



#DurangoFilm

Hollywood

of the

ROCKIES

DURANGO FILM
DURANGO INDEPENDENT FILM FESTIVAL

escape. expand. explore.™

19th Annual Durango Independent Film Festival

Sponsor Deck

— February 28 - March 3, 2024 —

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. The Four Corners Film Office is part of our organization and 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 adventure films, and we focus on family films as well. We enjoy taking films and filmmakers to area schools for our REEL Learning School Program. Panels and workshops, Coffee Talks with Filmmakers, and nightly parties round out the week.

In 2023 we partnered with Vision Maker Media and Native Lens to showcase Native youth and young adult films that were created the week before the festival and premiered during the festival.

Most of our special guests over the years have contributed much more than sharing a film. Cindy Pickett donated photographs from behind the scenes at "Ferris Bueller's Day Off" for a silent auction benefiting DIFF, Mackenzie Astin ventured to Animas High School to help students with filmmaking, and Jim Belushi and the Sacred Hearts performed live in concert.

We also highlight filmmakers in our Profiles of Independent Film series. Past filmmakers have included Michael Gavin Booth, David Dibble, and Travis Mills.



Cindy Pickett & Lyman Ward, 2022



Mackenzie Astin, 2018



Jim Belushi, 2017



Judge Reinhold, 2014



Wes Studi, 2014



Lindsay Wagner, 2016

RECAP OF THE 2023 FESTIVAL

- **95+** films screened over **5 days** plus an additional **6 days of virtual screenings**
- **3,017 in person attendees** watched festival films and **806 virtual attendees**
- **1,854 teachers and students** participated in the free Reel Learning school program
- **89 Filmmakers** attended the festival and participated in Q&As, panels, Coffee Talks, and parties, including filmmakers from Spain and Finland
- **5 Special Programs** were held giving folks a chance to ask filmmakers questions about their films

SPONSOR ACTIVATIONS FOR 2024

There are multiple ways that DIFF can help you promote your business. We will work on presenting creative ideas specific to your business to best tie your messaging to our target market for a customized sponsorship package, or select one of our sponsorship levels with media, digital exposure, and festival benefits to suit your company's needs. 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 featuring past sponsors and other festival videos at <https://www.youtube.com/user/DurangoFilm>

SPONSOR HIGHLIGHT



At the beginning of the Festival, our Independent Spirit Award is presented to an outstanding supporter at the Festival Kick-off & Sponsor Party. Past award winners:

- Alpine Bank
- Animas Chocolate & Coffee Company
- Richard and Mary Lyn Ballantine
- Basin Printing
- The Durango & Silverton Narrow Gauge Railroad
- Five Strong Physical Therapy
- The General Palmer Hotel
- The Irish Embassy Pub
- The Leland House & Rochester Hotel
- LifeCycle Therapeutics
- Maria's Bookshop
- Maynes, Bradford, Shipps & Sheftel
- Mutu's Italian Kitchen
- Norton's Catering
- Open Shutter Gallery
- The Payroll Department
- Ska Brewing
- Jonathan & Devon Wayne

FILMMAKER TESTIMONIALS



“One of the best festivals I’ve been to. Well organized, caring staff who treat the filmmakers like family. Very glad I went.”

–Dan Karlok, *The Drive*



“Fantastic festival!! One of the best ones I have ever been to! Theaters were great and there were lots of activities for filmmakers to attend.”

–Chris Ward, *A Long Way from Nowhere*



“The Durango Film Festival is located in a wonderful small mountain town where the community really supports the festival. Filmmakers will have a wonderful experience meeting each other at the various events and parties. The theaters have great attendance and Q&A. We were honored with the audience award for our film “Remember the Children”. Durango has a terrific film festival!!! Pilámaya”

–Jim Warne, *Remember the Children*

“This has been such a beautiful experience. It’s been said many times but I’ll say it again, Durango feels like home. It is a special place and festival to boot. That’s thanks to all of you! We’ll see you again! Until then, thank you, thank you, thank you.”

–Mark Elias, *Boy Makes Girl*



“It’s been such a pleasure to spend a few days here enjoying films, people, landscapes and events. The train experience was the cherry on top and your love and passion AND support has been amazing. We’re proudly taking the Best Picture award to Spain and this beautiful corner of Colorado will always be in our hearts. I can’t wait to come back!”

–Jesus Lloveras, *Ibiza Blue*

2024 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. We are happy to customize a marketing package to suit your specific needs.



Media Profile Benefits:

- Inclusion in all print, online, and broadcast advertising (logo or name) including, but not limited to: Durango Herald, Telluride Watch, Tri-City Record, Pagosa Sun, Cortez Journal, Farmington Daily Times, Telegraph, the Durango Chamber of Commerce, and Durango TV
- Prominent recognition in all on-screen festival promo trailers leading up to the festival in the Durango-La Plata County Airport 15-sec videos in gate and baggage claim areas for two months (ski season); 400,000 passengers annually
- Full page ad in the festival program
- Prominent recognition on the Press Wall at the Filmmaker Lounge

Hospitality:

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

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, YouTube, 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.

Customer Added Value:

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

- Access/Party Passes for clients (up to 40 people) 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 above: Hospitality)

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

Sponsor Investment: \$20,000

COMMIT TO 2 YEARS, RECEIVE A 25% DISCOUNT!

Sponsor Benefits

	PRESENTING (\$20,000)	LEADING (\$7,500)	VENUE (\$5,000)	FREE MOVIE NIGHT (\$3,000)	CAST & CREW (\$2,500)	SUPPORTING (\$2,000)	DAILY VENUE (\$1,000)	FILM FAN (\$500)
FEST EXPOSURE								
Business category exclusivity	✓							
:30 sec promo spot before programs	✓							
Logo on Press Wall	✓	✓	✓	✓	✓			
On-screen advertising (slide)	✓	✓	✓	✓	✓	✓		
Brand in festival trailer	✓	✓	✓	✓	✓	✓	name listing	name listing
Event Signage - digital	✓	✓	✓	✓	✓	✓		
Verbal acknowledgement by staff at screenings	✓	✓	✓	all screens opening night	various films	various films	day of sponsorship	specific film
Banner at sponsored venue	✓	✓	✓	✓				
Co-host a festival party	✓							

DIGITAL MEDIA

Logo on DIFF website with link to sponsor website	✓	✓	✓	✓	✓	✓	✓	name listing
Promotions on DIFF social media outlets & targeted e-blasts	✓	✓						
Mentions in radio & tv promo spots	✓	✓						

PRINTED MATERIALS

Ad in festival program	✓	✓	1/2 pg	20% discount for ad in program				
Logo in festival program	✓	✓	✓	✓	✓	✓	✓	name listing
Logo on festival poster	✓	✓	✓	✓	✓	✓		
Logo on festival ads	✓	✓						
Logo on printed schedule sandwich boards at venues	✓	✓	✓	✓			✓	

HOSPITALITY

Hotel lodging	✓							
Customized pass package includes VIP parties & events	✓	✓	✓	✓	✓	✓	✓	✓



The Reel Learning School Program brings Durango Film into Durango area public schools. Customized sponsorships available.



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 providing film production in the Four Corners and serving as a liaison between the production crew and the community, thereby creating positive socio-economic impact.



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four | corners
film | office



admin@durangofilm.org | 970.375.7779 | durangofilm.org