

ROUTES to ROOTS FILM FESTIVAL

2019 SPONSORSHIP PROPOSAL

Norfolk Routes to Roots Film Festival is an annual showcase of local, national, and international film with an emphasis on themes of returning to roots, rural life, and connectedness. It exists to engage audiences with award-winning, thought-provoking storytelling that may be unavailable elsewhere; to encourage new and emerging filmmakers; and to celebrate Norfolk County as a place to visit, live and work.

**ROUTES to ROOTS
FILMFESTIVAL** 

Sponsors make it happen.

Lights... Camera... Action!

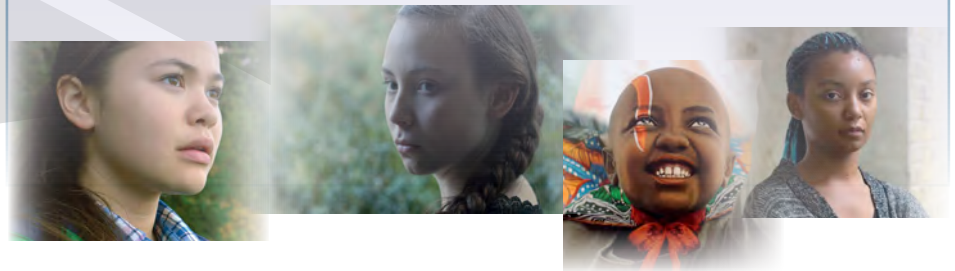
A film festival is more an experience than an event. It opens up new worlds, provides more to talk about with friends and loved ones, and makes life enjoyable.

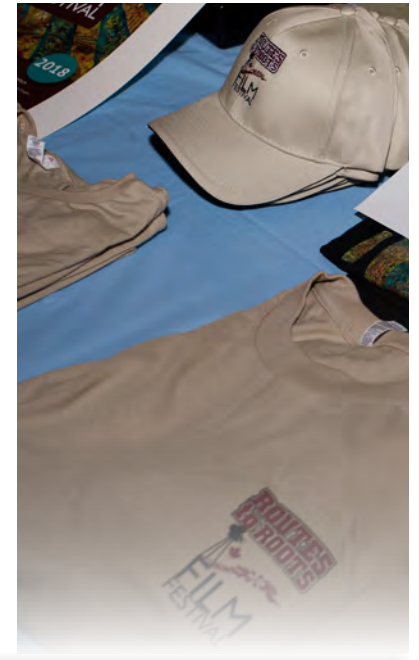
In 2019, the Routes to Roots Film Festival (R2RFF) will partner with Norfolk's burgeoning winery and brewery scene, to create a Norfolk-unique film viewing experience. Guests will combine a visit to a local winery or brewery, view a short film, and then Ride the Bine to Strand Theatre, Simcoe, to enjoy an Oscar-worthy feature film.

Our education program will expand, with a Student Film Competition. Local intermediate and secondary students will participate in a filmmaking competition culminating in awards and a screening of their work during the film festival. To support the students, we are partnering with the Norfolk Public Library's film studio program and their access to screening and production space.

Your sponsorship of Norfolk Routes to Roots Film Festival will give you access to a broad spectrum of local and visiting customers and businesses in a captive audience setting. As a sponsor, you will help to:

- Create an outstanding learning and cultural student experience in Norfolk in 2019 and for years to come
- Draw locals and visitors to Norfolk to enjoy our rural hospitality, local attractions and the film festival
- Celebrate our agricultural roots over great food, locally made beverages and films that make us think, laugh, cry and wonder.





NORFOLK ROUTES TO ROOTS FILM FESTIVAL 2019 SPONSORSHIP LEVELS

| | CHROME | STEEL | BRONZE | SILVER | GOLD | PLATINUM | PREMIER |
|--|-------------|-------------|--------------------------|--------------------------|---------------------------|---------------------------|--------------------------|
| INVESTMENT | \$100 | \$250 | \$500 | \$1,500 | \$2,500 | \$5,000 | \$10,000 |
| Social Media Mentions | X | NAME | No Fewer than 3 Mentions | No Fewer than 6 Mentions | No fewer than 12 Mentions | No Fewer than 24 Mentions | The World is Your Oyster |
| Name/Logo on R2RFF Website | | X | NAME | X | X | X | On R2RFF Home Page |
| Link to Your Site on R2RFF.com | | X | X | X | X | X | X |
| Name/Logo in R2RFF Program | NAME | | | X | X | X | X |
| Logo on Screen at Strand Theatre | | | | All Film Blocks | All Film Blocks | All Film Blocks | All Film Blocks |
| Logo on R2RFF Print Advertising | | | | | X | X | X |
| Mention in R2RFF press releases | | | | | X | X | X |
| Logo on Sign Inside and Outside Theatre | | | | | X | X | X |
| Your Letter in Festival Program | | | | | | X | X |
| Award Presented to Film Maker | | | | | | X | X |
| Special Mention at Screenings | | | | | | X | X |
| Logo on Street Banner | | | | | | | X |
| Logo on Audience Selfie Backdrop | | | | | | | X |
| Fri Gala VIP | 2 Guests | 2 Guests | 4 Guests | 6 Guests | 8 Guests | 12 Guests | 20 Guests |
| Tickets to Films | | | | 6 - Opening Film | 8 Tickets to All | 12 Tickets to All | 20 tickets to All |

Filmgoers from all walks of life – farmers, students, professionals, business owners – enjoy high quality carefully selected films at Norfolk Routes to Roots Film Festival. Two of the feature films at the 2018 film festival went on to become official entries for the 2019 OSCARS!

ATTACH YOUR SPONSORSHIP TO A SPECIFIC OPPORTUNITY:

- A particular film block
- The education audience screenings (elementary, secondary)
- A film-maker's expenses to come and speak at the festival
- A set of radio ads
- The closing gala



Contact Details

Valerie Hickey

Norfolk Routes to Roots Film Festival (R2RFF)

Email: hickeyv@gmail.com

Website: r2rff.com

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Unique Marketing Opportunities

Here are a few experiences Norfolk Routes to Roots Film Festival can provide, depending on your marketing objectives and level of investment. Please let us know if you have any specific requirements that will help build your brand and effectively leverage the sponsorship opportunity.

- 1. Go Viral** – videos and posts about your organization and the festival on Facebook, Instagram, and Twitter
- 2. And The Winner Is...** - representatives from your organization confer a substantial monetary award to the jury-selected winner of a film category; this will be video recorded with your organization's logo in the background, and posted on social media
- 3. Your Name in Lights** – your organization's name and logo is featured on the movie screen before each film block
- 4. VIP Gala** – you and your guests attend the VIP Gala event on opening night, with local wine, appetizers, music and great company
- 5. Tickets!** - You and your guests enjoy the entire festival with our gratitude

**FILM FESTIVAL AUDIENCE SEGMENTS
FAST FACTS**

From a 2017 survey, conducted by Art House Convergence, of over 13,000 film festival and other art house attendees in Canada and the US, facts include:

- Almost 50% of patrons are 53 years and older (baby boomers) while Gen X (age 33 – 52) and Millennials (age 13 – 32) make up 26% and 17%, mirroring Norfolk's demographics
- 88% believe that the top role of a film festival is to enhance the cultural life of the community
- 99% say attending a film festival at a theatre is interesting, thought-provoking and fun (almost never ordinary or boring)
- The top 2 reasons for attending a film festival are: 'makes my life more enjoyable', 'sparks my curiosity'

Although the data reflects urban film festivals, similarities can be drawn to Norfolk's rural festival.