



***ivy film festival***  
*sponsorship*

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10-16 april, 2017



# festival highlights

## About us

Founded in 2001 by students at Brown University, Ivy Film Festival serves as an unparalleled forum for student filmmaking and screenwriting. As a quality venue to showcase for student work, IFF transforms Brown's campus into a vibrant celebration of film each April. IFF creates invaluable opportunities for student filmmakers to learn from one another as well as from well-established industry professionals. The Festival features keynote speakers, panels, workshops, advance screenings, and Q&As. Over the past 15 years, Ivy Film Festival has grown to become the largest student-run film festival in the world.

## past guests

### Directors

Martin Scorsese – The Departed, Raging Bull  
Wes Anderson – The Royal Tenenbaums, The Grand Budapest Hotel  
Oliver Stone – Platoon, Wall Street  
Darren Aronofsky – Black Swan, Requiem for a Dream  
Mira Nair – Monsoon Wedding, Queen of Katwe  
Wes Craven – Scream, Nightmare on Elm Street  
Todd Haynes – I'm Not There, Carol

### Actors

Jack Nicholson – The Shining, The Departed  
Robert De Niro – Goodfellas, Casino  
Jodie Foster – The Silence of the Lambs, Panic Room  
Adrien Brody – The Pianist, The Grand Budapest Hotel  
Lena Dunham – Girls, Tiny Furniture  
James Franco – 127 Hours, This Is the End  
Laura Linney – The Truman Show, Mystic River  
Jason Schwartzman – Rushmore, The Darjeeling Limited  
John Cho – American Beauty, Star Trek

### Screenwriters

Aaron Sorkin – The Social Network, A Few Good Men  
John Hamburg – Zoolander, Meet the Parents  
David Arata – Children of Men, Spy Game

### Producers

Michael Costigan – Brokeback Mountain, American Gangster  
Jim Stark – Coffee and Cigarettes, Factorum  
John Lesher – Blood Ties, End of Watch  
Lydia Dean Pilcher – The Lunchbox, The Darjeeling Limited  
Christine Vachon – Far from Heaven, Boys Don't Cry

### Executives

Brad Grey – CEO of Paramount  
Tom Rothman – Chairman of Tristar Pictures  
Nancy Josephson – Partner at William Morris Endeavour  
Lauren Zalaznick – NBCUniversal

### Past Screenings

The Grand Budapest Hotel  
Searching for Sugarman  
No Country for Old Men  
(500) Days of Summer  
Waiting for Superman  
Cutie and The Boxer  
The Way, Way Back  
Inside Llewyn Davis  
The Imitation Game  
Kings of Summer  
Queen of Katwe  
Supersize Me  
Steve Jobs  
Mean Girls  
127 Hours  
Star Trek  
Brooklyn  
Noah  
Pride

# ***benefits of sponsorship***

## growth

Last year, we expanded the Satellite Film Festival to screen at all Ivy League universities and several others around the country. Two of these, both in New York City, were covered by The New York Times and The Perri Peltz Show on Sirius XM Radio. We will continue to hone our influential presence as we build this intercollegiate network.

## target consumer demographic

Sponsors have the opportunity to reach an audience of over 2,000 main festival attendees from both Ivy League and other national universities, as well as guests and students at our Satellite Film Festivals.

## visibility

Investment in Ivy Film Festival provides the opportunity to gain invaluable access to a wide range of prospective consumers through a variety of branding opportunities at our Festival.

## rising talents

The student filmmakers showcased in our official selection are the emerging talents of the film industry. Former IFF participants and staff have reached high levels across various positions, including a number of Academy Award nominations. Our sponsors have the opportunity to support and network with these future leaders.

## past sponsors

Past sponsors have included The Weinstein Company, Vitaminwater, MasterCard, Citizens Bank, Paramount Pictures, Candescent Films, Trojan, William Morris Agency, and Current Television. IFF has had exclusive partnerships with Variety, OSTN, and the Dean Hotel.

