

15th Annual Durango Independent Film Festival Sponsor Deck



2020 DURANGO INDEPENDENT FILM FESTIVAL

2019 FILMMAKER TESTIMONIALS



“Thank you for bringing me back to Durango. The festival was an absolute blast and we felt so taken care of the entire time. You all really know how to treat your guests well and how to throw a great party. All my love and gratitude.”
–Laura Spencer, *Likeness*



“Thank you and your incredible team of volunteers & staff as well as the fantastic sponsors. This festival continues to prove the value of film and the community in a place like Durango where stories connect us to each other and to places foreign and far. Thank you for all you do to support filmmakers.”
–Rich Henrich, *Serpent in the Bottle*



“This was an amazing experience! Thank you for all you and the DIFF staff and volunteers do! We are so grateful that Swagger Back got to premiere here. This whole festival has been so inspiring both as a human and artists! Thank you, thank you, thank you.”
–George Kenyon, *Swagger Back*



“Thanks so much for selecting “Always” to screen in Durango! We had a fabulous time and felt incredibly appreciated and right at home. Thanks for making this my favorite film festival! We can’t wait to submit future pieces. All the best.”
–Tracy Medberry, *Always*

ABOUT US

Each year we celebrate the art of film with the community. Our goal is to connect our community with independent filmmakers, engaging the audience in a unique viewing and interactive experience. Bringing the Four Corners Film Office into our organization reinforces our commitment to filmmakers to share their art with the community and to encourage them to film in our geologically diverse landscape. Event sponsorship opportunities provide participation engagement with our loyal audience. Direct networking opportunities are abundant during our five day festival, helping to create strong brand awareness.

Showcasing all genres of independent film is what the festival is all about. We proudly spotlight the best of Native Cinema, indulge the adventurous who live and play in Durango with a spotlight on adventure films, and focus on family films especially for the young and young at heart. We enjoy taking films and filmmakers to area schools for our REEL Learning School Program. In 2019, 1,609 students and teachers participated in the program. Panels and workshops, coffee talks with filmmakers, and nightly parties round out the week.

Most of our special guests over the years have contributed much more than sharing a film. Jim Belushi and the Sacred Hearts performed live in concert. Mackenzie Astin ventured to Animas High School to help students with filmmaking. We also learned Lindsay Wagner was the first woman to burst through the glass ceiling in television.



RECAP OF THE 2019 FESTIVAL

- **200+ rooms** were booked in Durango hotels and vacation rentals
- **70 filmmakers** and industry personnel attended the festival (not including their guests)
- **107 films** were screened over the five day festival
- Approximately **7,110** attended festival screenings, parties, panels & the Reel Learning school program
- Guests were invited to enjoy skiing at nearby Purgatory and a ride on the Durango & Silverton Narrow Gauge Railroad
- **Double screenings** at the Gaslight Twin Theatres reduced the number of sell-outs so more folks could attend screenings
- **1,609 students and teachers** attended the REEL Learning school program

SPONSOR ACTIVATIONS FOR 2020

The creativity never stops in our partnership with Cindy Coleman of Duck Girl Art. We will work on presenting creative ideas specific to your business to best tie your business messaging to our target market for a customized sponsorship package, or select one of our sponsorship levels with media and digital exposure and festival benefits to suit your company's needs. With five screens at three venues around Durango, we look forward to working with you to create the highest impact placement for an engaging and meaningful sponsor experience.

Check out our Festival trailers and other festival videos at <https://www.youtube.com/user/DurangoFilm>

Click here to see the 2014 TV **interview with Judge Reinhold**

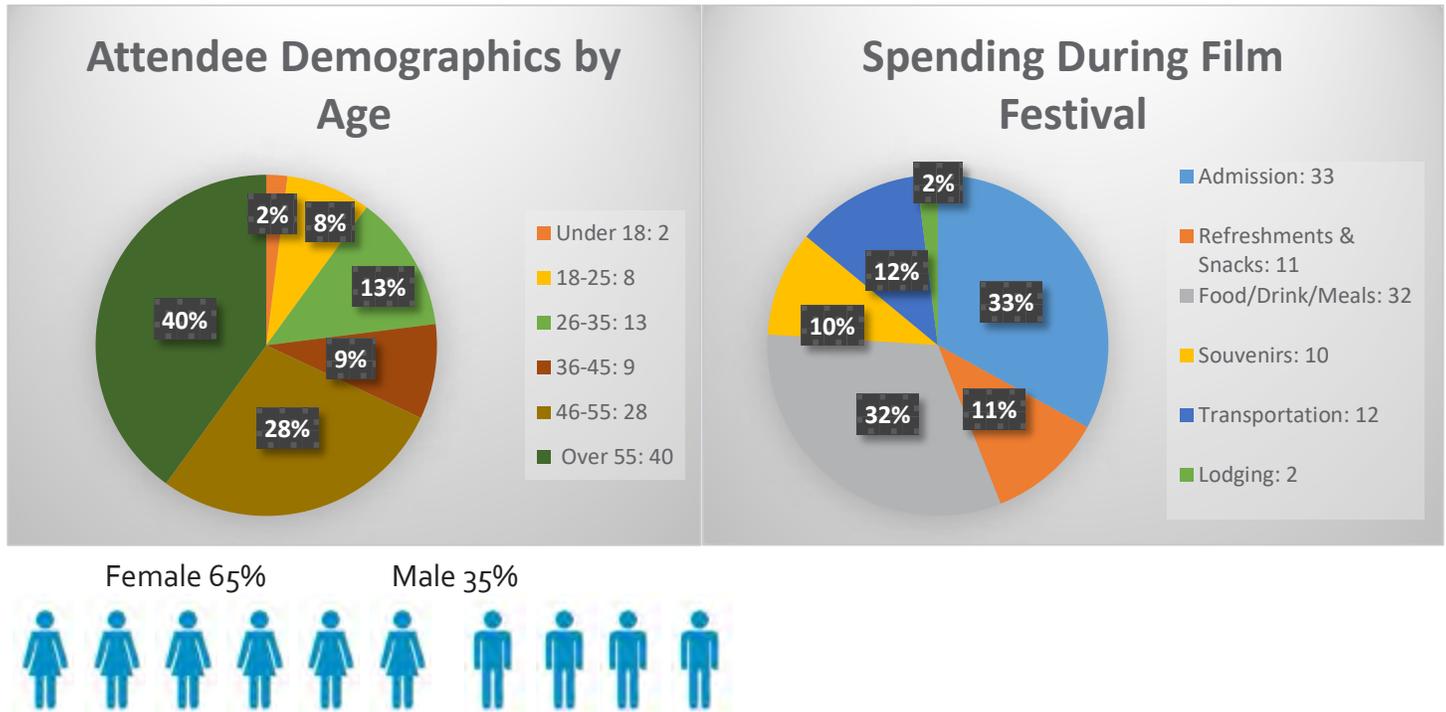
Click here to watch the 2014 TV **interview with Wes Studi**



