

SPONSORSHIP OPPORTUNITIES BENEFITS & FEATURES

YOU ARE INVITED!

To experience and be part of the fun, glamour and excitement of a truly world class international event celebrating two of the most lucrative, enduring and most significant cultural art forms:

Motion Pictures and Music

For 5 spectacular days and nights in September, Temecula hosts the ultimate celebration of the world of motion pictures and music.

The 11th Annual Temecula Valley International Film & Music Festival

September 14-18, 2005

WHY PARTICIPATE?

As a Festival participant you are given

- **High visibility before thousands of consumers**
- Association with a high profile, high quality international event.
 - **A great opportunity to show support for the arts**
 - Effective branding, sales and entertainment opportunity
 - **Tax deduction to the extent allowed by law.**
 - We are a 501-c-3 non profit organization (Tax ID: 95-466-1028)

Your participation with the upscale image that accompanies this Festival is enhanced by what the City of Temecula and its people are all about – a city of young, mature, educated and culturally rich and diverse people

Festival Facts, Highlights and Figures

Entering its 11th year, the Temecula Valley International Film & Music Festival is scheduled to occur, **September 14-18, 2005 at the Movie Experience, Tower Plaza, Temecula, California**

WE'VE COME A LONG WAY!

The Temecula Valley International Film & Music Festival is presented each fall by the Cinema Entertainment Alliance, a non-profit arts, cultural and education organization celebrating international independent film and music. Now in its 11th year the TVIFMF screens and showcases a robust selection of films and music of all genres. Respected for its true grassroots efforts, warm hospitality, diverse audience, high caliber production values and artistic integrity, the Film and Music Festival celebrates emerging new artists and honors the masters who have shaped the art forms of film and music.

The 5-day Festival presents approximately 100 films and 10 top music artists from the US and the world, and reaches an audience of over 10,000 film and music lovers, filmmakers, musicians and media professionals. Programming also includes industry seminars and panels, awards, tributes, retrospectives and special film showcases. With extensive local, national and international media coverage, the Festival has emerged as Southwest Riverside County's most accessible and highly publicized film & music event.

Attendees come from throughout the U.S. and many foreign countries, with approximately 60% visiting from outside the Temecula Valley area. Attendance has grown from 600 in 1995 to an estimated 10,000 plus in 2004. Projected attendance for 2005 is 12,000. Over 800 films screened from 20+ countries since 1995. Over 200 filmmakers, musicians, producers, directors, writers, judges, composers, arrangers, agents, publicists, cast and crew participated in the 2004 festivities

DEMOGRAPHIC HIGHLIGHTS OF FESTIVAL AUDIENCE

75% are aged 18-55 • 60% are single • 80% are college graduates
50% earn over \$60,000 • 58% are female, 42% are male • 60% are repeat patrons, returning to the Festival year after year, love the arts, recreational sports, fine dining and travel.

MEDIA EXPOSURE

Multimedia coverage is consistent, extensive and global. Print, broadcast and internet impressions, approx. 15,000,000 worldwide

AWARDS

The Festival has honored several significant film and music artists in front of and behind the cameras and the music with Lifetime and Outstanding Career Achievement Awards. Past honorees and celebrity guests include: *Etta James, Ray Charles, Karl Malden, Penelope Spheeris, AFI's Sam Grogg, Shirley Jones, UCLA's Howard Suber, Patty Duke, Marsha Mason, AC Lyles, Monty Seward, Billy Preston, Gale Ann Hurd, Julie Corman, Carl Reiner, Robert Wise, Robert Stack, John Spencer, Diane Ladd, Howard W. Koch, Rita Coolidge, William Shatner, Michael York, Lou Rawls, Louis Gossett, Jr., Jonathan Lynn, Trevor Rabin, Michael Childers, USC's Elizabeth Daley, Casper Van Dien, Catherine Oxenberg, Adrian Paul, Sean Astin, Natasha Hentsridge, Suncance's Geoff Gilmore, Frances Fisher, Martin Sheen, Isaac Hayes, etc.*

SPONSORSHIP LEVELS AND BENEFITS

Choose the level and type of sponsorship that best meets your marketing and promotional objectives. Whether you want to participate in overall sponsorship or own a major event component such as Opening Night or Awards Gala, we'll create a custom package for you. Benefits increase with levels of participation. Title, Presenting, Premier and Major Sponsor Levels are \$15,000 and above with custom tailored benefits

BENEFITS	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	FEATURE \$2,500	SUPPORTING \$1,000
On Air AD	?	?			
Print (logo) AD	?	?	?	?	
Print (List) AD	?	?	?	?	?
Program AD	Full Pg	Full Pg	1/2pg	1/3pg	1/4pg
Film Trailer	?	?	?	? (group)	? (group)
Logo on Web	?	?	?	?	?
Signage	Prime	Designated	?	?	?
Merchant	Prime	Designated	?		
Product/Display					
On Site	?	?	?	?	
Promotions (Product sampling/coupons)					

VIP Hospitality	?	?	?	?	?

