

2 0 1 5   C A R N E G I E   M E L L O N \*

# INTERNATIONAL FILM FESTIVAL

FACES OF

# WORK

2015

# SPONSORSHIP KIT

# MISSION STATEMENT

The mission of the Carnegie Mellon International “Faces” Film Festival is to engage the Pittsburgh community with all-encompassing programming that promotes cultural exchange and expression, and through film, illuminates the local and global ethnic communities which seldom have opportunities to celebrate their artwork and culture on a large public scale. By collaborating with guest filmmakers, arts organizations, and local businesses, the festival creates a platform for these ethnic groups to expose the Pittsburgh community to their cultures, and for cinematic artists to engage audiences with their films and dialogues.



# WHO WE ARE

Created in 2006, the Carnegie Mellon International “Faces” Film Festival is a project of the Humanities Center at Carnegie Mellon University, which has supported research and encouraged interest in the humanities for more than 13 years. The festival serves as a non-academic bridge to the greater Pittsburgh community, and opens its doors each year to the interests and passions of people across generations and cultures.

The “Faces” Film Festival takes place every year in the spring and presents a wide spectrum of contemporary world cinema, focusing on a different annual theme that addresses a current social issue; previous themes were Democracy (2007), Mechanization (2008), Realism (2009), Globalization (2010), Migration (2011), Others (2012), Media (2013), and Work (2014). The festival presents 14-18 international narrative features, documentaries, and shorts each year.

As a community-building event, screenings are accompanied by components such as Q&A sessions with the films’ directors and local academics, artistic performances, and receptions with local ethnic cuisine. In this way, the events are more than just film premieres; they are cultural celebrations that allow audiences to observe, discuss, and experience international cultures.

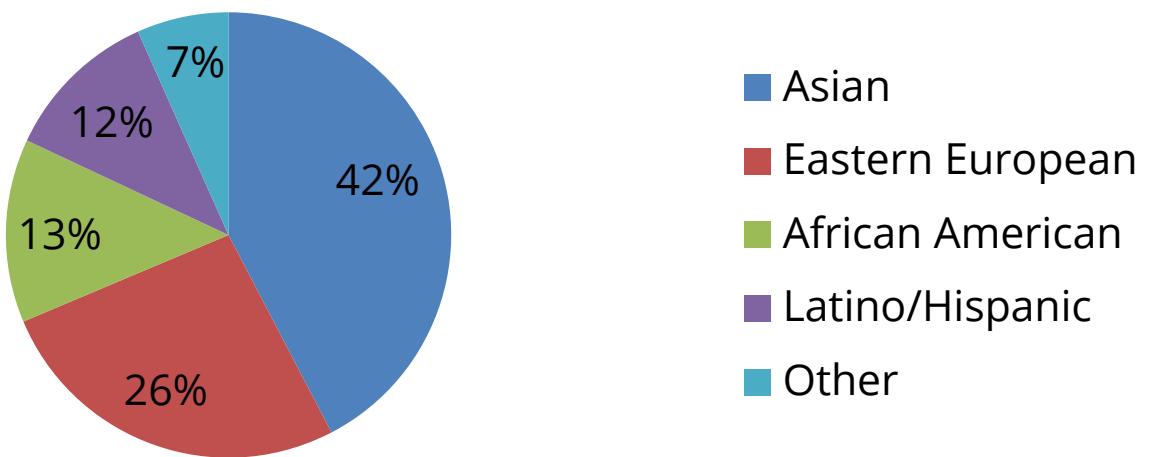
Entering its ninth year, the “Faces” Film Festival prides itself in being the only international film festival in the world organized and run by university students from the numerous institutions across Pittsburgh, such as Carnegie Mellon University and the University of Pittsburgh. The students build events around the festival’s rich variety of films from the U.S., Egypt, France, Morocco, Australia, China, Iran, Peru, Poland, Japan, Germany, Belarus, Korea, and many other countries, hoping to reinforce Pittsburgh’s ethnic history and living culture.

