

macon film & video festival



Mission

The objectives of the Macon Film Festival are

- to celebrate the art and craft of the moving image
- to introduce independent films which rarely appear in Macon
- to entertain and inspire audiences and filmmakers alike by offering innovative and independent in nature
- to introduce visiting filmmakers and guests to the Central Georgia community, promoting film production in the area

The festival is open to filmmakers from every level, working in any medium and genre

History

The Macon Film Festival (MAGA) is a non-profit organization that was created in 2006 as an arm of the newly renovated historic Cox Capitol Theatre located in downtown Macon, Georgia. Over the last five years, the festival has seen tremendous expansion in submitted entries, quality of films accepted, hours of films screened, filmmaker participation and audience attendance. Our budget has grown from just over \$9,000 in 2006 to nearly \$60,000 anticipated for the 2010 event. In 2009, MAGA received a tax ID number independent of the Capitol Theatre and has a 501 (c) (3) non-profit application pending.

Sponsorship Levels and Benefits

Macon Film Festival sponsors and marketing partners will receive a comprehensive packet of opportunities that are designed to meet their specific marketing, promotional, and sponsorship objectives. Sponsorships may be in the form of *cash sponsorships* or in *in-kind donations of products and services* or *media and promotional assets*

PRESENTING SPONSOR: \$8,000
Cash donation only – one available

Naming Rights

- The 2010 MaGa Festival presented by (presenting sponsor)
- Name on the award for Best of Show

Acknowledgment

- Up to two (2) pre-produced sponsor 30-second ads to be played before each Special Screening
- Verbal acknowledgement at all festival events and before each day's screening
- Speaking opportunities for sponsor representatives
- Full screen logo on sponsorship reel shown at all Festival venues

Exposure

- Logo on festival poster
- Logo on festival postcards
- Logo on cover of festival program

- Logo on 30-second television advertisements
- Logo on MAGA website
- Logo on print advertisements
- Logo on full page color ad inside festival program
- Logo on T-shirts
- The opportunity to distribute promotional materials such as samples, coupons, and literature for the duration of the festival

Other Benefits

Presenting sponsors will also receive 20 VIP All Access Passes that can be used during the week of the festival to attend all MAGA screenings, special screenings, receptions, special events, and the Awards Ceremony plus 20 MAGA T-shirts

FESTIVAL LAUNCH SPONSOR: \$5,000

Cash donation only – one available

Acknowledgement

- Full screen logo on sponsorship reel shown at all Festival venues
- Color logo on board at Festival Launch Event
- Verbal acknowledgement Festival Launch Event with speaking opportunities for sponsor representative
- Literature and/or marketing collateral (samples, coupons, etc.) distributed at Festival Launch Event

Exposure

- Logo on festival poster
- Logo on festival postcards
- Logo on 30 second TV advertisements
- Logo on MAGA website
- Logo on print advertisements
- Logo on full page color ad in festival program

Other Benefits

Executive Producer Sponsors will also receive 10 VIP All Access Passes that can be used during the week of the festival to attend all MAGA screenings, special screenings, receptions, special events, and the Awards Ceremony plus 10 MAGA T-shirts

SPECIAL SCREENING SPONSOR: \$2,500

Cash donation only – four available

Acknowledgement

- Color logo on board at selected special screening
- Verbal acknowledgement at special screening with speaking opportunities for sponsor representative
- Literature and/or marketing collateral (samples, coupons, etc.) distributed at special screening

Exposure

- Logo on festival poster
- Logo on festival postcards
- Logo on 1/2 page ad in festival program
- Logo on MAGA website
- Logo on sponsorship reel that runs before selected special screening
- Logo on all print advertisements pertaining to selected special screening

Other Benefits

Special Screening sponsors will also receive 6 VIP All Access Passes that can be used during the week of the festival to attend all MAGA screenings, special screenings, receptions, special events, and the Awards Ceremony plus 6 MAGA T-shirts. Sponsors may select the Special Screening they present on a first-come, first-served basis upon the announcement of our line-up.

PRODUCER: \$1,000**Exposure**

- Logo on Sponsorship reel
- Black and White Logo will be included on the Producer Sponsor page in festival program
- Logo on MAGA website

Other Benefits

Producer sponsors will also receive 4 VIP All Access Passes that can be used during the week of the festival to attend all MAGA screenings, special screenings, receptions, special events, and the Awards Ceremony plus 4 MAGA T-shirts

DIRECTOR: \$500**Exposure**

- Name listed on MAGA website
- Name listed in MAGA program

Other Benefits

Director sponsors will also receive 2 VIP All Access Passes that can be used during the week of the festival to attend all MAGA screenings, special screenings, receptions, special events, and the Awards Ceremony plus 2 MAGA T-shirts

MEDIA IN-KIND SPONSORS

Minimum Value \$3,000

Exposure

- Logo on festival poster
- Logo on festival postcards
- Logo on Media Sponsor page of festival program
- Logo on MAGA website

MAGA Finance Committee
P.O. Box 929
Macon, GA 31201

Please include this page with your check. THANK YOU!

2010 MAGA SPONSORSHIP INFORMATION

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY, STATE, ZIPCODE _____

EMAIL ADDRESS _____

PHONE NUMBER _____

PROGRAM LISTING _____

(ex. Elizabeth and John Smith or Mr. and Mrs. John Smith or Elizabeth Moore Catering)

I prefer to be invoiced in _____(month)_____ (year)
(Pledges must be received before February 1, 2010)

For sponsors receiving logo acknowledgement (\$1,000+) please email your logo to
stephanie@brightbluesky.com

Please direct all sponsor level questions and requests to:

Tabitha Lynne Walker
MAGA Vice President
tabithalynnewalker@gmail.com