THE 42ND ANNUAL

DENVER FILM FESTIVAL

OCTOBER 30 - NOVEMBER 10, 2019
Since 1978, the Denver Film Society (DFS) has worked to promote film as both an art form and a civic forum. As the only non profit theater in Colorado, we’re dedicated to engaging both our members and the general public in a lifelong relationship with film.

The Denver Film Society is made up of the Sie FilmCenter, our year-round home, and the award-winning Denver Film Festival. In addition, the Denver Film Society organizes the popular annual festival, Film on the Rocks at Red Rocks.
**WHY SPONSOR?**

**ENTERTAINMENT OPPORTUNITY**

Over the years, the Denver Film Society has had the pleasure of hosting such prestigious guests as Emma Stone, Kerry Washington, Jamie Foxx, Morgan Freeman, Kevin Bacon, Shirley Maclaine and Sean Penn. Actors and filmmakers provide glamorous entertainment opportunities for corporations to entertain business associates, clients, and employees during VIP receptions and intimate discussions.

**ENGAGING AUDIENCES**

All of the Denver Film Society’s events focus on specific audiences maximizing brand visibility and awareness for the companies that sponsor them. Prior to and throughout our larger events like the Denver Film Festival, sponsor representatives are invited to participate in various networking events with other business leaders and community influencers.

**ENHANCED MARKETING**

The Denver Film Society’s marketing team will get the word out about all our events and your partnership with us. You can be sure that people will know who helped make each event happen and your brand will get the awareness it deserves.

**CUSTOM ACTIVATION**

The Denver Film Society events provide opportunities for participant education, product sampling, demonstrations and other direct forms of engagement with our loyal audience members, helping to create strong brand awareness.

**MEDIA COVERAGE**

The Denver Film Society’s excellent programming and high-profile guest roster garner media attention locally and nationally. Sponsors are included in all Denver Film Society press releases and receive guaranteed media exposure through our marketing.
LAST YEAR AT A GLANCE

The 41st Denver Film Festival featured more than 275 films, including a ten-film focus on Hungarian Cinema, a ten-film spotlight on Italian Cinema as well as films from more than 40 countries from around the world. Jason Reitman, Dree Hemingway, Barbara Hammer and Francesco Falaschi were all on hand to receive awards, but were just a small sample of the more than 165 guest filmmakers in person over the festivals 12 days. The Festival Annex was packed with activity all week with over 15 Virtual Reality experiences as well as a host of panels, performances and parties.

HIGHLIGHTS

- 40,000+ Festival Attendees
- 10,000+ Festival Annex Guests
- 275 Total Films
- 25 Colorado Films
- 40 Countries Represented
- 10 Hungarian Films

- 14,036,229 Total Impressions
  +275% in Total Impressions from DFF40
  +21% in Sold Out Screenings from DFF40
  +10% Total Ticket Revenue from DFF40
  +168% Total Website Page Views from DFF40
  +161% Total Website Sessions from DFF40

- 371,000 Total Website Page Views from DFF40
- 244,000 Total Website Sessions from DFF40
542nd ANNUAL DENVER FILM FESTIVAL
DENVERFILM.ORG

1.7 million SOCIAL IMPRESSIONS

70,395 TOTAL FANS

42,837 ENGAGEMENTS FROM FANS

84,936 CLICKS ON POSTS + ADS

9,367,298 DIGITAL AD IMPRESSIONS

270,000+ PRINT ADS IN CIRCULATION

118 RADIO ADS

405,000+ RADIO AD IMPRESSIONS

20 VIDEOS

EMAIL

39 TOTAL CAMPAIGNS

20% OPEN RATE ON AVERAGE

+30% AVERAGE CLICKS PER EMAIL FROM DFF40

+5% TOTAL CLICKS FROM DFF40

SOCIAL

FILMMAKER DAVID FENSTER AND HBO’S GREB REHM

FESTIVAL DIRECTOR BRITTA ERICKSON AND DIRECTOR COURTNEY HOFFMAN DISCUSS HOFFMAN’S SHORT THE GOOD TIME GIRLS STARING LAURA DERN

VIRTUAL REALITY AT THE ANNEX

THE OPENING NIGHT SCREENING OF THE FAVOURITE AT THE ELLIE CAULKINS OPERA HOUSE
2018 DEMOGRAPHICS

INCOME

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>&lt;49k</td>
<td>18%</td>
</tr>
<tr>
<td>50-74k</td>
<td>22%</td>
</tr>
<tr>
<td>75-99k</td>
<td>22%</td>
</tr>
<tr>
<td>100-174k</td>
<td>21%</td>
</tr>
<tr>
<td>&gt;175k</td>
<td>17%</td>
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EDUCATION

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School</td>
<td>34%</td>
</tr>
<tr>
<td>College</td>
<td>36%</td>
</tr>
<tr>
<td>Graduate</td>
<td>30%</td>
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</tbody>
</table>

