



Sponsorship Information 2008

CONTACT:

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BACKSEAT FILM FESTIVAL - Sponsorship Information - 2008

SPONSORSHIP OPPORTUNITIES

The Backseat Film Festival is currently seeking sponsors for the **2008 season**. The sponsorships would cover our annual, multi-day event in Philadelphia, potentially followed by smaller screenings and parties in 2-4 other cities. The sponsorship would also cover any screenings or events that are still being pursued for this season. And as a valued sponsor, you would also be kept up to date on our 2009 season.

WHAT IS THE BACKSEAT FILM FESTIVAL?

The Backseat Film Festival is an opportunity for people to come out, watch cool, new movies and have an all-around great time. We also like to think that there is a unique flavor to our films and a fun atmosphere around our events that keep people coming back. And we are pleased and proud to know that there are still lots of fun movies out there, just waiting to be seen, and a big audience ready to make this festival the continuing success that it is.

From the festival press kit:

"Now in its sixth year, the Backseat Film Festival is a rock 'n roll film fest devoted to the best in edgy, unpretentious movies from all over the cinematic globe. An electrifying mix of zany short films, sleazy music videos, unrelenting documentaries and some of the most exciting feature film premieres around, the Backseat Film Festival is a showcase for movies that embody the youthful, exhilarating spirit of rock 'n roll. No postmodern irony or heavy-handed political statements here, just a lot of zombies, hot chicks, bad jokes and great music."

To learn more about the history and personality of the festival, please request a press kit or check out our website at www.backseatfilmfestival.com.

WHEN AND WHERE IS IT?

The upcoming Backseat Film Festival will be held in Philadelphia, PA, March 13-16th of 2008. The venues are still being confirmed. There will be at least twelve screenings over four days. Following tradition, we will also host several official after-parties during the week. Following this, we hope to take the best of the movies to a few other cities such as Baltimore, Pittsburgh and Austin for a string of one-day events. In truth, the more sponsorship support we have the more cities we can visit, and we have every intention of visiting as many people as possible with the festival.

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WHO COMES TO THE FESTIVAL?

Over the past four years, literally thousands of people have attended our 100+ screenings. The March 2007 events, for example consisted of 14 screenings, nearly all of which were sold out, at approx. 200 seats each.

Based on events we are booking for the 2008 season, we are confident the Backseat Film Festival will host at least 3000 people in Philadelphia alone. The reach of our promotional efforts, including flyers, posters, ads and other promo materials and press will be in the tens of thousands.

From our experience, all different kinds of people come out to the festival. The primary age range seems to be between 18 and 35, with every ethnic group, sub-culture and hairstyle represented. You could say our crowd is more like the hip, passionate following of a touring rock band than that of the typical, stuffy film festival.

HOW DO WE GET PEOPLE TO COME OUT TO THE FESTIVAL?

Press Promotions

Our experienced promotions staff ensures that press kits, press releases and press invitations get sent out to all local, regional, national media outlets that might be interested in covering the festival. This guarantees a variety of press coverage, including newspaper articles, radio interviews and more.

Targeted Advertising

We are developing a targeted advertising campaign which involves taking out ads in outlets that are most visible and appropriate for the festival's audience. This ensures that we get the most for our money, so as not to squander the festival resources on advertising that wouldn't work.

Street Team

We have a devoted and aggressive street team that make sure flyers and promo posters get plastered all over the city of a screening.

Word of Mouth

After four years of screenings, the festival has earned something of a reputation, especially in Philly. The reputation among filmmakers is one of a friendly home for fun and unusual films. Filmgoers know us not only for the great movies, but also for the upbeat atmosphere, free booze and killer after-parties.

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WHERE DOES YOUR SPONSORSHIP MONEY GO?

The money from your sponsorship goes to paying for essential costs necessary to make the festival a success. These include:

- Basic promotional costs, including printing and mailing
- Targeted advertising
- Guarantees for festival venues
- Rental of audio/video equipment
- Website maintenance
- Cash awards and prizes for filmmakers
- Travel and accommodation for filmmakers and celebrities

All the money garnered from ticket sales and submission fees go to paying off any outstanding costs of the festival, and the remainder goes directly into the pot for next year's festival. None of us who are involved with the festival are trying to get rich off of it; we just want to continue to show good movies to as many people as possible.

HOW MUCH MONEY FOR YOU TO GET INVOLVED?

Levels of Sponsorship

We are currently offering three tiers of sponsorship for the upcoming season of the festival.

