

Macon Film and Video Festival 2008 – Sponsorship Packet

The Macon Film and Video Festival (MAGA) is a non-profit organization that was created as an arm of the newly renovated historic Cox Capitol Theatre located in downtown Macon, Georgia (www.coxcapitoltheatre.com). Renovations on the space were recently completed, and the MAGA Film Festival is one of many events showcased within its historic walls.

The first annual Macon Film and Video Festival was held the first weekend in April 2006. In its first year MAGA was well received by independent filmmakers from across the country with over seventy-five submissions. MAGA was created to celebrate the art of the moving image, and to give up and coming filmmakers an opportunity to showcase their work in the Middle Georgia community to audiences from around the region. Festival coordinators are working toward a larger week long festival in 2007 and are interested in securing sponsorships from your corporation.

MAGA OVERVIEW

Short films from every genre were accepted for submission. From the seventy-five plus submissions over 40 were selected for screening. First place to honorable mention awards were handed out to winners in the following categories:

- Narrative Drama
- Narrative Comedy
- Documentary
- Experimental
- Animation
- Best of Show

2006 & 2007 SUCCESS

MAGA Festival organizers and local sponsors were overwhelmed at the public response for the first year festival. The four-day festival boasted packed screenings, visits from filmmakers from around the country, and considerable print and television coverage. The attached articles give a sense of the excitement that surrounded the inaugural 2006 festival and the second year 2007 festival.

2008 PLANS

Because of the success of festival the MAGA board members are continuing to work to create a four-day cultural event that would include submission screenings, and selected special screenings focusing on films and filmmakers from the South.

SPONSORSHIP OPPORTUNITIES (Director)

Coming in at the \$300.00 sponsorship level would give your company the opportunity to be listed as a Director Sponsor for the 2008 MAGA festival. Your company logos would be placed on promotional materials, in print advertisements, listed on the festival website (www.maconfilmfestival.com), and you would also have the opportunity to showcase products and services during the festival on the Capitol Theatre big screen. A complete listing of promotional materials is listed below.

1. MAGA Programs (dimensions 5X7) – 5X7 full-page advertisement for all Director sponsors.

2. Sponsorship Reel – A motion graphics sponsorship reel including logos and company taglines will be played on flat screen televisions throughout the Capitol Theatre and at all MAGA events.

SPONSORSHIP OPPORTUNITIES (Executive Producer)

Coming in at the \$1,800.00 sponsorship level would give your company the opportunity to be listed as an Executive Producer for the 2008 MAGA festival. Your company logos would be placed on all promotional materials, in both print and television advertisements, listed on the MAGA festival website (www.maconfilmfestival.com), and you would also have the opportunity to showcase products and services during the festival on the Capitol Theatre big screen. A complete listing of promotional materials is listed below.

1. MAGA Programs (dimensions 5X7) – 5X7 full-page advertisement for all Executive Producer sponsors.

2. MAGA Posters (dimensions 16X20) – Sponsors will have their color logo added to the poster which will be used to promote the upcoming festival.

3. MAGA Postcards (dimensions 2X4) – Festival reminder postcards will be sent out to various groups promoting events during the festival.

4. Television Advertisements (30 second) – Executive sponsors will have full color logo listed in the promo.

5. Sponsorship Reel – A motion graphics sponsorship reel including logos and company taglines will be played on flat screen televisions throughout the Capitol Theatre and at all MAGA events.

SPONSORSHIP OPPORTUNITIES (Presenting Sponsor)

Coming in at the \$8,000.00 sponsorship level would give your company the opportunity to be listed as a Presenting Sponsor for the 2008 MAGA festival. Your company logos would be placed on all promotional materials, in both print and television advertisements, listed on the MAGA festival website (www.maconfilmfestival.com), and you would also have the opportunity to showcase products and services during the festival on the Capitol Theatre big screen. A complete listing of promotional materials is listed below.

1. MAGA Programs (dimensions 5X7) – 5X7 full-page color advertisement for all Presenting sponsors.

2. MAGA Posters (dimensions 16X20) – Presenting sponsors will have their color logo added to the poster which will be used to promote the upcoming festival and related events.

3. MAGA Postcards (dimensions 2X4) – Festival reminder postcards will be sent out to various groups promoting events during the festival. Presenting sponsors will have full color logo included.
4. MAGA T-Shirts – Presenting sponsors will have their logo featured on the back of the shirts.
5. Television Advertisements (30 second) –Presenting sponsors will have full color logo listed in the promo.
6. Print Advertisements – Presenting sponsors will have their logos added to all print ads that will be featured in newspapers and magazines throughout the state.
- 7 Sponsorship Reel – A motion graphics sponsorship reel including logos and company taglines will be played on flat screen televisions throughout the Capitol Theatre and at all MAGA events.

SPONSORSHIP OPPORTUNITIES (Producer)

Coming in at the \$600.00 sponsorship level would give your company the opportunity to be listed as a Producer Sponsor for the 2008 MAGA festival. Your company logos would be placed on promotional materials, in print advertisements, listed on the festival website (www.maconfilmfestival.com), and you would also have the opportunity to showcase products and services during the festival on the Capitol Theatre big screen. A complete listing of promotional materials is listed below.

1. MAGA Programs (dimensions 5X7) – 5X7 full-page advertisement for all Producer sponsors.
2. MAGA Postcards (dimensions 2X4) – Festival reminder postcards will be sent out to various groups to promote the festival and selected special screenings.
3. Sponsorship Reel – A motion graphics sponsorship reel including logos and company taglines will be played on flat screen televisions throughout the Capitol Theatre and at all MAGA events.

SPONSORSHIP OPPORTUNITIES (Special Screening)

Coming in at the \$900.00 sponsorship level would give your company the opportunity to be listed as a Special Screenings Sponsor for the 2008 MAGA festival. Your company logos would be placed on promotional materials, in print advertisements, listed on the festival website (www.maconfilmfestival.com), and you would also have the opportunity to showcase products and services during the festival on the Capitol Theatre big screen. A complete listing of promotional materials is listed below.

1. MAGA Programs (dimensions 5X7) – 5X7 full-page advertisement for all Special Screening sponsors.
2. MAGA Posters (dimensions 16X20) – Sponsors will have their color logo added to the poster which will be used to promote the upcoming festival.

3. MAGA Postcards (dimensions 2X4) – Festival reminder postcards will be sent out to various groups to promote the festival and selected special screenings.

4. Sponsorship Reel – A motion graphics sponsorship reel including logos and company taglines will be played on flat screen televisions throughout the Capitol Theatre and at all MAGA events.

CONCLUSION

On behalf of the Macon Film and Video Festival (MAGA) board I am excited to bring this sponsorship opportunity to you. Please feel free to contact me with any questions.

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