# OUR VIEWERS ARE:

## DIVERSE

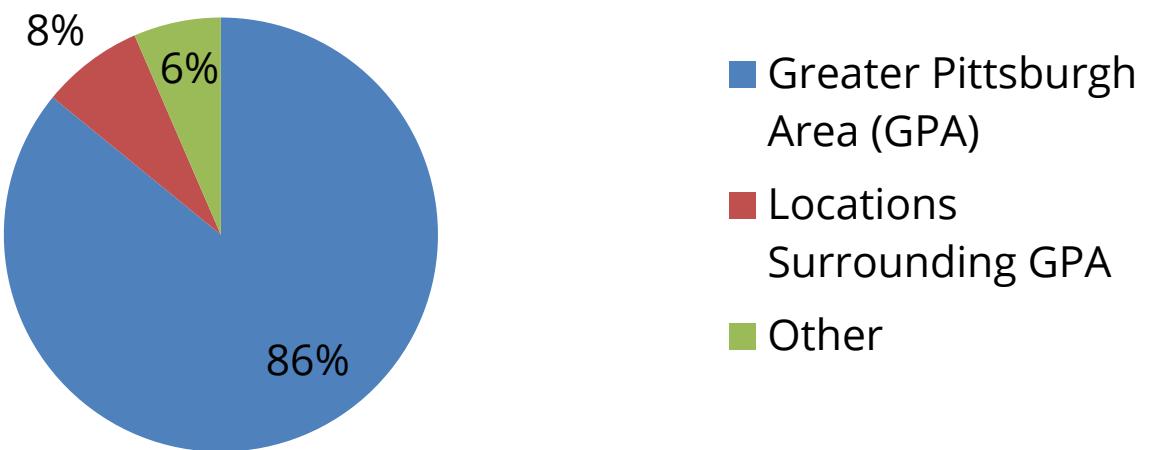
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56% of the festival's audience is ethnically diverse, represented by these cultures



## LOCAL

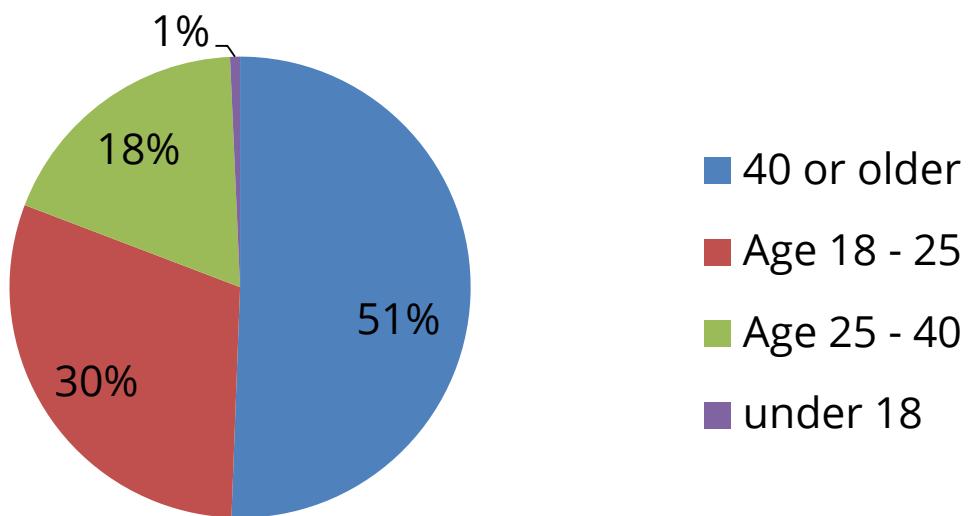
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# OUR VIEWERS ARE:

## ACTIVE & INFLUENTIAL

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### Top viewer professions:

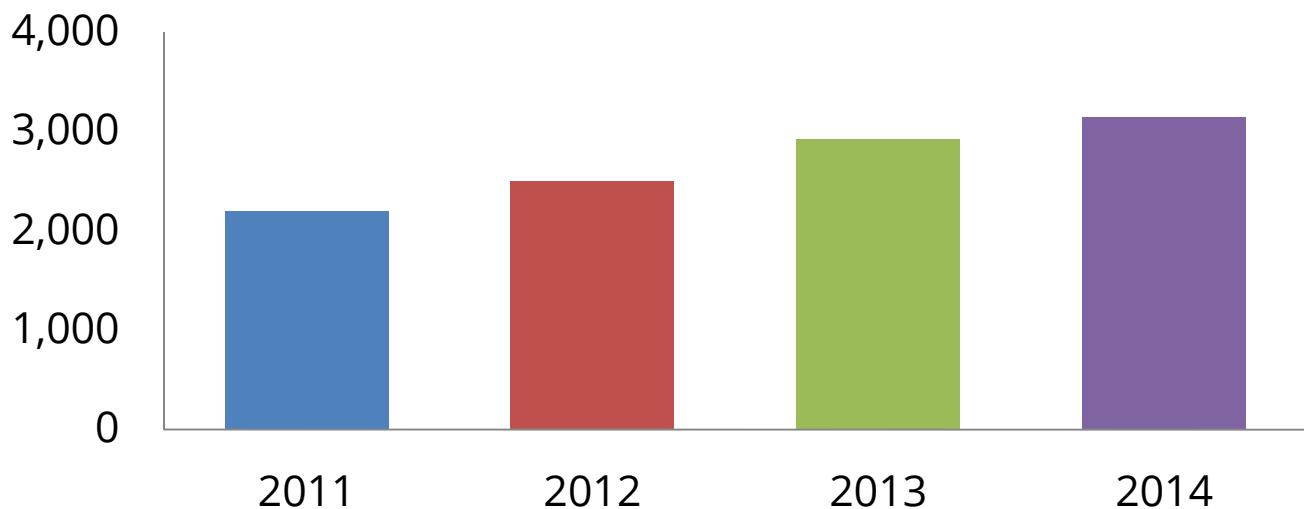
1. Undergraduate / Graduate Student
2. Teacher / Professor
3. Filmmaker
4. Social Worker
5. Member of Non-Profit

