

## Welcome

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The curtain's down. The house lights are off. The projectors are off. The films and bands have stopped playing. It's a wrap! The 11th Annual Temecula Valley International Film & Music Festival has just concluded. But as we close another chapter, we go on to open the next one!

***Plans for 2006 and the 12th Temecula Valley International Film & Music Festival are now underway and it's shaping up to be better than ever.***

For over a decade, the Temecula Valley International Film & Music Festival has successfully cultivated an appreciation for the arts in the Temecula Valley by spotlighting the work of outstanding independent filmmakers and musicians from across America and around the world. This September, we will celebrate our 12 year anniversary. We would like to invite you to join us and be a part of this wonderful, glamorous, star-studded, yet truly cultural and educational event.

Temecula as a city and region has grown by leaps and bounds—so has our festival. We have screened over one thousand films, showcased talented musicians and brought hundreds of leading figures in the entertainment industry to our community. Icons past and present have included such artists as *Ray Charles, Mary Steenburgen, Ted Danson, Etta James, Karl Malden, Rick Schroder, Carl Reiner, Robert Wise, William Shatner, Isaac Hayes, Shirley Jones, Rita Coolidge, Sean Astin, Martin Sheen, Adrian Paul*, and many more. We have showcased films and music from each of the seven continents representing every genre for all ages to see, hear and enjoy. The alliances we have forged include such respected entities as the American Film Institute, the Toronto International Film Festival Group, the USC School of Cinema-Television, the Rome Independent Film Festival, and the Australian Radio, Film and Television School.

Attendance has grown from a mere 600 attendees in 1995 to over 10,000 in 2005. Media coverage is consistent, in-depth, extensive, and worldwide. Indeed, the Temecula Valley International Film & Music Festival has become an undeniably effective marketing and public relations vehicle that drives tourism to our community. The festival brands and sells Temecula as a dynamic, exciting and a cultural year-round destination resort. More important, the festival, through the powerful storytelling media of film and music, has brought an awareness of the importance of how the arts enrich our lives, provide inspiration for our children, and help us to see the world from new perspectives.

The amazing growth of the Festival is a huge blessing. However, the larger it grows, the more revenue is required to support the event. As with all non-profit entities, we continue to flourish due to steadfast, generous contributions by community patrons of the arts. This festival would not be where it is today without the support of our sponsors, our volunteers, our family and friends.

***Be a friend. Be a sponsor. Whether you sponsor a film screening, a workshop, donate a product or host a party, we have a myriad of opportunities for you to get involved.***

Thank you for your consideration.

Sincerely,

*A celebration of the imagination through film and music*

## Special Opportunities and Custom Marketing Packages

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

### **Awards Gala Night**

TVIFF's most glamorous event. This Black Tie star-studded affair provides excellent branding/promotional opportunities with high profile media coverage. Significant film and music artists are awarded with lifetime and outstanding career achievement honors. Sponsor branding opportunities throughout the Awards Show Presentation and the Awards Gala Dinner. Company branded gift bag distribution opportunity for Awards Gala Dinner attendees, Sponsor logo on stage backdrop, on the Tribute Program; opportunity to make a brief statement at the Awards Show or a trophy presenting opportunity to Award honorees.

**Sponsorship Fee: Exclusive \$30,000 [3 co-sponsors/\$10,000 each]**

### **All Star Music Fest Stage**

This is a central stage loaded with live, unplugged musical performances during the 5-day run of the Festival with the Saturday Music Showcase as its premier Music Event. Sponsor assets include logo on stage backdrop, sponsor logo acknowledgment in the Festival program's Music Fest section; sponsor logo on Music Fest schedule and listing collaterals, the ability to set up custom interaction kiosks, sponsorship acknowledgement during live band performances and a Prize Package contribution/ distribution opportunity.