Prior to each festival, our Independent Spirit Award is presented to an outstanding supporter at the Sponsor Appreciation Party

ATTENDEE DEMOGRAPHICS

[taken from the 2012 DIFF Economic Impact Study and 2018 attendee survey]



The Durango Independent Film Festival participated in the FY 2015/2016 Arts & Economic Prosperity 5 Economic Impact Study of Nonprofit Arts and Cultural Organizations in the City of Durango. You can find the complete study for the City of Durango by [clicking here](#).

According to this recent study, 82% of Americans believe arts & culture are important to local businesses and the economy and 87% of Americans believe arts & culture are important to quality of life. [Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs]



2020 PRESENTING SPONSOR | \$20,000

Offers Business Category Exclusivity

Presenting sponsorship is for ONE, and only one, very special sponsor, providing category exclusivity.

Not only does our Presenting Sponsor enjoy the maximum possible exposure and accolades leading up to the festival, our Presenting Sponsor enjoys exposure during all other Durango Film events and marketing accomplished throughout the year.

Upon request, we are happy to revisit the outlined benefits, which can be modified to further suit your needs.



Media Profile benefits:

- Inclusion in all print, online, and broadcast advertising (logo or name) including, but not limited to: Durango Herald, Telluride Daily Planet, Santa Fe Alibi, the Pagosa Sun, Cortez Journal, Farmington Daily Times, Telegraph, DGO Mag, and Durango TV
- Prominent recognition in all on-screen festival promo trailers leading up to the festival in local theatres (12 screens) in the Durango-La Plata County Airport 15-sec videos in gate and baggage claim areas for two months (ski season); 187,000 enplanements per annum, digital signage at venues
- Full-page ad in the festival program
- Prominent recognition in the step & repeat wall

Hospitality:

- Join the party in the Filmmaker's Lounge during the festival; one person per each Presenting Sponsor's pass
- Five room nights in a Festival sponsored hotel
- Block of 12 Sponsor Passes to use at the discretion of the Sponsor

Customer added-value:

Sponsor will have many opportunities to involve customers or clients, such as:

- Access/Party Passes for clients (up to 40) to the Opening Kick-Off Party. Presenting Sponsor will be Co-Presenter of the party
- Sponsor is at liberty to share Sponsor passes with clients (see Hospitality)

Digital Media:

- Sponsor promotion on DIFF's website, social media outlets and current activities, e-newsletter or e-blasts.
Current DIFF social media sites are Instagram, Facebook, and Twitter.
- Ability for sponsor to add value to our fans/followers via our social media outlets.
- Sponsor's profile on DIFF website, plus link to sponsor's website.

Combined Value of Media and Value-Added Exposure: \$30,000
Sponsor Investment: \$20,000

2020 Sponsor Opportunities

Sponsors will have the opportunity for full festival participation over the five days of the festival. Sponsors will enjoy seeing their brand and/or name on-screen in every film presentation at our three venues.

SPONSORSHIP	AMOUNT	AVAILABILITY
Presenting Sponsor	\$20,000	1
Leading Sponsor	\$10,000	3
Venue Sponsor	\$5,000	3
Cast & Crew Sponsor	\$3,000	6
Free Movie Night Sponsor	\$2,500	1
Supporting Sponsor	\$2,000	6
Daily Venue Sponsor	\$1,000	18
Film Fan Sponsor	\$500	35



2020 Program Sponsor Opportunities

Sponsors have the opportunity to support specific programs offered by the Festival and are customized depending on support. Opportunities include:

SPONSORSHIP	AMOUNT	AVAILABILITY
Ballot Sponsorship	\$1,000	1
REEL Learning School Program	starting at \$1,000	5
Panels & Workshops Sponsors	starting at \$1,000	5
Four Corners Film Office	starting at \$1,000	unlimited

2020 In-Kind Sponsor Opportunities

Leveraging in-kind sponsorships allows us to maximize our needs in a unique way. In-Kind sponsorships include media trades, consumer products provision, travel arrangement trades and more. In-Kind sponsorships get your brand information out to our audience while making the festival experience more exciting and enticing for all of the participants.



Mission Statement:

Durango Film brings a community together with independent filmmakers for the unique opportunity to experience and discuss global, innovative, and diverse films. We are committed to promoting film production in the Four Corners and serving as a liaison between the production crew and the community, thereby creating positive socio-economic impact.

Festival Contact Info:

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