

FULL FRAME

Documentary Film Festival

Sponsorship Opportunities

April 2-5, 2009

The Full Frame Documentary Film Festival is an annual international event that features over 80 programs of both new and curated films, industry panels and workshops, as well as nightly parties and networking opportunities.

Set in the historic downtown district of Durham, NC, Full Frame has been recognized as the premier documentary film festival in the United States by both *The New York Times* and indieWIRE and is well-known for its warm southern hospitality. The intimate festival landscape encompasses one city block and creates an atmosphere that stimulates conversation and community between filmmakers, industry executives, and the general public.



"[Full Frame] is like dying and going to heaven. It's like coming home..." - Ken Burns, Filmmaker



The Full Frame Documentary Film Festival is managed by Doc Arts, Inc., a 501(c)(3) non-profit cultural arts organization.

Contact Information:

Full Frame Documentary Film Festival, 324 Blackwell St., Ste. 500, Durham, NC 27701
Phone: 919.687.4100 Fax: 919.687.4200 Web: fullframefest.org

FESTIVAL GUESTS HAVE INCLUDED: Joan Allen, Charles Burnett, Ken Burns, Ric Burns, Jonathan Demme, Danny DeVito, Phil Donahue, Faye Dunaway, Elizabeth Edwards, Al Franken, William Greaves, Sen. Bob Kerrey, Barbara Kopple, Branford Marsalis, Michael Moore, Erroll Morris, Walter Mosley, Mira Nair, DA Pennebaker, Sydney Pollack, Joel Schumacher, Martin Scorsese, Harry Shearer, Elizabeth Shue, and Elaine Stritch.

"Documentary filmmakers need a place where they can get together to talk about their work. Writers have bars. We have Full Frame. I come here because there is a community that comes back year after year, some of whom I don't really have a chance to see anywhere else." - DA Pennebaker, Filmmaker



ACADEMY AWARD NOMINATED FILMS SHOWN AT FULL FRAME: Born into Brothels, Enron: The Smartest Guys in the Room, Freeheld, Iraq in Fragments, La Corona, Murderball, My Country, My Country, Operation Homecoming: Writing the Wartime Experience, Salim Baba, Sari's Mother, Super Size Me, Taxi to the Dark Side, and War/Dance.

Advisory Board

Nancy Buirski-Founder
Martin Scorsese-Chair
Mary Lea Bandy
Alan Berliner
Ted Bogosian
Charles Burnett
Ken Burns
Ric Burns
Hodding Carter III
Jonathan Demme
Ariel Dorfman
Marc Ewing
Chris Hegedus
Laurence Kardish
Betty Kenan
Barbara Kopple
Ross McElwee
Mira Nair
Patricia Neal
Sheila Nevins
Ales Papachristou
Rafael Pastor
DA Pennebaker
John Sayles
Martin Sheen
Andrew Solt
Ann Tisch
Marie C. Wilson



SPONSOR OPPORTUNITIES

Sponsorship of Full Frame offers a unique opportunity to market your brand to a highly desirable audience while reinforcing an image as a philanthropic leader. Working with Full Frame provides an association with one of the most respected film festivals in the world today, as well as some of the most recognizable and thought provoking filmmakers of our time.

WHY SPONSOR FULL FRAME:

- Unique Branding Opportunities - Festival sponsors enjoy a variety of options for branding. Sponsor branding may include: venues, film series, individual programs, volunteers, parties, merchandise, filmmaker hospitality, and much more.
- Targeted Audience - The Triangle (Raleigh, Durham, Chapel Hill) is one of the most highly educated metropolitan areas in the country. The Research Triangle Park (RTP) is one of the oldest and largest science parks in North America. RTP is home to a broad spectrum of companies -- from Fortune 100 multinational research and development operations, to university spin-outs and start-up operations. The Triangle is also home to several major Universities including, Duke University, NC State University, and UNC Chapel Hill. Our audience includes: community leaders, educators, members of the arts and technological communities, students, filmmakers, industry professionals, and members of the press. In addition, approximately 50% of our attendees are from across the country and abroad.
- National and International Exposure - From *The New York Times* and HBO Documentary Films, to VH1 and Duke University, sponsors can enjoy festival-wide exposure and direct interaction with festival attendees, filmmakers, and special guests.
- Local Support- Full Frame provides a unique opportunity for local companies to market to the community and network with other local businesses.



