



independent COLORADO SPRINGS

4th Annual
Indie Spirit Film Festival
April 14-17, 2011

Sponsorship Information



Contact
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About The Independent Film Society of Colorado

The Independent Film Society of Colorado (IFSOC) is a non-profit 501(c)(3) organization incorporated in El Paso County, CO. IFSOC was formed in 2007 to promote the appreciation and celebration of independent film in Colorado. Specifically, the mission and purpose is to bring independent filmmakers and audiences together to cultivate a thriving film community.

IFSOC Film Events:

- Indie Spirit Film Festival (Annually) – 7 Venues at Colorado College
- Colorado College in 2011
- Kimball's Three Peak Theater & Lon Chaney in 2010
- Film Series
 - Independent Lens free (Presented with Rocky Mountain PBS, Colorado College, & CC Film Union | Monthly)
 - Independent Films (paid) (Monthly)
 - Venues at Colorado College
 - Lon Chaney Theater 2010 (Monthly)
 - Venue 515 in 2009 (Monthly)
- Special screenings
 - Colorado Short Circuit (3-4/year beginning January 2010)
 - Two Nights of Horror (October)
 - Lon Chaney Theater

In addition to showing films at festivals and film series, IFSOC works to provide channels for Colorado filmmakers to network with others within their field and the general public. We celebrate and support independent film.

About The Indie Spirit Film Festival

The Indie Spirit Film Festival (ISFF) is a four-day independent film festival that takes place the last weekend of April every year. Utilizing several venues in downtown Colorado Springs, CO, the festival highlights a variety of quality features, documentaries and shorts and is open to any genre of film. Festival-goers can interact with filmmakers by participating in discussions, panels, and other festival events. Attendance has doubled annually and ISFF expects 6000 to attend in 2011. This festival is more than just watching films, it's an entertaining and interactive experience.

Started in 2008 by Jim Turner and Matt Stevens, the ISFF is now entering its fourth year and shows no signs of slowing down. Submissions for the 2011 Indie Spirit Film Festival will surpass that of 2010.

Genres range from a variety of subjects and audiences enjoy short and feature films from around the world.

2009/2010 ISFF Sponsors & Grantors Highlights

Colorado Springs Independent
Kimball's Three Peak Theater
Downtown Development Authority
B-side
Chipotle Mexican Grill
Fangoria Magazine
Independent Records and Video
Sportique Scooters
Colorado Film Commission
Ceavco
Terra Verde
Nosh

Metropolitan
Colorado Springs Convention and Visitors Bureau
The Warehouse
Bristol Brewing / Trinity Brewing
KRCC-FM
Barista Espresso
Pikes Peak Lavender Film Festival
Ceavco
Impact! Video Production / Watt Imagination!
Monster Zero Creative
Filmmakers Alliance of Southern Colorado
King Soopers

WINNER Best Treat For Cinemaphiles 2009 by the Colorado Springs Gazette

ISFF By Numbers	2010	2009	2008
Total Films Submitted	508	370	337
Total Films Shown	101	108	84
Total Seats Filled	3,200	1,576	800+
Opening Night Film(s)	No. 4 Street of Our Lady Reservations	<i>Absurdistan</i> <i>Nature of Existence</i>	<i>Everyone But You</i>
Filmmakers In Attendance*	75*	*30	25

*Filmmakers include directors, producers, actors, film crew, film reps, publicists, special effects & other crew

2010 ISFF Key Demographics

2010 Attendee Age

38.5% ages 18-39
32.7% ages 40-55
26.2% ages 56+

2010 Attendee Education

72.1% Bachelors Degree or higher

2010 Attendee Household Income

18.8% \$25,000-\$50,000
32.7% \$50,001-\$100,000
23.7% \$100,001 +

2010 Attendee Home Ownership

29.5% Rent home or apartment
71.3% Own home

2010 ISFF Survey Results

98.3% plan on attending 2010 ISFF
99.1% said they would recommend ISFF to a friend
96.7% felt ISFF presented a diverse look at different cultures and ideas
73.7% felt they learned something at the ISFF they previously did not know

Comments from the 2010 Survey

“Thank you for an unbelievable experience. The volunteers were so happy and helpful and the venues were comfortable. Thanks too to the sponsors for the water, chips, etc. Great job, it was my first year to attend, but not the last!”

“This festival was quite fun! I was surprised and pleased to see films from so many different places and especially that people traveled far to see them.”

“A very professionally put together experience, terrific films I don't otherwise have access to, and very helpful and friendly staff even on the 3rd day of what must be an exhausting weekend. Kudos!”

“My only regret was that there was not more hours in the day and or not having the ability to be two places at once so that I could see everything :)”

“It is absolutely wonderful that you continue this cultural event...bring class and intelligence back to downtown..... Thanks goodness for the film festival!!!!” - Survey conducted and results provided by gofilmfest.com



2011 SPONSORSHIP LEVELS (Financial & In-kind)

Lead Sponsor **\$10,000+**

- Listed as Lead Sponsor in 2011 festival program (13,500 inserted into Colorado Springs Independent)
- Logo and website link on ISFF website
- Logo on sponsor loop (on screen before festival screenings)
- Listed on Indie Spirit Film Festival Sponsor 'Thank You' poster at all venues
- Listed in all festival press releases and email blasts
- Banner placement at festival venues
- Name on festival lanyards
- Opportunity for company representative to address audience before opening night film
- Opportunity to show sponsorship video prior to prime time screenings
- Filmmaker dinner invitation for two
- Full page color ad in 2011 festival program
- Logo on Festival Marketing Posters
- 20 Festival VIP Passes
- Announcement as Lead Sponsor prior to all showings at all venues