**Sponsorship Fee: Exclusive \$15,000 [3 co-sponsors/\$5000 each]**

### **Opening Night Festivities**

A high profile, heavily attended and media covered affair that provides excellent branding/promotional opportunities. Sponsor branding all throughout the evening festivities, Sponsor acknowledgement during the formal Opening welcome ceremony, sponsor product display, sampling, and literature distribution. Event includes an Opening Night Film Premiere, Pre-Screening Reception and Post Screening Party with live band entertainment.

**Sponsorship Fee: \$7500 [3 co-sponsors/\$2500 each]**

### **Closing Night Wrap Party**

Another high profile affair which includes the Jury/Audience Choice Winners' presentation and a rousing send-off Closing Wrap Party with live band entertainment. Same sponsorship marketing benefits as the Opening Night Festivities.

**Sponsorship Fee: \$7500 [3 co-sponsors/\$2500 each]**

### **Hospitality Suite**

This 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, literature, collateral or promotional item distribution opportunities, and open access for sponsor representatives or clients. The Suite is open daily and is a hub for daytime and nighttime activities. All VIP talent and industry professionals utilize the Suite for accreditation, guest relations and socialization.

**Sponsorship Fee: \$7500 [3 co-sponsors/\$2500 each]**

### **TVIFF Screening Rooms**

This is a prime branding/promotional opportunity. Sponsor assets include the name designation of an individual theater auditorium with the sponsor name throughout the entire run of the festival; Sponsor name prominently displayed on the screening schedule board, in the printed screening schedule collaterals, in the screening schedule of the program guide, on www.tviff.com listing and other print collaterals.

**Sponsorship Fee: \$3000**

## Special Opportunities and Custom Marketing Packages (continued)

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### Registration Lanyards

Lanyards hold Festival badges and are worn by all official festival participants including filmmakers, musicians, workshop presenters, volunteers, staff, press, and special guests. This provides a front and center branding opportunity as your company logo, name or message is imprinted on the lanyard for total Festival exposure.

**Sponsorship Fee: Exclusive \$3000**

### Festival Shirt Sponsorship

Each year TVIFF has hundreds of staff and volunteers handling all aspects of the event's 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.

**Sponsorship Fee: Exclusive \$3000**

### Film Screenings (Individual or Multiple)

TVIFF screens over 100 films throughout the festival. 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) and logo printed in the program guide's film notes. There are several multiple screening sponsorship options: from Young Filmmakers, Student Films Showcase, Short Film Programs, World Cinema Series, Animation, and Documentary Films. Showcases include 5-10 films.

**Sponsorship Fee: Individual Screening \$1000 / Film Series [Multiple, Category or Genre Showcase] \$3000-\$5000**

### Film & Music Education Series

TVIFF's special education components target and involve area high school and college students to increase awareness of the music and filmmaking process. This involves the **Film/Music Workshops, Master Classes, Conversation with...series, Panels** and the **TVIFF Scholarship Awards**. Excellent, high profile, consumer oriented branding/promotional opportunity.

**Sponsorship Fee: Series Exclusive \$7,500 [2 co-sponsors/\$2500 each] / Individual Workshop, Panel, or Master Class \$1000**

### Festival Tickets

Screenings, various special events, workshops, and Music Fest tickets offer an amazing opportunity for a company to gain brand awareness by having their logo on the front or back of every festival ticket. Thousands of tickets are printed.

**Sponsorship Fee: Exclusive \$3000 [3 co-sponsors at \$1000]**

### Various Special Receptions

Host a **Post Screening Party** or sponsor a **Film/Music Artists' Friday Night Bash** or a **Festival Sunday Brunch**. These are great high profile special social affairs throughout the festival cycle, providing a terrific environment for promotion of consumer or niche products or services. Attended by film and music industry professionals, festival guests and covering media groups.

