



Sponsorship Opportunities

www.dshorts.com
September 11-18, 2008
Landmark's E Street Cinema



1317 F Street NW, Studio 920
Washington, DC 20004
202-393-4266

About the DC Shorts Film Festival

The DC Shorts Film Festival showcases short films from around the world, followed by moderated discussions with the filmmakers. This radically different approach puts the emphasis on the filmmakers themselves, highlighting emerging talent in independent film.

At least one-fourth of all films shown are by DC-based filmmakers, and the festival also highlights women directors with a special award. The focus on films under 20 minutes encourages amateur filmmakers to compete alongside professionals, providing an outlet to all, at a time when digital video and home computers are making the medium increasingly more accessible and affordable. This festival gives filmmakers at all stages of their careers the opportunity to both teach and learn as they gather in Washington, DC.

Most film festivals, including the so-called independent-friendly events, focus attention on commercial possibilities and established filmmakers. DC Shorts turns the spotlight on truly independent short films and works hard to encourage the participation of lesser-heard voices.

MovieMaker Magazine calls DC Shorts "one of the country's fastest growing festivals" and the Washington City Paper calls "the first step toward a sweeping revival of the city's cinema culture." DC Shorts, now in its fifth year, highlights short films in every genre from around the world.

We welcome alliances with new partners. Your sponsorship of DC Shorts helps us serve our community better.

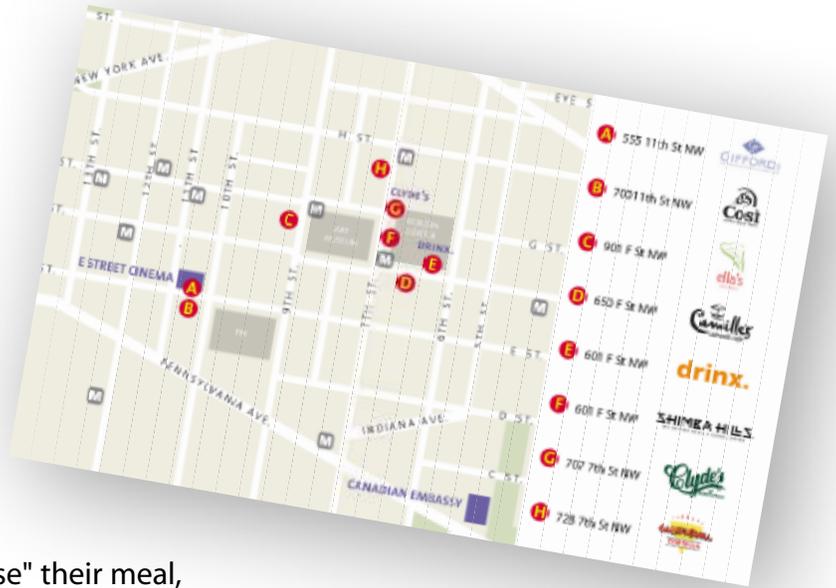
"Participating is a no brainer for us. In the last 3 years, we may have given away \$200 worth of food to filmmakers – but received back dozens of coupons from audience members, resulting in sales we might not have otherwise seen."

– Lisa Lakin, California Tortilla

DC Shorts is happy to offer a variety of sponsorship levels to meet your company's marketing and giving needs.

Feed-a-Filmmaker Program

DC Shorts is unique from other festivals in that we provide every visiting filmmaker and their guest to accommodations, meals and snacks and public transportation. In the past, we have forged alliances with local restaurants to provide meals to these filmmakers through our special "meal pass." Filmmakers are issued a laminated card with your logo, address and a map of your location. When they "purchase" their meal, your cashier simply punch their card with the supplied hole punch and track their receipts attached to the supplied laminated instruction sheet. **In the past, the most any single restaurant has supplied was valued at only \$300.**



Every package includes:

- Exposure to more than 5,000 audience members during the festival week
- Exposure to thousands more through our website and print marketing materials
- Video "thank you" at every screenings
- Coupon ad in a specially-prepared flier handed to every audience member.
- The unmeasurable goodwill towards our visiting filmmakers and loyal audience

What DC Shorts asks for:

- Participation in the feed-a-filmmaker program for up to \$400 of food credit. Any amount in excess of the \$400 will be paid by the Festival at the weeks' end, unless the restaurant chooses to donate this overage.
- Restaurant logo for inclusion on the website, print materials and video screens
- A special offer for audience members (optional, but strongly suggested)

"It was an honor to participate with the festival last year. Our goodwill came back to us with increased traffic the weekend of the event."
— Peggy Smith, Cowgirl Creamery

Custom Sponsorships

We are happy to work with you to create a unique sponsorship opportunity that meets your needs. Please contact the DC Shorts office at 202-393-4266.