MEDIA

The Full Frame Documentary Film Festival welcomes representatives from numerous news outlets throughout the country. In 2008, our event received national and local coverage in *The New York Times*, the News & Observer, indieWIRE, variety.com, clickpress.com, .altfg.com, yahoo.com, pbs.org, cinemactical.com, ioncinema.com, filmpanelnotaker.com, and greencine.com.

PRINT & TV ADS

- The New York Times—over 1.1 million readers
- The News & Observer—over 400,000 readers daily
- The Herald Sun—55,000 papers distributed daily
- The Independent Weekly—50,000 papers distributed weekly throughout the Triangle area
- Time Warner Cable— 400 Festival advertising spots



"Full Frame does more than showcase documentary films: it shows why and how they matter...it gives us all a new way of looking at the world we live in." - Walter Mosley, Author

CIRCULATION

- 8,000 members of our mailing list receive monthly Festival E-News updates
- 7,500 postcards distributed to our mailing list and local retailers
- 39,000 copies of the Festival Preview Guide distributed to local retailers
- 5,000 copies of the Festival Program distributed to ticket buyers, passholders, filmmakers, and special guests



DEMOGRAPHICS

Gender:

61.2% Female
38.8% Male

Age Range:

44.1% ages 40-49
38.3% ages 20-39
11.8% ages 60+
5.8% ages 10-19

FULL FRAME AT A GLANCE

Background

Full Frame's intimate festival landscape encompasses one city block and creates an atmosphere that stimulates conversation and community between filmmakers, industry executives, and the general public.

Dates and Location

April 2— April 5, 2009.

In historic downtown Durham, North Carolina

Attendance

The Festival seats nearly 30,000 people over the course of four days.

Venues

Programs are presented at six different venues in downtown Durham, three of which are located in the historic Carolina Theatre.

Passes

The Preservation Pass is provided to sponsors and donors who have made a significant contribution to support the festival. This pass guarantees access to all screenings plus all Priority Pass benefits listed below.

The Priority Pass provides first access to all films, Premium Events, panels and workshops, as well as the Opening Night Party and Sunday Awards Barbeque. Priority Passholders also receive access to the Hospitality Suite.

The Festival Pass provides access to all films, Premium Events, panels and workshops, and the Opening Night Party.

The Film Pass provides access to all films, excluding Premium Events, panels and workshops.



**SPONSORSHIPS RANGE FROM
\$1K - \$150K AND CAN BE TIED TO:**

VENUES:

Fletcher Hall, Cinema One, Cinema Two, Durham Arts Council, Civic Center Theater, Durham Armory, Civic Center Plaza, and the Hospitality Suite

EVENTS:

Opening Night Party, Champagne Reception, Filmmaker Party, Saturday Night Party, and the Closing Day Awards Ceremony and Southern Style Barbecue

PROGRAMS:

Thematic Program, New Docs, Free Educational Screening, Free Community Screening, An Evening With, Center Frame, Full Frame Fellows, Career Award, Panels, and Workshops

AWARDS:

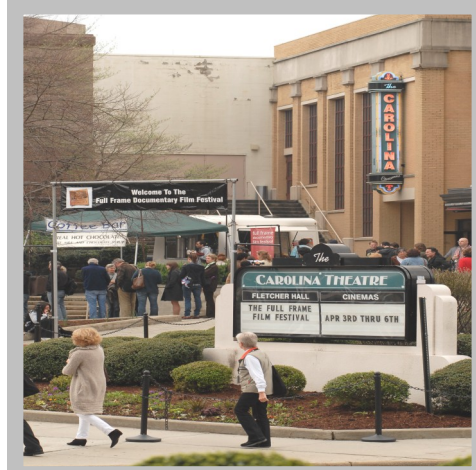
Audience, Best Short, Emerging Artist Award

OTHER:

Merchandise, Ticketing, Volunteers, Wi-Fi

BENEFITS MAY INCLUDE:

- Name and/or logo visibility in printed materials and Festival collateral
- Signage at venues and parties
- Sponsor banners
- Lanyards
- Passes and Tickets
- Web
- Logo recognition on screen and in the Full Frame trailer
- Display tables
- Priority Passholder bags
- Invitations to private parties



**2008 SPONSORS
INCLUDED**

- Duke University
- The New York Times
- City of Durham
- Academy of Motion Picture Arts and Sciences
- North Carolina Arts Council
- A&E IndieFilms
- Time Warner Cable
- VH1 rockDocs
- Lenovo
- Full Sail
- National Endowment for the Arts
- Working Films
- IndiePix
- Kodak
- Alpha Cine
- HBO Documentary Films
- Sprint
- indieWIRE

