

# VISIONS FILM

FESTIVAL & CONFERENCE • APRIL 5TH

2013

*SPONSORSHIP PROPOSAL*

CELEBRATING FUTURE FILMMAKERS AND FILM SCHOLARS

CONTACT: WILL DAVIS, DEVELOPMENT COORDINATOR  
(910) 232-2039  
[SPONSORS@VISIONSFILM.ORG](mailto:SPONSORS@VISIONSFILM.ORG)

**Dear Friends of the Festival:**

Since opening submissions to international students in 2011, the Visions Film Festival & Conference is joining the ranks as a leading platform for celebrating, promoting, and connecting undergraduate filmmakers and film scholars. A highly-attended student-run festival and conference presented by the University of North Carolina Wilmington Film Studies department, we program and fly in film students from around the world to showcase their work in an event packed with student screenings and presentations, guest speakers, special events, workshops, and more.

Now entering its third year, Visions Film has showcased over 50 young filmmakers and film scholars from the US and abroad. The Festival has already produced some high-caliber talent—like Michael Daye, who after grabbing the award for Excellence in Scholarship at Visions 2012 went on to screen his senior film *Aldilá* at the 2012 Festival du Cannes. Visions is also a launching pad for the undergraduate students working behind the scenes to produce and program the festival every year. Past Visions staff members have gone on to begin careers in festival production, working for major festivals like the Film Society of Lincoln Center's New York Film Festival and the Cucalorus Film Festival.

In just three years, Visions has laid down a strong foundation for future growth and has seen steady increases in attendance and submissions numbers each year. After the launch of our official website and social media in 2011, audience attendance jumped 40% from 270 to 380, with this year expecting over 400 festival attendees alone. As we continue to grow and develop the Visions Film brand as a resource and launching point for tomorrow's image-makers and scholars, we are looking now more than ever to establish long-lasting relationships with Industry, Media, and Community Partners interested in aligning themselves with the following goals:

1. Cross-promoting young and promising filmmakers and film scholars, undergraduate film, and the arts in general;
2. Connecting film students to a network of their peers, as well as to a network of Industry sponsors, leaders, opportunities, and resources;
3. Providing enriching cultural events free to the Wilmington community and Southeastern region.

Sponsors who join us in pursuit of these goals will benefit from full brand integration, and your brand will immediately reach our local, regional, and international audiences. With Visions as your platform, your involvement will directly influence promising future industry players like Michael Daye, as well as sustain the applied learning opportunity that Visions provides its student staff each semester.

**Join us as we celebrate tomorrow's filmmakers and film scholars.**

For more information on becoming a sponsoring partner and to discuss customizable plans, please call Will Davis, Development Coordinator at (910) 232-2039 or email us at [sponsors@visionsfilm.org](mailto:sponsors@visionsfilm.org).

Sincerely,

**Jon Whitaker**  
Assistant Director, Public Relations

**Shannon Silva**  
Festival Director

# ABOUT THE FESTIVAL

Visions Film is the Southeast's leading student-run undergraduate film festival and conference. Our program is designed to do three things: Celebrate, Promote, and Connect tomorrow's industry players.

## CELEBRATE

Most student-run undergraduate film festivals celebrate the filmmaker only, but Visions is the first in the nation to also feature student conference panels. We support a strong connection between film production and film theory and are equally dedicated to recognizing undergraduates beginning academic careers in film history, criticism, and theory. The Visions Awards program further distinguishes select students for Excellence in Scholarship, along with awards in narrative, documentary, experimental, and animation film categories.

Visions kicks off the event every year by bringing in one high-profile undergraduate or recent graduate as a keynote speaker, sharing his or her experiences and advice with our undergraduate audience. Past years have featured Princess Grace Award-winner Javi Zubizaretta and Student Academy Award-winner Izzy Powers.



## PROMOTE

While there are other international student-run festivals in Northeast and West Coast markets that celebrate undergraduate film every year, Visions is dedicated to promoting undergraduate film year-round—well beyond the scope of the festival event itself. 2012 marked the launch of the Visions Screening Tour. Visions staff members now travel to other Southeastern region universities and organizations throughout each semester to host showcases of recently featured films, promote undergraduate filmmaking and film studies, and encourage students to submit their own films and papers to Visions 2013. This active approach makes Visions unique to the Southeast and expands the audience for our featured students and partnering sponsors.



Year-long naming rights ("presenting" status) and brand integration at the Visions Screening Tour is offered to our Premiere Sponsors. One high-profile event to get behind is already set for February 2013, when the Tour screens to festival audiences as part of the Carolina Film and Video Festival.



## CONNECT

Visions connects our featured filmmakers and film scholars by covering cost of traveling and lodging, making it possible for them to represent their work and attend networking events like the After Party and the 1Hour:1Take Video Race. Sponsor contributions go directly towards travel grants for these attending students.