# FESTIVAL STATISTICS

## NUMBER OF ATTENDEES

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Each edition of the festival becomes more successful each year in terms of attendance and diversity, with an average increase of 10-15% per year.



## 15+ COUNTRIES ARE REPRESENTED BY FILMS EACH YEAR

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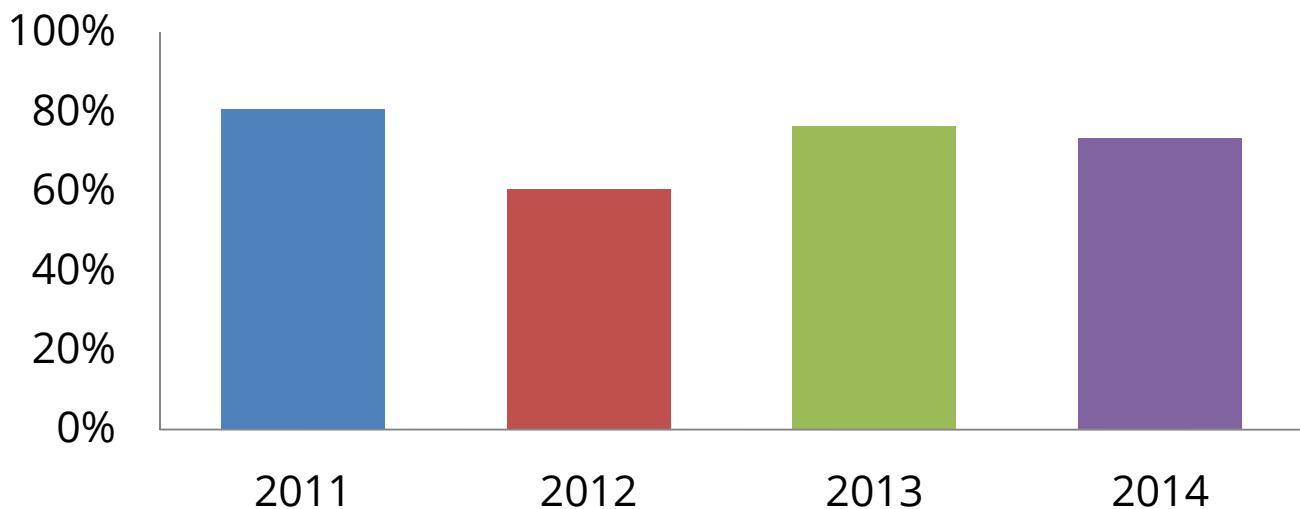