INTERESTS

- 19% ELECTRONICS
- 19% READING
- 18% HOME IMPROVEMENT
- 15% HEALTH
- 12% TRAVEL
- 9% FINANCE
- 8% MUSIC

RESIDENCE

- 41% Colorado Outside of Denver
- 5% Outside of the State

1ST CAR

- 15.8% TOYOTA
- 13.1% SUBARU
- 12.4% HONDA
- 6% FORD
- 5% NISSAN
- 4.8% CHEVROLET
- 4.4% VOLKSWAGEN

2ND CAR

- 14.5% HONDA
- 14.1% TOYOTA
- 11.1% SUBARU
- 6.5% FORD
- 5.7% JEEP
- 4.4% NISSAN
- 3.2% VOLKSWAGEN

GENDER

- 60% Female
- 40% Male

GENERATION

- 43% Baby Boom
- 31% Gen X
- 7% Silent
- 19% Gen Y

MARITAL STATUS

- 41% Single
- 37% Married
- 9% Inferred Single
- 13% Inferred Married

RENT VS. OWN

- 4% Rent
- 97% Own

POLITICAL PARTY

- 22% No Party
- 12% Republican
- 65% Democrat
- 1% Independent

OCCUPATION

- TOP 4
  - 38% Professional/Technical
  - 8% Administration/Managerial
  - 2% Sales/Service
  - 15% Clerical/White Collar

LIKELY INVESTOR

- 19% Highly likely investor
- 81% Likely investor
# Sponsorship Levels

## Brand Visibility

- Window wrap space in one of (4) locations
- :30 video spot in front of all screenings
- On-site signage at Red Carpet screenings
- Featured in sponsor block in e-blasts
- Space in festival guide

- :30 video spot in front of sidebar or selected asset
- On-site signage for activation opportunity
- Opportunity to include promotional item in the filmmaker welcome bags
- Distribute Promo Code
- Slide in front of every screening (300+)

## Hospitality

- Ticket Packages
- Sponsor Badges - access to 10+ parties & lounges
- Invitation to DFF42 Kick-Off Party

## Logo + Name Recognition

- Logo on website
- Logo on print materials
- Logo on sponsor slide
- Name mentioned in sponsorship video played at Red Carpet Presentations
- Name mentioned in all press releases

## Film Sponsor

- Activation opportunity day of screenings
- Slide and :30 video prior to that film
- Name mentioned in associating social posts

<table>
<thead>
<tr>
<th>Marquee</th>
<th>Spotlight</th>
<th>Cameo</th>
<th>Film</th>
</tr>
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<tbody>
<tr>
<td>$15,000+</td>
<td>$10,000+</td>
<td>$5,000+</td>
<td>$2,500+</td>
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The Festival is reserved on a space available (or availability) basis. Confirm your sponsorship early to reserve your ad space.

<table>
<thead>
<tr>
<th>No Limit</th>
<th>$1,000 Value</th>
<th>$500 Value</th>
<th>$250 Value</th>
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<tbody>
<tr>
<td>4</td>
<td>4</td>
<td>2</td>
<td>1</td>
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FESTIVAL ASSETS

The Denver Film Festival is the home of many exceptional Special Events at numerous venues across Town. All of our Parties and Receptions are able to highlight the immense talent that exists in Denver, introduce attendees to a one of a kind experience, as well as showcase our most important Festival and Year-Round partners. There are many opportunities for you to become more involved with DFF, whether you want to present one of our highly anticipated receptions, sponsor the Filmmaker Lounge at either our Festival Annex or the Sie FilmCenter or even get in front of our highly attended Red Carpet or Special Presentations.

Work together with our team to build the perfect package for you!

PARTIES

VIP Champagne Reception
Award’s Brunch Ceremony
Colorado Film Industry Party
Reel Social Club Party
Women+Film Reception
Culinary Cinema Party

LOUNGES

The Canteen at the Sie
The Annex (McNichols)

OTHER OPPORTUNITIES INCLUDE:

FESTIVAL WIDE
Special Presentations
Red Carpet Presentations
Film Section
VIP Experiences
Filmmaker Guest Bags
Volunteer Program

SIE FILMCENTER
Venue Rental for Opening Night
Canteen Lounge

ANNEX
Annex Lounge Space
Stairwell Wall Space
Creative Conversations
Immersive Experiences
Press Room Step & Repeat
$5 Ticket Booth
The Festival Annex at the McNichols Civic Center Building serves as the hub of activities that highlight the intersection of film, art, performance, and technology. Open daily to the public, the three-story venue features a unique curated array of virtual-reality and interactive experiences, creative panel discussions, art installations, student programs, cultural partnership events, receptions, and parties as well as our lounge, where you can grab a cocktail and work or relax.

**FESTIVAL ANNEX**

**MCNICHOLS CIVIC CENTER BUILDING**

**HIGHLIGHTS**

- 10,000+ attendees
- 10 events hosted in lounge
- 15 virtual reality experiences
- 2 immersive experiences
- 30+ panels & lectures

**VIRTUAL REALITY**

Naming rights
Window Cling Space
Virtual Reality Content 10x10 space

16 VR experiences in 2018

**REALITY GARAGE VIRTUAL REALITY**

**HIGH SCHOOL DAY**

Naming rights
T-Shirt
Booth
Workshop

HIGH SCHOOL DAY LAST YEAR:

- 350+ students
- 50+ schools represented
- 25+ workshops
- 2 food trucks

MIKES CAMERA PHOTO BOOTH

**PANELS**

Naming rights
Host a panel

**REALITY GARAGE VIRTUAL REALITY**

**FESTIVAL ASSETS CONT.**
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