



2010 San Francisco Ocean Film Festival: Media Sponsorship Opportunities **Media Sponsors: TV, Radio, Newspaper and Social Media** **(Exclusivity in each media category)**

Television Sponsorships: Targeted at/above \$40,000 in Value

Media Sponsor to Provide:

- Development of 15- or 30-second SFOFF ad
- Robust on-air and online advertising schedule
- Online contest, tied in with support from on-air programming to give away a prize package of SFOFF tickets, hotel stay (if donations available), etc.
- Live segments, leading up to and coinciding with Opening Day of the SFOFF
- (When applicable) Participation of on-air personality at Opening Night event, or participation in panel discussion
- Opportunities to leverage media advertisers by being tagged in ads, increasing SFOFF exposure

SFOFF to Provide:

- Prominent visibility in festival advertisements, website, program, posters and indoor/outdoor onsite signage
- Logo inclusion in email newsletters
- Full-page ad in priority spot in festival program
- Opportunity to air a 60-second commercial during each program
- On-stage acknowledgement at screenings and events
- Sampling rights: distribution of items at all events, at raffle/silent auction and in gift bags
- 10 VIP passes (all programs, Aquarium admission and behind the scenes tour, and VIP opening night event)
- 6 filmmaker brunch invitations

Radio Sponsorships: Targeted at/above \$10,000 in Value

Media Sponsor to Provide:

- Development of 15- or 30-second SFOFF ad (preferably read by on-air personality)
- Robust on-air and online advertising schedule.
- Online contest, tied in with support from on-air programming to give away a prize package of SFOFF tickets, hotel stay (if donations available), etc.
- Interview segment, leading up to or coinciding with Opening Day or opening week of the Festival
- (When applicable) Participation of on-air personality at Opening Night event, or participation in panel discussion
- SFOFF postcard distribution at station-supported events leading up to the Festival

SFOFF to Provide:

- Logos in festival advertisements, website, program, posters and indoor/outdoor onsite signage
- Logo inclusion in email newsletters
- Full-page ad in festival program
- Opportunity to air a 60-second commercial during day of your choice
- On-stage acknowledgement at screenings and events related to the program the station is sponsoring
- Sampling rights: distribution of items at all events, at raffle/silent auction and in gift bags
- 6 VIP passes (all programs, Aquarium admission and behind the scenes tour, and VIP event)
- 4 filmmaker brunch invitations

Contact Kati Schmidt for additional information: 415.623.5340 or katis@aquariumofthebay.org

Newspaper Sponsorships: Targeted at/above \$10,000 in Value

Media Sponsor to Provide:

- Robust print and online advertising schedule
- Online contest, promoted in eNewsletters or through print ads, to give away a prize package of SFOFF tickets, hotel stay (if donations available), etc.
- Special pull-out section or focused ads that include SFOFF schedule
- (Where applicable) Street team support for SFOFF
- (When applicable) Participation of film, feature or environmental-focused reporter/editor in panel discussions.

SFOFF to Provide:

- Logos in festival advertisements, website, program, posters and indoor/outdoor onsite signage
- Logo inclusion in email newsletters
- Full-page ad in festival program
- Opportunity to air a 60-second commercial during day of your choice
- On-stage acknowledgement at screenings and events related to the program the station is sponsoring
- Sampling rights: distribution of items at all events, at raffle/silent auction and in gift bags
- 6 VIP passes (all programs, Aquarium admission and behind the scenes tour, and VIP event)
- 4 filmmaker brunch invitations
- Exclusive interview opportunity with a select filmmaker

Social Media Sponsor Targets: Targeted at/above \$5,000 in Value

Sponsor to Provide:

- Robust online advertising presence
- Support in driving users to SFOFF social media pages
- Inclusion in eNewsletters

SFOFF to Provide:

- Logos in festival advertisements, website, program, posters and indoor/outdoor onsite signage
- Logo inclusion in email newsletters
- Full-page ad in festival program
- Opportunity to air a 60-second commercial during day of your choice
- On-stage acknowledgement at screenings and events related to the program the station is sponsoring
- Sampling rights: distribution of items at all events, at raffle/silent auction and in gift bags
- 6 VIP passes (all programs, Aquarium admission and behind the scenes tour, and VIP event)
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