# FESTIVAL STATISTICS

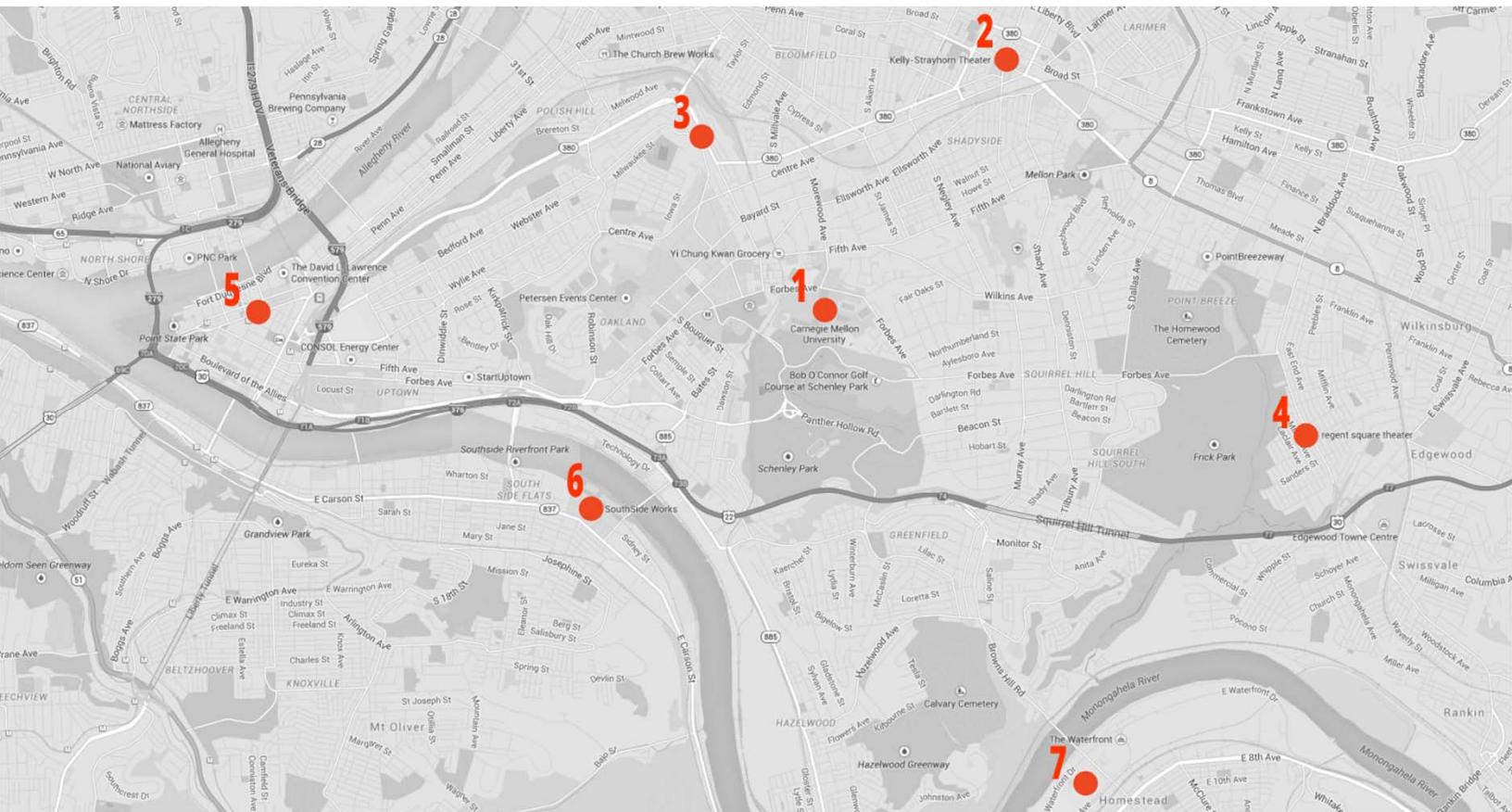
## PERCENTAGE OF NEW ATTENDEES

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On average, 73% of the festival's attendees are new to the festival each year.