\$2000	Silver
\$4000	Gold
\$6000	Platinum

Based on the level of sponsorship you are interested in, we will create a specific benefits package for your company. Some specifics of the benefits are outlined on the next page.

In-Kind Goods or Services

The Backseat Film Festival may be willing to trade your company's goods or services in exchange for a festival sponsorship. It does take a certain amount of cash to keep the festival going, but we are open to ideas for trading product. But we will be honest and say that this only goes for stuff we can actually use for the festival. Above is a brief list of our main costs to give you an idea. Needless to say, if you sell booze or film equipment, we would likely go for it, if you sell shampoo, maybe not. Contact us to discuss.

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WHAT DO YOU GET AS A SPONSOR?

ALL SPONSORS

The Backseat Film Festival (BFF) sponsorship benefits for 2007 cover your name, logos and/or weblink on all print and electronic publicity, generally larger and more prominent with level of sponsorship.

- **Festival Program** – Distributed at every BFF event.
- **Press Kits** (print and electronic versions) – Sent to all major media outlets in the market of any BFF event.
- **Press Releases** (print and electronic versions) – Sent to all major media outlets in the vicinity of BFF event.
- **Flyers and Posters** – Used to saturate every area surrounding any BFF Event Venue, as well as other key promotional spots in a particular area (campuses, storefronts, high traffic areas, etc.).
- **Advertisements** – Advertisements taken out in local and national papers, magazines and websites – Our official media sponsor is Philadelphia Weekly, guaranteeing at least four prominent ads in the four weeks leading up to the event.
- **Official Website** – cross-linked and promoted all across the internet.
- **Screening** during festival programming (Title card before each screening that says “Backseat Film Festival presented by” with your sponsor logo)
- **Signage** of sponsor logos or banners at festival venue (Signage to be provided by sponsor)
- **Sponsor Products/Promo Materials** included on the “Free Stuff Table”, which is prominently placed at all festival venues (Materials to be provided by sponsor)
- **Booth or Promotional Vehicle Space** at the BFF venues to display your products and literature to the press and public. (Crew, materials and vehicles provided by sponsor)

SILVER SPONSORS (\$2000) get all the above benefits, plus

- **¼ Page Ad** in Backseat Film Festival Program.
- **2 All-Access VIP Passes** for sponsor representatives to the festival screenings and parties.

GOLD SPONSORS (\$4000) get all the above benefits, plus

- **½ Page Ad** in Backseat Film Festival Program.
- **4 All-Access VIP Passes** for sponsor representatives to the festival screenings and parties.

PLATINUM SPONSORS (\$6000) get all the above benefits, plus

- **Full Page Ad** in Backseat Film Festival Program.
- **6 All-Access VIP Passes** for sponsor representatives to the festival screenings and parties.

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OK, HOW ELSE CAN YOU GET INVOLVED?

Additional Sponsorship Opportunities

Several other interesting options for involvement are also available. Again, we are open to suggestions. Here are some ideas:

- **A sponsor-specific award and prize** that is given by your company for a film to be presented during the festival.
- **Sponsor a particular filmmaker or celebrity appearance** by supplying plane tickets and/or hotel stays for them.
- **Sponsor a particular after-party** by paying expenses for a band appearance.
- **A run of BFF T-shirts** that say "presented by" with your logo on the back. (You pay for the shirts, we put your logo on them, and we get them to give away or sell)
- **Logo placement on BFF laminates, lanyards and tickets.** (You pay for them, we put your logo on them, and we give them out)
- **Additional ads in festival program.** (If you are already a sponsor, we'll give you a deal on an additional ad for another product or whatever)

THE MORE THE BETTER . . . FOR YOU!

Again, the more involved your company is, the more benefits you'll get. We aren't just trying to milk you for money. The truth is, the more sponsor support we have, the more people we can get to come out and the more screenings we will hold, all meaning more exposure for you!

So if you want to be involved with a really great film festival, while at the same time getting a lot of exposure for your products to young, hip people, please give as much support as you can.

If you have any other questions, ideas or concerns, please contact us.

We look forward to working with you.

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CONTACT INFORMATION

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Links, banners and digital press kits available at:
www.backseatfilmfestival.com

BACKSEAT CONCEPTIONS

Backseat Conceptions is the production company that runs and supports the festival by sharing much of its staff, office space and other resources. More information about Backseat Conceptions and its other projects can be found at its website, www.backseatconceptions.com.