**For more information please
contact:**

Jill DeWeese-Frank

919.433.9804

Jill.deweese@fullframefest.org

12TH ANNUAL FULL FRAME DOCUMENTARY FILM FESTIVAL SPONSOR OPPORTUNITIES

All sponsorships include benefits and visibility associated with corresponding Sponsorship Benefit Packages and can also be tailored to fit with your company's objectives. For more information please contact Jill DeWeese-Frank: jill.deweese@fullframefest.org, 919.433.9804

Venues/Theatres

FLETCHER HALL \$40,000

Fletcher Hall is our largest screening venue seating 1,000 audience members. This sponsorship is specifically for any *New Docs; Films in Competition* screenings in this venue over the four days. *Sponsors receive onscreen recognition before each Fletcher screening, acknowledgment on venue signage and on the program pages that describe the films and list the venue, as well as all Benefactor Package benefits.*

FULL FRAME PLAZA \$25,000

This is the area right outside the Carolina Theatre (home to three of our screening venues). Plaza sponsorship is very high visibility and acts as the main thoroughfare and gathering place at the Festival. During the Festival, the plaza is also the site where tents and tables are set up for patrons to network and eat lunch offered by Giorgios Hospitality Group. This is an opportunity for ongoing recognition for all four days of the Festival. *Sponsor visibility includes: signage in the plaza, the opportunity to display promotional materials on tables, recognition in the program, and all Patron Package benefits.*

CINEMA 1, CINEMA 2, CIVIC CENTER THEATRE, DAC \$20,000

All screening venues play an integral role at the Festival and provide very high visibility for sponsorship. *Recognition includes signage at the venue as well as logo recognition on-screen before the start of each program in sponsored venue. Sponsorships also include all Patron Package benefits.*

HOSPITALITY SUITE \$15,000

This facility is the Connie Moses Ballroom, a beautiful room in the Carolina Theater overlooking the plaza, and is open for the duration of the Festival. Our Hospitality Suite offers a popular respite for filmmakers, sponsors, special guests, press, and Priority and Preservation Passholders. The Hospitality Suite is set up as a refreshment center stocked with drinks and light snack fare to sustain these patrons as they go from screening to screening. *Sponsor visibility includes signage and opportunity to display promotional materials throughout the four days of the Festival as well as all Patron Package benefits.*

MAIN BOX OFFICE, PRIORITY BOX OFFICE \$10,000

Box Offices provide great visibility as they are frequented by both passholders and ticket purchasers during the four days of the Festival. *Recognition includes naming of the box office as well as ability to display signage and promotional items and all Partner Package benefits.*

Programs

NEW DOCS \$70,000

Our centerpiece program is *New Docs: Films in Competition*. Over 1,100 films are submitted annually from across the globe. The Full Frame Selection Committee chooses approximately 70 films to showcase at the Festival. These films, which make up approximately two-thirds of the Festival's films, are screened throughout the four days and are eligible for a number of awards, which are presented at the Closing Day BBQ. *Sponsors are recognized on the press release announcing the New Docs selection, in the Festival program, on all related literature and mailings, on the website and on advertising. At the Festival, the sponsor enjoys very prominent recognition with an onscreen logo before each New Docs screening as well as other signage and all Supporting Package benefits.*

INTERNATIONAL \$30,000

Associate your company with all of the international films in the New Docs program, through onscreen recognition before the screenings, signage and the Festival program. Approximately 30 percent of the program includes international films. *Sponsors receive recognition similar to the overall New Docs sponsor, except that recognition is only related to the international films. Sponsors also receive all Benefactor Package benefits.*

THEMATIC SERIES \$30,000

Each year, Full Frame invites a guest curator to program a series of films around a central theme. Our Thematic Programming gives us the special opportunity to take a deeper, more nuanced look at important issues. *Sponsorship benefits include onscreen logo recognition before each screening and signage at the screenings. Recognition in the program and press release as well as all Patron Package benefits for Co-Sponsorship and all Benefactor Package benefits for Full Sponsorship. The sponsors of the film series will be recognized prominently before the programs (approximately eight films) and in the Full Frame press release announcing the year's theme.*