# SCREENING VENUES



1. McEconomy Auditorium, CMU  
5000 Forbes Avenue, Oakland

2. Kelly-Strayhorn Theater  
5941 Penn Avenue, East Liberty

3. Melwood Screening Room  
477 Melwood Avenue, North Oakland

4. Regent Square Theater  
1035 S. Braddock Avenue, East End

5. Harris Theater  
809 Liberty Avenue, Downtown

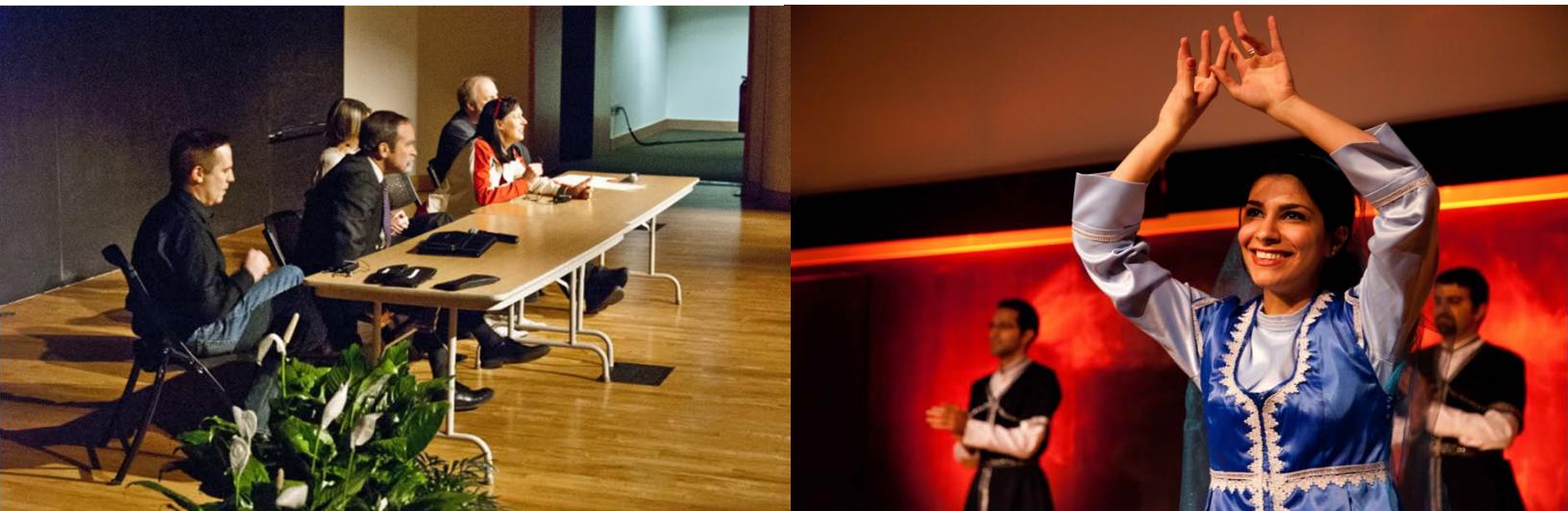
6. SouthSide Works Cinema  
425 Cinema Drive, SouthSide

7. AMC Loews Waterfront 22  
300 West Waterfront Drive, Homestead

# BECOME AN AGENT OF POSITIVE CHANGE

## Promote Cultural Exchange and Expression

The festival's post-screening Q&A sessions provoke valuable discussion and allow the audience to interact with the guest filmmaker or speaker to gain insight into the cultural and/or social issues explored in the film. Additionally, the festival strives to celebrate local and global ethnic cultures by featuring musical, dance, and art performances by diverse Pittsburgh groups and organizations. Guest artists, speakers, and performers from the 2014 festival include **Danuta Walesa**, former first lady of Poland and wife of Polish Solidarity leader, Lech Walesa, **Adrián Saba**, a Spanish-born filmmaker whose feature film debut, *The Cleaner*, was Peru's 2014 Oscar entry for Best Foreign Language Film, and **Nego Gato**, a vibrant Afro-Brazilian music and dance ensemble.



# BECOME AN AGENT OF POSITIVE CHANGE

## Empower Youth

The festival has made strong efforts to engage Pittsburgh youth with empowering and hands-on opportunities through collaborations with professional filmmakers, local youth organizations, and schools. The 2011 edition of the festival, "Faces of Migration," worked with members of *Jóvenes Sin Nombres* (Youth Without Names), a Latino youth arts and education initiative, to produce and showcase a short film capturing their personal immigration stories. In 2013, the festival collaborated with the Pittsburgh Creative and Performing Arts School (CAPA) to feature a student-led musical performance in conjunction with the screening event, *Fame High*. The festival also presented a film workshop with *Fame High*'s Oscar-nominated director, Scott Hamilton Kennedy, which provided a unique and valuable opportunity for students to gain insights from a renowned filmmaker about the film production process from start to finish, and to learn the power that film offers in one's community.



# BECOME AN AGENT OF POSITIVE CHANGE

## Encourage Independent Filmmaking

The festival's annual Short Film Competition presents students with the opportunity to produce their own short film and potentially have their work appear at a festival event. They are invited to discuss issues that spark their curiosity or passion, and to intellectually flourish alongside others within the expanding Pittsburgh and international film communities in ways that they perhaps could not do in a traditional classroom setting. The competition brings in independent films from filmmakers all over the world, including South America, Korea, and China as well as the Pittsburgh film community. One night during the festival is dedicated to screening selected film submissions where First Place (\$1,000 award), Second Place (\$500 award), Third Place (\$250 award), and an Honorable Mention Award are announced.



