



**Expression of Interest For:**

**2013 St Kilda Film Festival Opening  
Night VIP Venue Partner**

## **2013 ST KILDA FILM FESTIVAL OPENING NIGHT VIP VENUE PARTNER**

### **What is it?**

The St Kilda Film Festival is Australia's premiere and longest running short film festival. Key events include:

- VIP Pre-Screening Event
- Opening Night and After Party
- Under the Radar – Youth Film Competition
- SoundKILDA and After Party (Music Videos)
- International Programs
- Filmmaker/Sponsor Networking Events
- Industry Open Day
- Closing Night Awards & Party,

### **When is it?**

Thursday May 23 through to Saturday June 1, 2013

### **What do we need?**

Every year prior to our prestigious Opening Night at The Palais Theatre, we host a VIP function for up to 100 people. This VIP event is attended by film makers, industry talent, celebrities and key festival partners. We are inviting expressions of interest from prospective local venues to apply to host our VIP function prior to the Opening Night of our 30<sup>th</sup> year.

As the successful venue you will:

- Be in walking distance from the Palais Theatre St Kilda
- Allow staff access to the venue from 5pm (**Thursday May 23**) with the function to run from 6pm - 7.30pm
- Have a capacity for maximum of 100 people (standing cocktail style)
- Permit us to provide/pour (exclusively and without corkage) our own range of sponsor beverages
- Provide complimentary catering and staff for the function
- Allow our staff to 'dress' and configure the venue as required

In return, the successful venue will receive the following benefits:

- Full page colour advertising within Festival programme (35,000 copies printed)
- TVC or slide at Opening Night (3,000 in attendance)
- TVC or slide at Closing Night (1,000 approx in attendance)
- Logo acknowledgement in the Festival program

- Logo acknowledgement and display ad on Festival website (2012 - April visits: 401,115 – May hits: 469,845)
- Logo on Sponsor Banner (Displayed at all Festival events)
- Opening Night - 2 double passes to both screening and after party
- Closing Night - 3 double passes to Closing Night Awards and after party
- Sponsor Networking - 3 double passes to exclusive sponsor VIP function prior to Closing Night Awards
- Festival Screenings - Single film session tickets available upon request, subject to session availability
- B2B opportunities as mutually agreed

### **Place and time to lodge your submission.**

Please submit your response to [dmandaru@portphillip.vic.gov.au](mailto:dmandaru@portphillip.vic.gov.au) by 5.00 pm, by Monday 10 December. Your response should include completed Schedules 1 and 2.

Submissions after the closing time will not be considered.

### **Proposals shall be assessed according to:**

1. Capacity to comply in full with the scope of the opportunity, including:
  - 1.1 Venue within short walking distance to the Palais Theatre (maximum 10 minutes)
  - 1.2 Permit Festival to provide/pour (exclusively and without corkage) own range of sponsor beverages
  - 1.3 Offer of complimentary catering and staff
  - 1.4 Permit Festival staff to dress and configure venue as required
  - 1.5 Permit staff access to the venue from 5pm (Thursday May 23) with the function to run from 6pm - 7.30pm
  - 1.6 Have a capacity for maximum of 100 people (standing)
2. Relevant experience and track record
3. Overall venue suitability with respect to aesthetics, decor, comfort, 'atmosphere' and catering options

### **Insurance**

The premises must hold public liability insurance to the value of \$10 Million.

Council reserves the right to not accept any expression of interest if none are found suitable

## Schedule 1

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Organisation:	
Address:	
Contact Person:	
Telephone: (land line) (mobile)	
ABN /ACN	
Email	

Signed for and on behalf of the organisation by their authorised representative:

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## Schedule 2

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Capacity to comply in full with the proposed scope of the project:

(Description of capacity and willingness to meet the scope of this partnering opportunity and should detail any value added opportunities)

Relevant experience and track record:

Overall venue suitability with respect to aesthetics, decor, comfort, 'atmosphere' and catering options