Screenings

EDUCATIONAL \$7,500

Each year, a film is carefully selected to be presented to local middle and high school students. Approximately 700 students attend the film for free and participate in a Q&A with the filmmaker afterwards. Past films have included *February One*, a civil rights story, *The Heart of the Game* and most recently, *Blindsight*. We pride ourselves on this program, which provides students with a unique learning opportunity. *Sponsors receive recognition in our outreach to schools, in the section the Festival program describing the screening, onscreen recognition before the screening, and all Partner Package benefits.*

INDIVIDUAL \$5,000

Screenings from the New Docs program are often scheduled as subject-based presentations. This practice allows us to target our marketing of the film screenings to particular audiences that are drawn to a specific subject. *Sponsors receive recognition before the screening and in the program where the screening is mentioned as well as all Associate Package benefits.*

Special Programming

AN EVENING WITH \$30,000

Full Frame usually invites one or two special guests to participate in a session with a prominent luminary, either in the documentary field or related to it. "Evenings with" sessions take place at around 7pm the Friday and Saturday nights of the Festival. This is a high profile event and always sells out in our largest venue, Fletcher Hall (1,000 seats) in the Carolina Theatre. Some recent past "Evenings with" have included Jonathan Demme, Harry Shearer, Michael Moore, and Martin Scorsese. *Sponsors of these sessions receive recognition in the press release announcing special guests, in the Festival Program, and at the event with onscreen logo recognition and signage, as well as all Benefactor Package benefits.*

CENTER FRAME \$20,000

Full Frame selects special films or programs and creates a Center Frame event. These events screen the selected film and are followed by discussions with special guests and/or performances. Past Center Frames have included: *Al Franken: God Spoke*, with special guest Al Franken; *Mr. Conservative: Goldwater on Goldwater*, with special guests Barry Goldwater Jr. and members of the Goldwater family, and *Body or War* with directors Phil Donahue and Ellen Spiro. *Sponsors receive recognition in the press release announcing special programming, in the Festival Program, and at the event with onscreen logo recognition and signage, as well as all Patron Package benefits.*

CAREER AWARD \$20,000

Each year, we pay tribute to a noteworthy individual in the documentary community with our annual Career Award. With the Career Award, we celebrate the work of a master of the documentary genre. Past recipients include Errol Morris, DA Pennebaker and Chris Hegedus, Barbara Kopple, Ricky Leacock, Frederick Wiseman, the late Charles Guggenheim, Marcel Ophuls, and Ken and Ric Burns. In 2008, we were pleased to present the Career Award to William Greaves. *Recognition includes prominent signage at the awards presentation ceremony and in conjunction with additional screenings of the work of the Career Award honoree. In addition, sponsors receive recognition in the Full Frame press release announcing Career honoree, and all Patron Package benefits.*

FULL FRAME FELLOWS \$15,000

This is our university program that provides approximately 100 students with free passes, an itinerary of films and panels to attend, and exclusive programming designed for them. Participating universities to date include Appalshop, Duke University, Elon University, Florida State University, Hollins University, The New School, New University, North Carolina State University, UNC Chapel Hill, UNC Wilmington and Western Carolina University. *Sponsor visibility includes mention in the program and on all literature that goes out to students, signage, verbal mention at the special sessions, and all Patron Package benefits.*

Parties & Panels

OPENING NIGHT PARTY \$30,000

The largest party of the Festival, this is the official Festival kick-off and is open to all ticket holders. *Visibility includes signage at the party and on the invitation as well as all Benefactor Package benefits.*

SATURDAY NIGHT PARTY \$25,000

Official Sponsor and Special Guest event at the Festival. *Visibility includes signage at the party and on the invitation as well as all Benefactor Package benefits.*

FILMMAKER PARTY \$20,000

Late-night party thrown exclusively for filmmakers, invited industry sponsors, and special guests from the documentary community. *Visibility includes signage at the party and on the invitation as well as all Patron Package benefits.*

CHAMPAGNE RECEPTION \$10,000

This very exclusive event is held right before the Opening Night screening. The event is for our highest-level individual donors, sponsors, and special guests. *Visibility includes signage at the party and on the invitation as well as all Partner Package benefits.*

AWARDS BARBECUE \$10,000

The Festival's official wrap party, where the final Festival awards are announced, attended by filmmakers, luminaries and sponsors, complete with live music, and a traditional North Carolina barbecue. Open to ticket holders. *Visibility includes signage at the event and all Partner Package benefits.*