# BECOME AN AGENT OF POSITIVE CHANGE

## Celebrate Community and International Cultures

Have you ever seen a First Lady drink vodka? Have you ever eaten ice cream with an Academy Award-winning filmmaker? We hadn't either, but amazing things happen at the CMU IFF's Opening and Closing Night events. The festival opens and closes each season with exciting celebrations of the themes encountered through the film events. Ethnic foods, drinks, inter-cultural performances, and world-renowned special guests bring elements of the featured film to life, and provide a space for the audience to enjoy lively conversations. The 2014 festival closed its curtains with the Rwandan film *Sweet Dreams*, a look into the country's first ice cream business venture led by an inspiring group of Rwandese women. The post-screening reception brought the sweet out of the film's aspiring dreamers to life, with delicious ice cream provided by local ice cream shop, Dave & Andy's, and a special appearance by Lisa Fruchtman, the Oscar-nominated co-director and editor of the film.



# TESTIMONIALS

"The Carnegie Mellon International Film Festival is my annual favorite, due to the excellence of the choices by its director, Jolanta Lion, who deserves an Oscar in general."

--Barry Paris, *Pittsburgh Post-Gazette*

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"One of Pittsburgh's most unusual and consistently interesting film festivals..." --Michael Machosky, *Pittsburgh Tribune-Review*

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"With stomachs filling with bread, cheese, and red wine, viewers were able to enjoy some great conversations about the film, which led to an atmosphere of genuine camaraderie."

--Andie Park, *The Tartan*

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"The CMU IFF is a full-city experience: Catch films at the university as well as various theaters across the city while stopping along the way to sample Pitt's global cuisine. Experience what's up-and-coming in student short films and take your festival experience to the next level by participating in discussions with directors, artists, academics, and other industry professionals."

-- Erin Prus, *Cincinnati Magazine*

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"[T]he CMU film fest -- one of the region's very best -- brilliantly illuminates the shades of realistic difference in these nine motion pictures that would never find their way to the mainstream screens at your local cineplex." --Barry Paris, *Pittsburgh Post-Gazette*

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"You couldn't ask for a more diverse, thought-provoking look at cultures and societies in transition, or of cinematic styles, in screenings (at CMU, SouthSide Works and Regent Square Theater) intended to foster debate of the filmmakers' issues. "

--Barry Paris, *Pittsburgh Post-Gazette*

# PAST GRANTS & AWARDS



National  
Endowment  
for the Arts  
[arts.gov](http://arts.gov)



THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT



# PAST SPONSORS & SUPPORTERS

## Governments

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Consulate General  
of the Republic of Poland  
in New York



Consulate General  
of the Federal Republic of Germany  
New York



Kingdom of the Netherlands

## Educational Institutions

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**Carnegie Mellon**



University of Pittsburgh



CENTER FOR THE **ARTS**  
IN SOCIETY

**GLOBAL STUDIES**  
EXPLORING CRITICAL WORLD ISSUES  
A NATIONAL RESOURCE CENTER AT THE  
UNIVERSITY OF PITTSBURGH

**Ai** The Art Institute  
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**POINT PARK**  
UNIVERSITY

**RMU**  
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**D** DUQUESNE  
UNIVERSITY

CARLOW  
UNIVERSITY  
Values. Scholarship. Vision.®

**chatham**  
UNIVERSITY

# PAST SPONSORS & SUPPORTERS

## Student Organizations

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Division of  
Student Affairs



## Local & International Cultural Organizations

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OCA Pittsburgh  
Embracing the Hopes and Aspirations  
of Asian Pacific Americans



POLISH AIRLINES



Alliance Française

# PAST SPONSORS & SUPPORTERS

## Film Organizations

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## Media

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# SPONSORSHIP OPPORTUNITIES

## GOLD REEL PRESENTING SPONSORSHIP: \$25,000

A key sponsor and community leader (*limited to one sponsor*)

- "Gold Reel Presenting Sponsor" listing in the Festival Program
- Includes your company's featured advertisement/trailer prior to all film viewings
- Logo included in Festival trailer before all featured films
- Logo included in Official Festival Mobile Application with link to company website
- Opportunity for product or brochure display at all festival venues and receptions
- Full-page advertisement inside front page or on back-page of the Festival Program
- Acknowledgment in all Festival press releases
- Logo on Festival website with link to company's website
- Logo on official Festival printed and digital marketing materials including posters, printed programs, postcards/mailers, fliers, and t-shirts
- Invitation to private lunch or dinner with featured Festival 2014 guest Director/s and staff
- Seven VIP Festival Passes (includes all films and related events)
- Ten tickets to Opening Night Ceremony