Festival Sponsor **\$5,000**

- Listed as Lead Sponsor in 2011 festival program (13,500 inserted into Colorado Springs Independent)
- Logo and website link on ISFF website
- Logo on sponsor loop (on screen before festival screenings)
- Listed on Indie Spirit Film Festival Sponsor 'Thank You' poster at all venues
- Listed in festival press releases and email blasts
- Opportunity to show sponsorship video prior to prime time screenings
- Full page color ad in 2011 festival program
- Logo on Festival Marketing Posters
- 10 Festival VIP Passes
- Announcement as Festival Sponsor prior to all showings at all venues

CREATE YOUR OWN SPONSORSHIP LEVEL

Pick a [Sponsorship Type](#) and a [Benefit Package](#) to create your own Sponsorship Level. If you have an idea for a sponsorship type not seen below that might work for the festival, let's talk.

Sponsorship Types

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Media | <input type="checkbox"/> *Film | <input type="checkbox"/> Venue | <input type="checkbox"/> Filmmaker |
| <input type="checkbox"/> Filmmaker Panel | <input type="checkbox"/> Product | <input type="checkbox"/> Services | <input type="checkbox"/> Official Beer |
| <input type="checkbox"/> Official Wine | <input type="checkbox"/> Official Spirit | <input type="checkbox"/> **Horror Program | <input type="checkbox"/> Student Shorts |
| <input type="checkbox"/> Friday Night Party | <input type="checkbox"/> Saturday Night Party | <input type="checkbox"/> Printing | <input type="checkbox"/> Projection |
| <input type="checkbox"/> Film Industry Sponsor | <input type="checkbox"/> Contributing | <input type="checkbox"/> General Support | <input type="checkbox"/> Other |

*Film sponsorship is a minimum \$500

**~~Horror Program~~ sponsorship is a minimum \$2,000



Benefits Level

\$2,500

- Listed as Lead Sponsor in 2011 festival program (13,500 inserted into Colorado Springs Independent)
 - Logo and website link on festival website
 - Logo on sponsor loop (on screen before festival screenings)
 - Listed on Indie Spirit Film Festival Sponsor 'Thank You' poster at all venues
 - Full page color ad in 2011 festival program
 - Logo on Festival Marketing Posters
 - Product placement in gift bags
 - 6 Festival VIP Passes
 - 8 Two Day Passes
-

\$2,000

- Listed as Lead Sponsor in 2011 festival program (13,500 inserted into Colorado Springs Independent)
 - Logo and website link on festival website
 - Logo on sponsor loop (on screen before festival screenings)
 - Listed on Indie Spirit Film Festival Sponsor 'Thank You' poster at all venues
 - 1/2 page color ad in 2011 festival program
 - Logo on Festival Marketing Posters
 - Product placement in gift bags
 - 4 Festival VIP Passes
 - 8 Two-Day Passes
-

\$1,000

- Listed as Lead Sponsor in 2011 festival program (13,500 inserted into Colorado Springs Independent)
 - Logo and website link on festival website
 - Logo on sponsor loop (on screen before festival screenings)
 - Listed on Indie Spirit Film Festival Sponsor 'Thank You' poster at all venues
 - 1/2 page color ad in 2011 festival program
 - Logo on Festival Marketing Posters
 - Product placement in gift bags
 - 2 Festival VIP Passes
 - 4 Two Day Passes
-

\$500

- Listed as Lead Sponsor in 2011 festival program (13,500 inserted into Colorado Springs Independent)
 - Logo and website link on festival website
 - Logo on sponsor loop (on screen before festival screenings)
 - Listed on Indie Spirit Film Festival Sponsor 'Thank You' poster at all venues
 - 1/4 page color ad in 2011 festival program
 - Possible product placement in gift bags
 - 4 Two-Day Passes
-

\$250

- Listed as Lead Sponsor in 2011 festival program (13,500 inserted into Colorado Springs Independent)
 - Logo and website link on festival website
 - Logo on sponsor loop (on screen before festival screenings)
 - Listed on Indie Spirit Film Festival Sponsor 'Thank You' poster at all venues
 - Possible product placement in gift bags
 - 2 Two-Day Passes
-

Donors
\$25-\$200

- Listed as Lead Sponsor in 2011 festival program (13,500 inserted into Colorado Springs Independent)
- Listed as donor on festival website

Miscellaneous Information

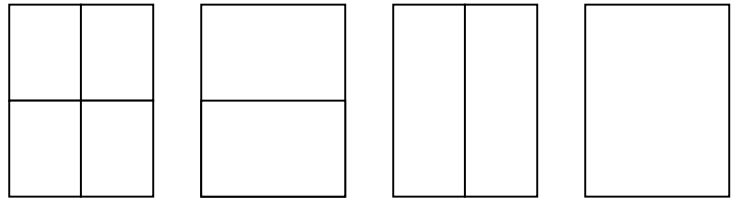
- The festival program is full color and will be distributed as an insert in the Colorado Springs Independent (13,500 circulation)
- Program and film sponsors have the opportunity to address audience prior to sponsored event.
- We are open to any sponsor bringing their own banners, posters or signage to the film festival and we will work hard to find prominent areas for placement at venues.
- Sponsors can also give products to place in the VIP/Filmmaker Gift bags.

DEADLINES:

- Sponsor ads need to be received no later than end of day March 18, 2011

Program Ad Dimensions

_ Page Vertical	3.43 X 4.81 - \$200
_ Page Horizontal	7 x 4.81 - \$300
_ Page Vertical	3.43 x 9.75 - \$300
_ Full Page	7 x 9.75 - \$600



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