PANELS & WORKSHIPS \$10,000

Each year, Full Frame presents panels made up of filmmakers and Industry representatives on a variety of subjects related to the documentary field. Panels related to the Festival's curated program, political and societal issues, trends in the industry, and creative challenges are a Full Frame staple. A variety of workshops related to the documentary craft are also offered. Past panels and workshops include: Africa Stories, Documentary Gaming, Show Me the Money: The Documentary Heyday, and Documentary as the Swing Vote. *Panel sponsors will receive recognition associated with that panel as well as all Partner Package benefits.*

Merchandising & Ticketing Sponsor

MERCHANDISE

At registration, every Full Frame passholder receives a canvas bag and a lanyard attached to a laminated badge. Each of these items displays the Full Frame logo on one side and the name and logo of a sponsor on the other. Badges are worn throughout the weekend to gain admittance to Festival events, and patrons use their bags to carry Festival paraphernalia and take them home at the Festival's conclusion as a souvenir of their experience. *These sponsorships provide unmatched opportunities to sponsors for brand visibility by all Festival participants. Sponsors also receive all Patron Package benefits.*

Sponsorship of the 2009 Full Frame Bags	\$25,000
Sponsorship of the 2009 Full Frame Passes	\$15,000
Sponsorship of the 2008 Full Frame Lanyards	\$15,000

TICKETING \$15,000

Our new ticketing system enables our patrons to print their tickets online and bring them to the Festival for admittance to a Full Frame film, program, party, or event. *The ticket is divided into large panels in which the sponsor is free to provide, logo, advertisements, web address, or any other information that is appropriate. In addition to this visibility, sponsors also receive all Patron Package benefits.*

Awards

AUDIENCE AWARD \$20,000

The Audience Award is just that – our audience pick for favorite doc of the year. *After each new doc screening the audience fills out a ballot on which your company can receive logo recognition. Sponsors will be recognized in the press release, in the program and on the website. A representative from the sponsoring company may present the award at the Closing Day Awards Ceremony and Southern Style BBQ. Sponsorship is \$20,000 (\$5,000 is awarded to filmmaker) and sponsors also receive all Patron Package benefits.*

SHORTS AWARD \$20,000

A distinguished jury selects the best short from all of the short films in the New Docs program. *A representative from the sponsoring company may participate as a juror. Sponsors will be recognized in the press release, in the program and on the website. A representative from the sponsoring company may present the award at the Closing Day Awards Ceremony and BBQ. Sponsorship is \$20,000 (\$5,000 is awarded to filmmaker) and sponsors also receive all Patron Package benefits.*

THE CHARLES E. GUGGENHEIM EMERGING ARTIST AWARD \$10,000

This award is named after the acclaimed documentary filmmaker who took great care in mentoring emerging artists. The Guggenheim family provides a \$2,000 cash prize for the filmmaker and we welcome a sponsor of the award for \$10,000 (\$2,000 of that sponsorship will go toward making this a \$4,000 prize for the filmmaker). This is for a company that wants to brand its interest in supporting the work of new talent. *Sponsor will be recognized in the program, the press release and on the website and has the opportunity to present the award to the filmmaker. Sponsor receives additional Partner Package benefits.*

FULL FRAME DOCUMENTARY FILM FESTIVAL 2009 SPONSORSHIP BENEFITS

**TRIANGLE COMPANIES ONLY*

SPONSORSHIP BENEFITS	PRESENTING SPONSOR \$150,000	LEADERSHIP SPONSOR \$100,000+	SUPPORTING SPONSOR \$50,000+	BENEFACTOR \$30,000+	PATRON \$15,000+	PARTNER \$7,500+	ASSOCIATE \$5,000+	FRIEND \$1,000+	*COMMUNITY LEVEL FRIEND \$5,000
On-Site Promotion									
On-Screen Recognition Before Each Film	Logo	Logo	Logo	Logo	Logo	Line			
Display Table / Space for the Duration of the Festival	Priority Placement	Priority Placement			Group Table
Logo Recognition on Sponsor Banner at Festival				
Promotional Collateral / Merchandise in Special Guest, Filmmaker, and Pass-Holder Bags				
Passes / Tickets									
Preservation Passes	4	2	2	2	2				
Priority Passes						2	2		2
Festival Passes	20	14	10	6	4	4		2 or 4	
Individual Tickets									10
Opening Night Party
Saturday Night Party
Hospitality Suite

*Based on your level of support, sponsors may receive additional visibility and/or recognition on select Full Frame programs, parties, or venues. Please contact Jill DeWeese-Frank for more information. Jill.deweese@fullframefest.org, 919.433.9804



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