We will work to accommodate all Industry, Media, and Community Partners interested in attending the festival, presenting awards, hosting workshops and events, or simply hanging out. Your involvement and endorsement is important to us!

VISIT US ONLINE AT

**VISIONSFILM.ORG**

# YOUR AUDIENCE

When you become a Visions Film sponsor, your business will gain access to a unique and influential demographic of college-aged audiences, industry professionals, and media consumers/cinema enthusiasts in general. While growing in reputation and following, we expect a 15% increase in attendance and online engagement for the 2013 festival year.

## EVENT ATTENDANCE

2011: 270 • 2012: 380 • 2013: over 400 (expected)

Over 40% increase in attendance since 2011 after launch of [VisionsFilm.org](http://VisionsFilm.org) and social networks.

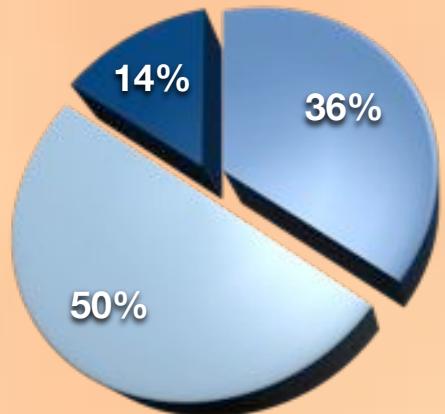
## DEMOGRAPHIC PROFILE

50% College Students • 36% Industry • 14% General Public

Visions is becoming a strong industry and networking event.

52% Female • 48% Male

Ages range from teens to seniors, with the predominant audience ages 18-24.



## ONLINE AUDIENCE

Sponsors will also find a built-in audience within our growing online community.

Since the launch of the official Visions website in 2011, film students, festival audiences, and sponsors alike have benefited from our online promotional platforms. We now include Facebook, Twitter, and Instagram in our publicity campaigns and event coverage.

### VisionsFilm.org

We experience a significant rise in online audience engagement beginning three months prior to the festival, but our online presence continues throughout the year. On average, we receive:

- 2,000+ visits per month
- 1,000—1,400 unique visitors per month
- Average visit duration: 3m 31s



# BECOME A SPONSOR

**INDUSTRY PARTNERS** • Industry-related companies interested in contributing toward the travel fund for attending filmmakers and film scholars and/or toward the Visions Awards program (see below). Benefits commensurate with the price value of your contribution. Premier Industry Partners are eligible for naming rights of titled events.

**MEDIA PARTNERS** • Media outlets interested in pledging ad space and/or event coverage. Our Premiere Media Partner receives priority naming rights over other sponsors for the highly-attended Visions After Party, with customizable opportunities for further brand integration (limited to one sponsor). Benefits and visibility commensurate with the price value of your contribution.

**COMMUNITY PARTNERS** • This includes Host Venues, Travel Partners (hotels, car services, etc.), and other non-industry- or Media-related businesses contributing products and services for a successful festival event, or donating to the travel fund for our attending filmmakers and film scholars. Advertising space commensurates with the price value of your contribution.

## SPONSORING THE AWARDS

The Visionary Award • Best Narrative • Best Documentary • Best Experimental • Best Animation •  
Excellence In Scholarship  
Audience Choice Award for Film • Audience Choice Award for Scholarship

Donate a product, opportunity, or service (i.e. consultations, etc.) for any of our categories and align your company with the recipient. Awards sponsors are mentioned often in press releases, online, and are invited to present the awards at the closing of the festival during the Visions After Party. Benefits commensurate with the price value of your contribution.

BRAND INTEGRATION (all partners)	\$500-\$499 Supporting Sponsor	\$1000-\$1499 Presenting Sponsor	\$1500+ Premiere Sponsor
Product giveaway opportunities	✓	✓	✓
Logo visibility in print materials	Lower half section of shared sponsors page	Top half section of shared sponsors page; ad insert (if space allows)	1/4 page logo or ad; logo visibility on official festival poster
Logo visibility on official website	Linked name/logo on sponsors page (lower)	Linked name/logo on sponsors page (middle) and page footers	Large linked logo on sponsors page, homepage, and page footers
Social media blasts	✓	✓	✓
Theatrical pre-screening visibility	Shared side (lower)	Shared slide (upper)	Full slide logo or ad
Recognition in all press releases			✓
Event naming rights			Visions Film Tour, 1Hour:1Take Video Race, Film Screenings, Conference Panels, Keynote Address, The After Party
First-pick 2014 Premier Sponsor			✓

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To discuss your customized plan, please contact Will Davis, Development Coordinator, at (910) 232-2039 or [sponsors@visionsfilm.org](mailto:sponsors@visionsfilm.org).

# PAST PARTNERS



film festival



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