-resolution ProRes Quicktime file (24fps version preferred). DVD or Blu-ray format also acceptable.

On-screen artwork deadline: January 9, 2015 at 5pm

FESTIVAL SLIDESHOW \$200

10-day on-screen still ad in the pre-cinemas slideshow (screens in advance of every festival program; also included: a complimentary Admit-2 pass)

RATES: PRINT

FULL PAGE \$800

Includes all Supporting Sponsor benefits

HALF PAGE \$300

Includes two complimentary Admit-2 ticket passes

Specifications for artwork

The festival catalogue is printed in full color (CMYK). Files should be submitted as PDF, with a minimum 300 dpi. Artwork dimensions and bleed details available November 24.

Print artwork deadline: December 12, 2014 at 5pm.