VIP Meet/Greet	?	?	?		
Opps at Pre-Gala Reception					
TICKETS TO:					
Opening Night	6	4	2	2Sponsor Pass	1Sponsor Pass
Awards Gala	6	4	2	-	-
Workshops	6	4	2	2Sponsor Pass	1Sponsor Pass
Screenings	6	4	2	2Sponsor Pass	1Sponsor Pass
Closing Night	6	4	2	2Sponsor Pass	1Sponsor Pass

Please Note: A **Sponsor Pass** holder will have access to Opening, Closing, Screenings and Workshops.

Platinum, Gold and Silver Sponsors will receive Premium Sponsor Passes in addition to ticket allotments. A **Premium Sponsor Pass** holder has access to Opening, Awards Gala, Closing, Screenings and Workshops.

SPECIAL SPONSORSHIP MARKETING OPPORTUNITIES AND BENEFITS

When assessing a sponsorship package, TVIFF considers many possibilities including:

Cash Investment ? Media & Promotional Assets ? Products & Services

Depending upon the level of sponsorship as well as the degree of exposure and participation desired, potential branding, marketing and promotional opportunities and benefits may include:

Program Guide Print Advertising -Sponsors receive print advertising in the TVIFF Official Program. The Program contains key festival information including schedules, program listings, film listings, musicfest line-up, profiles, workshops/panels, award honoree bios.

Program Guide Sponsor Placement -TVIFF's official program is a souvenir catalog distributed to all attendees during and after the festival. Sponsors are acknowledged in a special Sponsor Spread.

Festival MiniGuide Sponsor Placement – Sponsors are acknowledged in a special Sponsor Spread of the Festival's Miniguide program supplement (25,000 circulation)

Print Advertising-TVIFF Partners with a variety of local publications and trade magazines to bring the Festival to the widespread film and music communities and audience.

Radio /Cable Television Spots -TVIFF partners with area radio and cable tv stations that produce 30 second recorded spots for broadcast on local stations and cable TV affiliates that maybe tagged with sponsor identification. WWW.TVIFF.COM

TVIFF's website- www.tviff.com is a year round resource for filmmakers/musicians and festival-goers with festival updates, program information, city/travel/lodging information, call for entry, volunteers, etc.

Press Releases - Press releases are sent out to local, regional, national and international media regarding TVIFF films, music showcases, celebrity guests, special events and other news.

Festival Venue Signage and Exhibition Tables -TVIFF Offers sponsor awareness opportunities with tables and signage in the box office and lobby areas—which are the bustling destination points for all festival attendees. For select number of TVIFF sponsors, banners may be prominently displayed at designated screenings, receptions, seminars and events.

Festival Goodie Bag - Hospitality and information bags are prepared for TVIFF filmmaker/musician participants and special guests that contain the Program Guide, film/music schedule and invitations. TVIFF sponsors may distribute information such as marketing collateral, coupons, product samples, etc.

Public Recognition - Sponsors receive public recognition at several TVIFF events, including Opening, Awards Gala, VIP Receptions.

Prize Package Contribution -Sponsors have the opportunity to make contributions to the prize packages awarded to filmmakers and musicians. Film and Music Award winners are selected by an international panel of judges and by Audience Choice.

Passes and Tickets -Sponsors receive passes for TVIFF events, screenings, workshops/seminars that can be used for hospitality and entertainment purposes for VIP's clients, employees, etc.

Cinema Entertainment Alliance, the Festival's producing entity is a 501-c-3 non profit corporation. Contributions of cash and/or goods and services may be tax deductible to the extent allowed by law.

Special Opportunities and Custom Marketing Packages

Boost your company profile and brand recognition with a one of a kind sponsorship package. Below are the highest profile sponsorships available for TVIFF 2005.

THE ALL STAR MUSICFEST STAGE - This is a central stage loaded with live, unplugged musical performances during the 5-day run of the Festival. Sponsor assets include logo on stage backdrop, sponsor logo on all MusicFest schedule and listing collaterals, the ability to set up custom interaction kiosks.

THE TVIFF EMAIL / WEB CENTER - is the main center for festival registrants to check their e-mail and utilize web browsers. E-mail/Web Center sponsorship assets include: branding in the Program Guide, on the desktop of all E-Mail/Web Center machines, sponsor logo on the banner prominently placed above the E-Mail /Web Center venue.