## sponsorship is tax-deductible

The Ivy Film Festival is a student activity group of Brown University, which is a 501c non-profit organization. All donations are tax-deductible.



# visibility



## student film screenings

Sponsors can display their logos before and after the official selection at Brown and Satellite screenings. Sponsors can increase visibility by having their logos placed in VIP seating areas.



## official festival program

Official programs are printed each year for all festival attendees, in which all sponsor logos are displayed on a designated page. Additional visibility is possible through exclusive advertisements and/or special acknowledgements.



## festival publicity

Sponsors are given real estate for logo placement on all major festival publicity, including posters and banners before and during the Festival. Each Satellite Film Festival will have its own program and publicity materials.



## website exposure

On our website, we display official logos on a marked sponsorship page, where details of a sponsor's involvement with IFF may be provided as well. Sponsors may request hyperlinks and additional real estate on our home page.



## social media promotions

We offer promotional tweets from our official Twitter account. We currently have over 8,000 followers. Additionally, we can offer logo placement and brand promotion for events advertised through IFF's Facebook page, on which we have 3,000+ likes.



## festival merchandise

Sponsors can attain visibility through exclusive product giveaways and voucher distributions. Additionally, products can be provided in gift baskets or as awards for festival winners.



# **sponsorship level**

<b>opportunities</b>	<b>silver</b> (<\$2000)	<b>gold</b> (<\$2000-\$5000)	<b>platinum</b> (>\$5000)
<b>website exposure</b>			
logo on sponsorship page with hyperlink	●	●	●
description of involvement		●	●
logo on homepage			●
<b>social media promotions</b>			
promotional tweets	●	●	●
logo placement in facebook events		●	●
<b>official festival program</b>			
logo displayed on sponsorship page	●	●	●
half page advertisement in program		●	●
full page advertisement in program			●
special acknowledgement in front matter			●
<b>festival publicity</b>			
logo on festival posters	●	●	●
acknowledgement in festival collateral		●	●
exclusive banners			●
<b>festival merchandise</b>			
product giveaways opportunities	●	●	●
product placement in filmmaker gift bags	●	●	●
product placement in winner gift bags	●	●	●
<b>student filmmaker screenings</b>			
logo display after screenings	●	●	●
logo displayed on sponsored vip seating	●	●	●
logo display before screenings		●	●
reserved tickets to festival events			●
<b>satellite festival publicity</b>			
logo displayed after screenings		●	●
logo displayed on festival program		●	●

# *festival partnerships*

Sponsors seeking further involvement with Ivy Film Festival and a closer connection with Festival guests may be interested in becoming an Official Partner of the 2017 Ivy Film Festival. Sponsors may become Partners of the 2017 Ivy Film Festival in two ways:

1. sponsoring specific special events during the festival
2. exclusively sponsoring an element of the festival.



## **1. event partners**

We host a variety of events during the week of the Festival in April, in addition to the official selection of student films. These include:

- screenings films before the date of theatrical distribution
- panels, Q&A, and workshops with industry professionals
- social events during the Festival
- the awards ceremony
- a VIP keynote presentation

An Event Partner who sponsors a particular event may negotiate the details of the sponsorship with IFF's Business Coordinators. Product placement and gift baskets for the event are options previous Event Partners have employed.

A sponsor who feels that a particular screening or speaker aligns with their vision, may be well suited to become an Event Partner.

Event Partners may sponsor existing social events, or propose new ones during the 2017 Festival that specifically meet the Partner's vision.

Sponsors interested in being an Event Partner should direct all inquiries to the IFF Business Coordinators directly.

## **2. exclusive partners**

Sponsors can achieve a significant level of exposure to the 2017 audience by exclusively sponsoring a particular element of the Festival. Exclusive Partners provide the entirety of this element through monetary or in-kind donations.

Examples of exclusive sponsorships include, but are not limited to, airfare, train fare, local ground transportation in Providence, catered events, and hotel accommodations for industry guests and student filmmakers.

Sponsors interested in being an Exclusive Partner should direct all inquiries to the IFF Business Coordinators directly.



## contact us

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