



MEDIA CITY FILM FESTIVAL

2011 SPONSORSHIP OPPORTUNITIES



17TH edition May 24TH-28TH 2011

bringing the world of moving image excellence to Windsor, Ontario
since 1994 presented by the House of Toast Film & Video Collective

Media City Film Festival c/o Stephen Hargreaves [Development Officer]
309 Chatham St. W, Windsor, Ontario, Canada N9A 5M8 • +1 (519) 973 9368
executivedirector@houseoftoast.ca • www.houseoftoast.ca/mediacity

WHAT IS MEDIA CITY ?



MEDIA CITY is an annual international festival of film, video and new media art presented in Windsor, Ontario since 1994. Each year the festival attracts filmmakers, artists and audience members from across North America and around the globe. The 2010 edition received more than 1,300 film submissions from over 70 different nations worldwide and hosted artists from Austria, England, France, Japan, The Netherlands, Croatia, Ecuador, Germany, Senegal, and from across North America. Films and videos premiered at Media City Film Festival had subsequent screenings at the Cannes, Toronto, New York, Rotterdam and Sundance Film Festivals, the Museum of Modern Art (New York), Harvard Film Archive, and the Pompidou Centre (Paris) to name a few.

From November through August the festival's website traffic is significant, reaching a large international audience. Media City's full colour, comprehensive catalogue (70-100 pages) and related promotional materials are circulated to a large and diverse audience, regionally (Windsor/Detroit), nationally and internationally. Over the years the festival has achieved critical acclaim and international recognition for its "sheer excellence in programming" and is recognized as a leader in the world of artist's film and video exhibition.

WHY SPONSOR MEDIA CITY ?



We seek partnerships with companies that care passionately about advancing the arts and engaging communities. In its 16-year history the festival has engaged many sponsors and partners who've helped ensure that Media City continues to put the Windsor/Detroit area on the cultural world map. The typical Media City audience member is aged 24-50, university educated, and prioritizes discretionary income for culture and entertainment, travel, tourism, and restaurant dining. Over 40% of the festival audience attends from outside the Windsor/Detroit region.



By sponsoring Media City Film Festival you will:

- Target a new, engaged and diverse audience of all ages
- Reflect a high visibility investment through various media, print and live forums
- Increase Brand Loyalty and appreciation by supporting a worthy cause, ART!
- Support arts, education and community on a local, national and international level



Sponsorship of Media City Film Festival can be tailored to your objectives and budget. Please feel free to contact us to explore a mutually beneficial partnership that addresses the vision and mandate of your organization or institution.

As a non-profit organization, Media City Film Festival would not exist without the unwavering community support of businesses, organizations and individuals like yourself.





SPONSORSHIP OPPORTUNITIES



Signature Sponsor (contact us)

must be secured 3 months before the festival.

category: exclusivity

- Official product / service status
- Double page colour ad space in our 3,000 copy 70+ page festival catalogue
- Branding of grand-prize award (i.e. The Your Company Grand Prize)
- Company logo on website linked for twelve months
- Media event signage
- On-site signage
- On-site product / display rights
- On-site mentions (speeches)
- Opportunity for on-site giveaways with logo
- Predominant company logo on all media and promotional materials and festival passes
- Predominant company logo as presenting sponsor on pre and post film 'trailers'
- Fifty (50) festival passes to all events and memberships for staff
- Client hospitality opportunities
- On-site access for customer reps to distribute promotional sales materials throughout festival
- On-site promotional or sales opportunities including data collection from attendees
- Direct mail insert opportunities
- Use of property logo/images in advertising, promotions and contesting



Major Sponsor (\$50,000)

must be secured 3 months before the festival.

category: non-exclusivity

- One page colour ad space in our 3,000 copy – 70+ page festival catalogue
- Exclusive company booths for 6 selected screenings
- Branding of an award (i.e. The Your Company Prize)
- Company logo on website linked for twelve months
- Prominent company logo on all media and promotional materials and festival passes
- Prominent company logo on pre and post film 'trailers'
- Twenty-five (25) festival passes to all events and memberships for staff
- Company banner on site



70mm Supporter (\$10,000)

must be secured 3 months before the festival.
category: non- exclusivity

- Prominent company logo on all media and promotional materials and festival passes
- Prominent company logo on pre and post film 'trailers'
- One page colour ad space in our 3,000 copy – 70+ page festival catalogue
- On-site mentions (company name mentioned before each screening and event)
- Company logo on website linked for twelve months
- Ten (10) festival passes and memberships for staff
- Company banner on site



35mm Supporter (\$2,000+)

category: non- exclusivity

- 1/2 page colour ad space in our 3,000 copy – 70+ page festival catalogue
- Company logo on website linked for twelve months
- Company logo on all media and promotional materials
- Company logo on pre and post film 'trailers'
- Five (5) festival passes and memberships for staff
- Company banner on site



16mm Supporter (\$1000+)

category: non- exclusivity

- 1/4 page colour ad space in our 3,000 copy – 70+ page festival catalogue
- Company logo on website linked for twelve months
- Company logo on all media and promotional materials
- Company logo on pre and post film 'trailers'
- Four (4) festival passes and memberships for staff



8mm Supporter (\$500+)

category: non- exclusivity

- Business card colour ad space in our 3,000 copy – 70+ page festival catalogue
- Company logo on website linked for twelve months
- Company logo on promotional materials: posters, flyers, and program
- Company logo on pre and post film 'trailers'
- Two (2) festival passes and memberships for staff

Gifts in Kind

Only 50% of in-kind value counts toward package level

Additional years and tailoring packages to sponsor requirements are negotiable

for more information contact Media City's Development Officer;
Stephen Hargreaves by phone (+1 519 973 9368), email (excutedirector@houseoftoast.ca)
or mail at 309 Chatham Street West, Windsor, Ontario, Canada, N9A 5M8.



CATALOGUE AD RATES



detail: Media City 14 (2008) catalogue cover

The Media City Film Festival catalogue is a 70-100 page full colour book with a 2,000+ circulation, distributed by mail, delivered to selected locations in Windsor and Detroit one month prior to the festival date. A digital version of the catalogue is available for download online two-weeks before the festival, giving your business the opportunity for additional local, nation and international exposure.

The festival catalogue is a thorough guide to every film, every programme and all other Media City events. The previous 16 editions of the catalogue have become collector's items. Advertising offers access to thousands of progressive, educated and affluent people in the Windsor / Detroit region and across the globe.

2011 catalogue ad rates

- two page • \$850-
(11" w x 8.5" h)
- full page • \$500-
(5.5" w x 8.5" h)
- half page • \$275-
(5.5" w x 4.25" h)
- quarter page • \$175-

contact Development Officer **Stephen Hargreaves**

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