TVIFF HOSPITALITY SUITE-is the central location for festival registrants, special guests and media to gather, relax, eat and socialize over the full 5 days of the festival. Sponsor assets include logo/banner placement inside the Suite and customized sponsor promotional opportunities within the Suite

TVIFF OPENING NIGHT FESTIVITIES

A high profile, heavily attended affair that provide excellent branding/promotional opportunities. Sponsor programs and products can be featured. Event includes an Opening Night Film Premiere, Pre- Screening Reception and Post Screening Party with live band entertainment.

TVIFF AWARDS GALA NIGHT- TVIFF's most glamorous event. This Black Tie-star-studded affair provides excellent branding/promotional opportunities. Opportunity for sponsor to make a brief statement at the beginning of the awards ceremony. Sponsor Banner on site placement, logo on stage backdrop, and opportunity to make a brief statement at the awards ceremony or a presenting opportunity to Award honorees.

TVIFF REGISTRATION LANYARDS - are worn by all official festival participants: filmmakers, musicians, workshop presenters, volunteers, staff, press, special guests. This provides a front and center branding opportunity.

TVIFF FESTIVAL SHIRT SPONSORSHIP-Each year TVIFF has hundreds of staff and volunteers handling all aspects of the events' execution, Staff and volunteers have constant one on one contact with film/music participants, media, and thousands of general festival attendees making this sponsor branded opportunity a very effective and lasting marketing tool.

TVIFF FILM SCREENINGS (INDIVIDUAL OR MULTIPLE) – TVIFF screens over 100 films throughout the 5-day event. As a screening sponsor you are given a significant and direct interaction with a theater audience, with signage, podium acknowledgements prior to every screening of the sponsored film (s) & logo printed in the program guide's film notes.

TVIFF FILM/MUSIC EDUCATION SERIES INITIATIVES TVIFF's special education components which target and involve area high school and college students' awareness of music and filmmaking process. This involves the Film/.Music Review Competition, The Film / Music Camp for Aspiring Filmmakers and Musicians and The Film/Music Workshops. Excellent, high profile, consumer oriented branding/promotional opportunity.

The information above serves as a guideline and a foundation for discussion. Based on a sponsor's specific resources, objective and needs. A customized and comprehensive package can be designed to achieve the desired objectives. For more details, (951) 699-5514 ?Fax (951) 699-5503 ?www.tviff.com ?tviff@earthlink.net

Premier, Major & Official Sponsorship Features and Benefits

BENEFITS	Premier	Major	Official
	\$30,000+	\$20,000+	\$15,000+
On Air AD	?	?	?
Print (logo) AD	?	?	?
Print (List) AD	?	?	?
Program AD	Full Pg (inside cover)	Full Pg (inside back cover)	Full Page
Awards Gala Program	Full Page	Logo/Name	Listing
Awards Gala Invitation	Logo/Name		
Film Trailer	?	?	?
Special Screenings Sponsorship	6	4	2
Logo on Web	? home page	?home page	?
Signage	Prime	Prime	Prime
Merchant	Prime	Prime	Prime
Product/Display			
On Site	?	?	?
Promotions (Product sampling/coupons)			
VIP Hospitality Access	?	?	?
VIP Meet/Greet	?	?	?
Opps at Pre-Gala Reception			
TICKETS TO:			
Opening Night	15	10	8
Awards Gala	10	10	8
Workshops	25	15	10

Screenings	100	50	20
Closing Night	15	10	8

Additional Features and Benefits

- Logo/Name on sponsor reel shown in 6 theaters throughout the entire 5 day event.
- Logo/Name featured on the Official Festival Poster
- Acknowledgment on pre-Festival press releases announcing upcoming films, celebrities and events, distributed to over 1,000 media outlets locally and worldwide.
- Presenting Opportunities, podium acknowledgment, signage at designated sponsor screenings
- Logo/name in the sponsors row page of the Festival's MiniGuide supplement (25,000 circulation)

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**Awards Gala Table and Special Segment Sponsorship
Features and Benefits**

\$1,500

for a VIP Table of ten (10).

Or \$3,500

For:

- 6 VIP Seats at the Awards Gala event
- Special Signage at the Awards Gala Event
- On Screen Logo/Name acknowledgment
 - at the Awards Gala Event
- Awards Gala Invitation acknowledgment of
 - Sponsored component
 - Logo/Name on Awards Gala Night Program
- 4 complimentary tickets to Opening Night and Closing Night
 - 10 screening and workshops vouchers
- (redeemable @ Box office for screening & workshop tickets)
- Invitation to: Festival's Media Day, MusicFest & other Special VIP Receptions

For more details, contact:

Jo Moulton@ (951) 699-5514 or jmmoulton@earthlink.net