**Sponsorship Fee: Exclusive \$3000 [3 co-sponsors/\$1000]**

**This information serves as a guideline and a foundation for discussion. Based on a sponsor's specific resources, objectives and needs, a customized and comprehensive package can be designed to achieve desired objectives.**

**Call (951) 699-5514 or visit [www.tviff.com](http://www.tviff.com) for more details.**

## Sponsorship Levels & 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 up, with custom tailored benefits.

	Premier	Major	Official	Platinum	Gold	Silver	Feature	Supporting
	\$30,000	\$20,000	\$15,000	\$10,000	\$7500	\$5000	\$2500	\$1000
On Air (mention)	X	X	X	X	X			
Print (logo)	X	X	X	X	X	X		
Print (list)	X	X	X	X	X	X	X	X
Program	full page	full page	full page	full page	full page	1/2 page	1/3pg	1/4pg
	(inside cover)(inside bck cvr)							
Awards Gala	full page	logo/name	listing					
Program								
Awards Gala	logo/name							
Invitation								
Film Trailer	X	X	X	X	X	X	X	X
Online (logo)	X	X	X	X	X	X	X	X
	(homepage)(homepage)							
Signage	prime	prime	prime	prime	designated			
Merchant/	prime	prime	prime	prime	designated			
Product Display								
On Site Promo	X	X	X	X	X	X		
VIP Hospitality	X	X	X	X	X	X	X	X
Suite Access								
VIP Meet/Greet	X	X	X	X	X	X		
<b>Tickets</b>	<b>Premier</b>	<b>Major</b>	<b>Official</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Feature</b>	<b>Supporting</b>
Opening Night	20	15	10	8	6	4	2	1
Awards Gala	20	15	10	8	6	4	2	1
Music Fest	20	15	10	8	6	4	2	1
Workshops	20	15	10	8	6	4	2	1
Screenings	20	15	10	8	6	4	2	1
Closing Night	20	15	10	8	6	4	2	1

## Sponsorship Opportunities

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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:

### Pre-Screening Trailer

Sponsor logo and name included in film reel screened prior to theatrical presentations during the entire run of the festival.

### Official Poster

Sponsor logo featured in the Official Festival Poster, which are produced, displayed and distributed to various venues and business locations in the Temecula Valley.

### 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, Music Fest line-up, profiles, workshops/panels, and 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.

### 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 local radio stations that produce 30 second recorded spots for broadcast on local stations that may be tagged with sponsor identification.

### Online at [www.tviff.com](http://www.tviff.com)

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

### 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

Brands and companies can create on-site presence and awareness in high traffic areas of the Festival such as the box office, theater lobby, VIP/Hospitality Suite. These are bustling destination points for all festival attendees. For a 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 Night, Awards Gala, and 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, e

## Friends of the Festival

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Since its inception as a novelty over a hundred years ago at county fairs, Motion pictures have become the most spectacular and influential art form, mesmerizing audiences around the globe. The same is true for Music. The magic of film and music transcends all boundaries of language and culture. Its powerful images and sounds offer everyone unforgettable moments of excitement and fresh perspectives.

Every September, for over a decade, the Temecula Valley International Film & Music Festival rolls into town for five days of pure non-stop showcase of fresh, innovative works of emerging, up-and-coming filmmakers and music artists from all across America and around the world.

**Help keep great independent films rolling and music playing in Temecula. Be a Friend. Get Involved. Participate. Enjoy the benefits!**

### **\$1000 Corporate Friend**

- Acknowledgment in the Festival program
- 2 Festival All Access Passes (good for all screenings, Workshops, Music Fest, Opening Night, Awards Gala and Closing Night)
- Access to Hospitality Suite
- 10% discount on all Festival events and merchandise
- Advance notice to Festival events and screening schedule
- Festival poster, shirt and hat

### **\$500 Sustainer**

- Acknowledgment in the Festival program
- 2 tickets to any regular screening
- 2 tickets to Music Fest showcase
- 2 tickets to Opening Night premiere and Party
- 2 tickets to Awards Gala
- Advance notice to Festival events and screening schedule
- Festival poster and shirt