DC Shorts 2007 by the numbers....

\$132,856 was spent by festival organizers, the audience and filmmakers in the Penn Quarter neighborhood over the course of **3** days of competition and **5** days of general screenings.

89 films were screened from **14** countries which were selected from more than **530** entries. **103** filmmakers attended the event from **3** countries and **16** states.

1,792 tickets were sold, and **23** VIP passes were purchased for the **9** showcases, of which **4** were sold out.

90 people attended the LunaFest benefit screening, raising **\$800** which was donated to the Breast Cancer Fund and the Robert Kenedy Memorial Foundation.

The VIP and filmmaker reception was attended by more than **160** guests at Gibson Guitar's private showroom, consuming **600** mini burgers and pizza rolls from Matchbox.

290 film lovers attended the opening night party at Poste Brasserie, consuming **2,500** hors d'oeuvres.

104 "feed-a-filmmaker" passes were distributed to visiting filmmakers, who ate **95** meals at our sponsors' restaurants, leaving **\$157** worth of tips, and consuming an additional **\$2,289** worth of food and beverages.

1140 audience members also purchased meals in Penn Quarter, eating **\$13,684** worth of food and beverages, spending **\$2,736** in gratuities.

1223 attendees arrived by Metro, with an average of **\$2,140** of fares purchased. Another **237** people parked their cars — many in area garages, totaling **\$1,896** in parking charges.

15,000 postcards and **300** posters — all with sponsors' logos — were distributed at more than **20** restaurants and **27** shops in the neighborhood, and handed out to **1,100** people at the Arts-On-Foot celebration.

13,508 people visited our website, dcshorts.com, during the week, viewing **47,347** pages, including **944** hits to the listing of sponsors, resulting in **572** clicks through to their websites.

8 paid newspaper ads were placed in local papers. Our media machine was able to generate an additional **13** newspaper articles, **18** community and newspaper listings, **5** segments on radio and TV, and **30** blog entries consisting of listings and full articles/reviews. Our co-branded giveaway contest with the *Washington City Paper* resulted in more than **530** entries. Our total media coverage reached an total audience of more than **3,500,000** unique individuals.

2007 Festival Demographics

Audience Members:

- 39% Male
- 61% Female
- 33% are between the ages of 18-29
- 31% between 30-39
- 17% between 40-50
- 51% live in Washington, DC
- 22% in Maryland
- 18% in Virginia
- 9% from out of the metropolitan area

Filmmakers in Attendance:

- 69% Male
- 31% Female
- 39% are between the ages of 18-29
- 42% between 30-39
- 19% between 40-50
- 51% live in the Washington, DC metropolitan area
- 47% traveled from other cities in the US
- 2% traveled from outside the US

2007 Sponsors



Thoughts from Filmmakers

"It was the most well-organized, friendly, and courteous festival I have ever participated in. Bravo!"

Jessica Townsend, *Four Conversations About Love*

"I thought everything was just fabulous. The best independent film festival I have ever been to."

Stepahnie Sellars, *Julie and the Clown*

"I had an amazing time at DC Shorts. I've been to many festivals and DC Shorts is so well run. It really catered to filmmakers. As a short filmmaker I felt on the same level with everyone - which was so cool compared to come of the other festivals. The films were excellent (I put very good because of course I didn't love ALL of them) and it felt good to be screened with such talented filmmakers. I saw many films that I wished I'd made. There were so many nice (and talented) filmmakers in attendance. I've already sent out and received many emails from new friends this week."

Rob Parish, *Tapes of My Father*

"I loved the festival! I met so many wonderful, talented filmmakers, the quality of films was excellent, and DC is a fun city. I can't wait till next year!"

James Arnall, *Feeding*

"I loved attending this festival as a filmmaker. The quality of films and the quality projection with the title cards really made it worth flying in. Thank you for gathering such a great group of filmmakers in one place."

Courtney Silberberg, *Committed*

"Overall - one of my favorite festivals! Got to really know some other filmmakers, which is a top priority with me. Great socializing atmosphere."

Josh Flowers, *Fast Love*

"I thought it was one of the best run festivals I've attended. I've been to about a dozen festivals all over the country and this one was awesome. Great program, good communication and very friendly staff/volunteers."

Jonathan Browning, *The Job*

"I thought the festival was great, and I was thrilled to see such tremendous talent in all areas of film. I was also very pleased with the opportunity to meet other filmmakers."

Tessa Moran, *Barberin'*

"Thank you so much for including me in your wonderful festival. The audience on Saturday night is now my favorite screening of my film. The quality of films that you attract is first-rate. I have been telling other filmmakers how they must apply to your festival next year."

Michele Meeker, *When I Grow Up*