



- **Keep the revenue in the community.**

The closest thing Louisville has to a *real* Film Festival is the 48 Hour film project. Not really a festival, but what's worse is that the revenue leaves town. "The genres aren't really important..." was spoken by a 48 hour judge. When their own rules "adherence to the genre drawn is a major factor in the judging" is clearly stated.

Let's look at some numbers. The 2009 Nashville Film Festival brought in \$1.14 million in revenue to the community and \$53K to its local government. In 2004, the festival brought \$388K to the community and \$20K to the government. That's an average growth of \$150K per year. But that festival has been around for a while. Let's look at a newer one; Indianapolis. It's first year, 2004, brought \$154K to its community and \$7k to the government. Last year saw \$350K and \$17K to the government. And that's when gas was at an all time high! (The figures above came from Brian Owens, current Arts Director for the Nashville Film Festival who also started the Indianapolis Film Festival).

- **Create something that every other large city around us has already.**

Indianapolis, Nashville, Memphis, Lexington, even Paducah has a Film Festival! These communities realized and now reap the benefits of a local festival. Recall a few years back when we were all excited cause that year we were the 16th largest city in the nation? We're not anymore. Why are smaller cities more prosperous than Louisville? We need think differently and give people something other than just the Derby to come visit us.

- **Supplement other attractions by bringing in visitors specific to our event.**

Dark River Film Festival will co-advertise with any business or event that wants to reach more people. When they aren't at the theater they have to be doing something. Trying some new wine from a local winery or visiting the slugger museum where their future award was made or visiting *your* business perhaps.

- **An outlet for artists both local and abroad.**

The more festivals or venues available the more chance for that next big star to be discovered. The festival needs films. Film makers want people to see their work. So they hire actors, directors, camera men, sound and lighting crews, not to mention where it all begins...the writers. In all directions a film festival gets people active in art and the economy.

- **Eventually bring in more companies to shoot and perform in the local area.**

Why do the companies stay away? No big bands come to Louisville. The movie companies don't come by too often...I believe "Elizabethtown" and "The Insider" were the last. And "Traffic" had a few scenes. Not much compared to our neighboring cities. Once we show that we are "film" friendly and that our community indeed has talent, even more growth can occur.

- **Economy**

Yes, we all know the economy stinks. Which is why now is the best time to be a sponsor. The Dark River Film Festival, with the help of our sponsors, will generate revenue for our community. It's easy to sponsor and donate when all is going well, but to do so when times are tough shows that you're invested in the people around you. That's why all our sponsors for the 2009 year will be mentioned in print and on the website as "2009 Recession Year Sponsors" for as long as the festival is in existence whether they sponsor us again or not.

Supporting the arts supports the community, and yourself.



The Dark River Film Festival is a non-profit organization that exists to showcase the creatively defiant independent filmmaker. Our mission is to promote and award films and videos that excel in form, technique, and story that challenge and transcend expectations.

Contact Eric at 502-415-6515

director@darkriverfilmfestival.com

www.darkriverfilmfestival.com

Sponsorship Form

Screenwriter

Up to \$300

- Link from our website to yours
- Listing as official sponsor in printed promotional materials
- 1 slide advertisement between films
- 2 tickets on your choice of day during the festival

Supporting Role

\$300 - \$500

- Link from our website to yours
- Listing as official sponsor in printed promotional materials
- 2 slide advertisement between films
- 4 tickets on your choice of days during the festival

Lead Role

\$500 - \$1000

- Link or Flash ad on our website homepage to yours
- Listing as official sponsor in all promotional materials (printed, TV, radio)
- 1 Commercial between films
- Small banner or poster displayed at the Festival
- 2 - 3 day passes to the festival

Director

\$1000 - \$1500

- Link or Flash ad on our website homepage to yours
- Listing as official sponsor in all promotional materials (printed, TV, radio)
- 2 Commercials between films
- Small banner or poster displayed at the Festival
- 4 - 3 day passes to the festival

Producer

\$1500 and up

- Link or Flash ad on our website homepage to yours
- Listing as official sponsor in all promotional materials (printed, TV, radio)
- 3 Commercials between films
- Small banner or poster displayed at the Festival
- 6 - 3 day passes to the festival
- Award in your name (for instance, The Louisville Slugger Award) and a representative of your organization presents the award to the winner Sunday after the show! Only 3 available.

Dark River Film Festival Sponsorship Receipt

Sponsorship Type: _____ In the amount of: _____

Name / Company: _____

Address: _____ City: _____

State: _____ Zip: _____ Date: _____ Phone: _____

Received by: _____