## SILVER REEL SPONSORSHIP: \$10,000

A highly visible sponsorship

- "Silver Reel Sponsor" listing in the Festival Program
- Logo included in Festival trailer before all featured films
- Logo included in Official Festival Mobile Application with link to company website
- Opportunity for product or brochure display at all festival venues and receptions
- Full-page advertisement in CMU International Film Festival Program
- Acknowledgment in all Festival press releases
- Logo on Festival website with link to company's website
- Logo on Official Festival printed and digital marketing materials including select posters, printed programs, postcards/mailers, fliers, and t-shirts
- Invitation to private dinner with featured Festival 2014 guest Director and staff
- Two VIP Festival Passes (includes all films and related events)
- Six tickets to Opening Night Ceremony

# SPONSORSHIP OPPORTUNITIES

## FESTIVAL PRODUCER: \$5,000

- "Festival Producer" listing in 2015 Festival Program
- Logo included in festival trailer before all featured films
- Logo included in Official Festival Mobile Application with link to company website
- Half-page advertisement in Festival Program
- Logo on Festival website with link to company's website
- Logo on Official Festival printed and digital marketing materials including select posters, printed programs, postcards/mailers, fliers, and t-shirts
- One VIP Festival Pass (includes all films and related events)
- One ticket to Opening Night Ceremony
- Three tickets to festival screenings

## FESTIVAL DIRECTOR: \$2,500

- "Festival Director" listing in Festival Program
- Quarter-page advertisement in Festival Program
- Logo on Festival website with link to company's website
- Logo included in Official Festival Mobile Application with link to company website
- Logo on Official Festival printed and digital marketing materials including select posters, printed programs, postcards/mailers, fliers, and t-shirts
- Five tickets to festival screenings

## OFFICIAL MOBILE PRESENTER: \$2,000 PACKAGE

*A key presenter of Pittsburgh's first film festival mobile application (limited to one sponsor)*

- Logo presented on CMU IFF Mobile App
- 30 second commercial (provided by sponsor for public screening at festival events)
- Logo on website and sponsor banner in venue
- Four tickets to festival screenings

## FESTIVAL CELEBRITY: \$1,000

- "Festival Celebrity" listing in Festival Program
- Eighth-page advertisement in Festival Program
- Logo on Festival website with link to company's website
- Logo on Official Festival printed and digital marketing materials including select posters, printed programs, postcards/mailers, fliers, and t-shirts
- Two tickets to festival screenings

# SPONSORSHIP OPPORTUNITIES

## FESTIVAL AFICIONADO: \$500

- Festival Aficionado listing in Festival Program
- Logo on Festival website with link to company's website
- One ticket to festival screenings

## PRESENTING PARTNER & UNDERWRITER

(Support of \$1,500 plus onsite screening)

- Opportunity to support a film relevant to an organization's mission
- A film screening event is presented in conjunction with your department/institution
- "Presenting Partner" listing in Festival Program and all printed and digital marketing materials for film screening event
- Three tickets to festival screenings

## IN-KIND SUPPORTER

The CMU International Film Festival welcomes the support of local businesses and organizations while bringing this international event to Pittsburgh. In-kind supporters have the opportunity to promote their business at various events through promotional tables at various venues throughout the Festival. Please see demographics and audience attendance for more information.

In Kind Supporters receive:

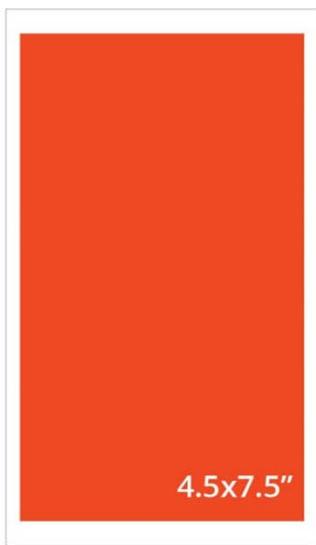
- Opportunity to expand your audience through cause-related marketing and brand integration
- Logo on the CMU International Film Festival Faces website with link to supporter's website

*\*All sponsors will receive official CMU International Film Festival T-shirts, festival programs, and festival posters, and other festival memorabilia.*

Please call Jolanta Lion at 412.268.2212 to discuss levels of support.  
Custom packages also available.

