



Grand Rapids Film festival

2017 Sponsorship Information



Providing our community with opportunities to engage with film, while supporting and developing filmmakers, is our main concern. GRFF offers year-round programming to reach into new communities as well as a traditional three-day festival.

MISSION

GRFF aims to increase regional access to and overall production of quality films that provide meaningful, constructive and encouraging entertainment or harnesses the transformative power of film.

VISION

To implement regular events that promote content creation, funding, distribution and exhibition in one of two focus areas: quality entertainment or transformative.



Quality Entertainment

A captivating story has the ability to connect viewers to emotions and ideas that might not be found in their daily experiences. Films provide a window to another world, an escape from the daily 'grind' and challenge viewers intellectually and emotionally, like no other medium. GRFF would like to encourage filmmakers to create content that is meaningful, constructive and encouraging while being entertaining.

Transformative

Challenging films addressing social issues, injustice, discord and polarizing voices have the power to transform viewers by creating awareness, offering solutions and calling for change. GRFF aims to use the transformative power of film to impact issues by presenting content containing balanced perspectives from credible sources.



Summer spotlight

The Summer Spotlight features a screening of a regional filmmaker's work in a relaxed outdoor park environment. These events draw over 200 people and boast games and refreshments.

36-Hour Challenge

The 36-Hour Challenge engages high school and university students as well as aspiring professionals in a lively time-based filmmaking competition. Sponsors benefit from promotional opportunities at the launch site as well as the finished-product screening event. The screening draws 200-300 people.

Film Festival

Thursday April 6

6:30-9:00pm: PechaKuchaGR Filmmaker Edition, where regional filmmakers discuss the question: How has film transformed your life?

Friday April 7

4:30pm - 6:30pm: Young professional's happy hour event with movie trivia and shorts block.
7pm: Opening party for sponsors and distinguished guests

8pm – 11pm: Music and Fashion for Film Showcase

Saturday April 8

12pm - 8pm: Screenings of Quality Entertainment films and Transformative films partnered with regional non-profit organizations

4pm -9pm: Humanizing Heartside Park event with screening of documentary: Destiny's Bridge. Event partners with regional non-profit organizations impacting homelessness in Grand Rapids.



Besides the typical promotional entitlements, supporting GRFF means directly supporting the regional filmmaking community.

- *networking events*
- *exhibition and speaking opportunities*
- *competitions for project funding and awards*
- *audience development and promotional support*

GRFF draws films from all over the world. By exhibiting these diverse perspectives, GRFF influences the culture of our community.

GRFF also serves as a conduit for collaboration between industry institutions. Grand Rapids is home to seven higher education institutions with film programs:

- Calvin College
- Compass College of Cinematic Arts
- Cornerstone University
- Ferris State University
- Grand Valley State University
- Kendall College of Art and Design
- Western Michigan University

Because of this unique landscape, GRFF offers programming specifically for students:

- a robust internship program
- competitions and awards
- exhibition opportunities
- inter-program networking events
- introductions to regional professionals

The transformative focus of our films supports many regional non-profits. Through partnership, they can leverage festival film screenings to educate audiences about their causes.



*Sponsoring the festival has a wealth of benefits, and there's a level for every budget.
Below are the promotional opportunities available to our sponsors.*

30-Second Commercial Spot

The sponsor provides an advertisement to be played before screening

Presented By

All promotional materials state GRFF is presented by your company name or logo

Press Release Mention

Inclusion on the press release announcing the final schedule

Speaking Opportunity

Organization representative highlights their work during a festival event

Event Table

Table for organization's display at festival events

Logo on Poster

Your organization prominently displayed on the GRFF promotional poster

Logo on Fliers

Your organization prominently displayed on the GRFF promotional Fliers

Logo on Sponsor Poster

Recognition at the festival venues in print

Logo on Sponsor Reel

Recognition of sponsorship level prior to screenings

Literature in Swag Bag

An item representing your organization included in the gift given to our VIP guests

Website Logo With Link

Your organization prominently displayed on the GRFF website

Program Ad

The festival's program includes ads sizes for a full, ½ and ¼ pages

Tickets to Sponsor Party

Friday evening opens the festivities with a party for sponsors and distinguished guests

Day Pass

access to all Saturday screenings

Screening Tickets

access to one screening block



SPONSORSHIP LEVELS

Summer Spotlight / 36 Hour Challenge

Film Festival

BENEFITS	Summer Spotlight / 36 Hour Challenge					Film Festival				
	Presenting	Studio	Actor	Cameo	Limelight	Presenting	Studio	Actor	Cameo	Limelight
30 Second Commercial Spot										
Presented by										
Press Release Mention										
Speaking Opportunity										
Event Table										
Logo on Poster										
Logo on Fliers										
Logo on Sponsor Poster										
Logo on Sponsor Reel										
Literature Included in Swag Bag										
Website Logo with Link										
Program Ad										
Tickets to Sponsor Party										
Day Passes										
Screening Tickets										
	\$1,500	\$1,000	\$700	\$500	\$300	\$10,000	\$8,000	\$5,000	\$2,500	\$1,000



For more information visit:

grfilmfestival.com