### **\$100 Patron**

- Acknowledgment in the Festival program
- 2 tickets to any regular screening
- 2 tickets to Music Fest showcase
- 2 tickets Workshops and Panels
- 10% discount on all Festival events and merchandise
- Advance notice to Festival events and screening schedule
- Festival poster and shirt

### **\$50 Benefactor**

- Acknowledgment in the Festival program
- 2 tickets to any regular screening
- 2 tickets to Music Fest showcase
- 10% discount on all Festival events and merchandise
- Advance notice to Festival events and screening schedule
- Festival poster and shirt

### **\$25 Friend**

- Acknowledgment in the Festival program
- 2 tickets to any regular screening
- 10% discount on all Festival events and merchandise
- Advance notice to Festival events and screening schedule
- Festival poster

## What others are saying about the Festival

The City of Temecula wholly supports the Temecula Valley International Film & Music Festival as their efforts over the last decade to introduce such cultural arts into our community have truly made us a better-rounded City. TVIFF's accomplishments to this point have been nothing short of phenomenal and the City warmly welcomes filmmakers and musicians from across America and around the globe.

— **Jeff Comerchero**  
City of Temecula Mayor

I have been involved as a sponsor of the festival for the past eleven years, simply because I have a love and passion for the arts. But what the Festival has done—creating a quality world class event—is just staggering. It's great for the community.

— **Dan Stephenson, Chariman/CEO**  
The Rancon Group

Thank you so much for such a wonderful time at the festival! We have gone to a number of festivals and I must say your festival blows a lot of other big festivals out of the water! You guys have done a great job with putting the word out to great people and treating the filmmakers and actors with such grace.

— **Graham Sibley, Actor**

Just want to thank you for the great experience we had playing at the festival. The feedback we got from the critics was overwhelmingly great and we couldn't have asked for better people to meet and network with. Thank you again and hope to have the opportunity to experience it again soon!

— **Ana Lovelis, 2005 TVIFF Music Artist**  
Los Angeles

...screenings were awesome..the balloon ride, a blast..the gala-elegant, beautiful, fantastic! You've got a fine festival there in Temecula.

— **Anne Moebes, Director/Producer**  
True Color

Another orbit for Hollywood...Hollywood has landed its starship in Temecula, in the heartland of Southern California Wine Country...

— **The Morning Report, LA Times**

We've considered it a privilege to have the opportunity to have been involved with the Temecula Valley International Film and Music Festival as they have endeavored to enhance the cultural arts in the valley. The festival's growth is indicative of the efforts of the organization, the enthusiasm of its leadership and the support and receptiveness of the community.

— **Terry Gilmore, Owner-Operator**  
Paradise Chevrolet Cadillac

Pechanga is proud to be a presenting sponsor of the festival. While we started with tents and trailers to a grand resort hotel, the festival has grown every year with more visitors, film and music submissions, film and music industry participation. We've both grown in tandem with the City of Temecula itself over the years, from 5000 to now over 100,000 people – what a great thing to celebrate together!

— **Ciara Coyle, Public Relations Manager**  
Pechanga Resort & Casino

Thank you so very much for all your gracious hospitality! We had a wonderful time as well as being so highly honored to be a part of this year's festivities. All our best wishes for continued success with your future festivals.

— **John Badham, Director**

All of us from "First Date Meltdown" had a great time. Your staff was very supportive and it was a terrific fest! Thanks for all your hard work on the filmmakers' behalf and congrats on a great success!

— **Tim Bartell, Producer/Director**

I wanted to write and thank you from the very bottom of my heart. The festival was such an incredible experience. I am so fortunate and thankful. I feel very lucky being a part of your beautiful festival.

— **Hayley Gene, 2005 TVIFF Music Artist**  
Winnipeg, Canada

Film and Music Festival turning corner...., the Temecula event is becoming a national draw.

— **The Californian**

Joining the elite...Big time talent help wrap up Temecula festival.

— **The Press Enterprise**