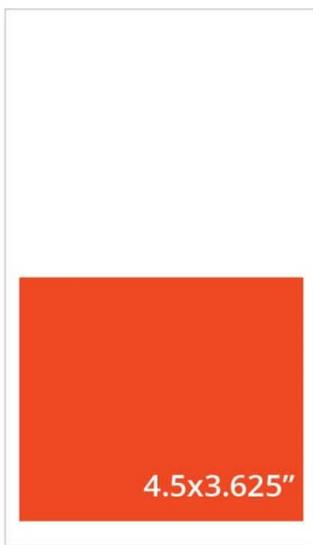
# FESTIVAL PROGRAM ADVERTISING RATES

FULL PAGE



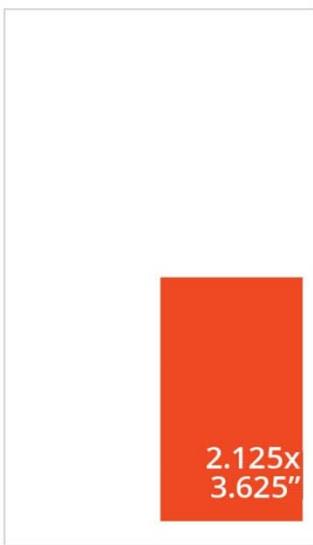
4.5x7.5"

HALF PAGE



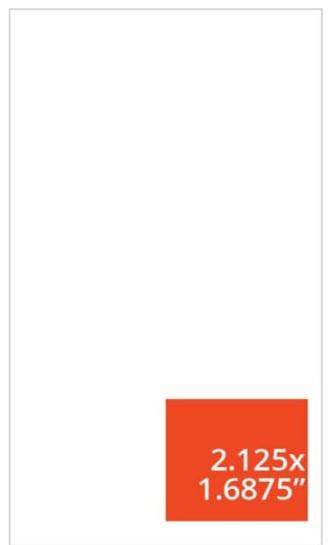
4.5x3.625"

QUARTER PAGE



2.125x  
3.625"

EIGHTH PAGE



2.125x  
1.6875"

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## AD SIZE (W X H)

## BLACK & WHITE

## COLOR

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### FULL PAGE (4.5 x 7.5")

Trim: 5.5x8.5"

Bleed: 0.125" on all sides

• BACK COVER	---	\$1,500
• INSIDE FRONT OR BACK COVER	---	\$750
• INSIDE FULL PAGE	\$300	\$600

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HALF PAGE (4.5 x 3.625")	\$150	\$300
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QUARTER PAGE (2.125 x 3.625")	\$100	\$200
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EIGHTH PAGE (2.125 x 1.6875")	\$50	\$100
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\*Artwork must be submitted to size

# **ADVERTISING PACKAGES**

## **\$1,000 PACKAGE**

- 30 second commercial screened at all Festival screenings and events (Provided by Sponsor)
- Full-page ad in the Official Festival Program guide
- Logo on website and sponsor banner featured at all festival screenings and events

## **\$500 PACKAGE**

- Full-page ad in the Official Festival Program guide
- Logo on website and sponsor banner featured at all festival screenings and events

*\*All companies that choose any advertising package or program-advertising rate between \$600 and \$1500 will be recognized on the Official CMU International Website with their logo. All other companies will be recognized per category listing.*

## **SEND CHECKS TO:**

CARNEGIE MELLON UNIVERSITY INTERNATIONAL FILM FESTIVAL  
ATTN: JOLANTA LION  
5000 FORBES AVENUE, BAKER HALL A 60-E  
PITTSBURGH, PA 15213

*Please make checks out to "Carnegie Mellon University"*

**PRINT BOOKING DEADLINE**  
**February 1, 2015**

**ARTWORK DEADLINE**  
**February 15, 2015**

# BECOME A SPONSOR!

Please contact Jolanta Lion, the Director of the Carnegie Mellon International Film Festival, to organize a sponsorship package that best fits your company.

Jolanta Lion  
Director of the CMU International Film Festival  
5000 Forbes Avenue, Pittsburgh, PA 15213  
jola@cmu.edu  
T: 412.268.2212

# PURCHASE TICKETS!

Purchase online at our website: [www.cmu.edu/faces](http://www.cmu.edu/faces).

Opening Night:  
\$10 Seniors and Students  
\$15 Workers

Regular Admission:  
\$5 Seniors and Students  
\$10 Workers

Short Film Student Competition:  
\$5 All

Full Access Festival Pass:  
\$25 Seniors and Students  
\$50 Workers

Festival T-Shirts:  
  
\$10 For All Sizes  
(S, M, L, XL)

# DIGITAL PRESENCE

[cmu.edu/faces](http://cmu.edu/faces)



/cmufaces



@cmu\_faces



/cmuintlfilmfestival