

SOCIALLY RELEVANT



FILM FESTIVAL N.Y.

3rd ANNUAL INTERNATIONAL FILM FESTIVAL

Sponsorship Opportunities

• MARCH 14–20 2016



Indiewire®



PULLING BACK THE CURTAIN ON THE INTERNATIONAL MOVIE BIZ

“... an important program of films.”

– *Peter Belsito*

THE HUFFINGTON POST

“Amy Goodman provided a rousing key note address to a festival that will hopefully last well into the future.”

– *Chris Atamian*

Louis Proyect: The Unrepentant Marxist

“Rated SR is the clever short name for the Socially Relevant Film Festival.... based on the evidence of the six films I’ve seen, it would be very good if it became a permanent feature of New York’s rich cultural and political tapestry.”

– *Louis Proyect*

TR|BECA *Tribecafilm.com*

“Rated SR Socially Relevant Film Festival New York is sure to appeal to cinema fans of all interests. So come on and support New York’s latest festival.”

– *Catherine Fisher*



WHAT IS SR?

SR™ Socially Relevant Film Festival New York (www.ratedsrfilms.org) is a not-for-profit film festival that focuses on socially relevant film content that raises awareness to social problems by offering positive solutions through the powerful medium of cinema. SR believes that through raised awareness, expanded knowledge about diverse cultures, and the human condition as a whole, it is possible to create a better world free of violence, hate and crime.

SR Films are enlightening, uplifting, entertaining, but most of all artistically appealing.

**Over 100 films from 33 countries were screened in March 2014 and 2015.
These films ranged from shorts to feature length narratives and documentaries.
In addition, there were also screenplays presented and awarded.**



OUR MISSION STATEMENT

The mission of SR™ Socially Relevant Film Festival New York is to offer a platform, and shine the spotlight on filmmakers who tell compelling, socially relevant, human interest stories across a broad range of social issues without resorting to gratuitous violence and violent forms of movie making.

FORTHCOMING DATES: March 14-20, 2016

LOCATIONS: Lower East Side, Harlem, Chelsea and Midtown

VENUES: Anthology Film Archives, Maysles Documentary Center, School of Visual Arts, JCC Manhattan



THE SR AUDIENCE

Demographically the SR™ audience ranges from 20-somethings through seniors. They are mostly professional, well-travelled, internationally educated, diverse, socially conscious individuals who appreciate art, culture and good films and choose socially relevant film content, over the sensationalistic and often violent blockbusters. These discerning, culturally aware patrons are uniquely receptive to socially responsible messages and brands.

This select group of consumers:

- Dines out at fine restaurants regularly;
- Travels for business & pleasure, often abroad at least once per year;
- Serves gourmet food, wine and spirits while entertaining at home;
- Utilizes personal services such as beauty, fitness, shopping, etc.;
- Reads up on current trends in technology, business, fashion, arts and entertainment.

Your affiliation with SR Socially Relevant Film Festival New York, will inform the film enthusiasts in attendance, and those on our internet and social media outlets, that you are committed to positive social change.



THE FESTIVAL AT A GLANCE



What we achieved
in our first 2 years.

108 MOVIES
SHOWN

FROM 33 COUNTRIES

OVER 14 DAYS

WITH 25 PARTNERS
ON BOARD



THE WINNERS



WINNER
SMALL SMALL THING
GRAND PRIZE
FEATURE COMPETITION



WINNER
COAL RUSH
RATED SR™
SOCIAL JUSTICE AWARD



WINNER
NOT WHO WE ARE
DOCUMENTARY
COMPETITION

IN THE
FIRST
2
YEARS



The Grand Prize competition winning feature is offered a one week run at The Quad Cinema, courtesy of the QUADflix Select program.

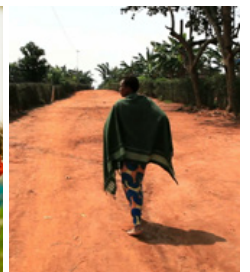
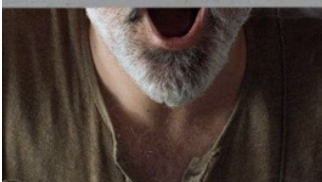
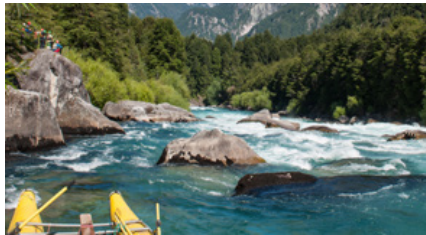


The Documentary competition winning film is offered a DVD-VOD release by Cinema Libre Studio of Los Angeles, a leader in the field with a catalogue of over 180 titles.

 **INDIEPIX FILMS** Up to seven titles from the short film selection of the SR festival will be streamed and released on DVD by IndiePix under the heading SR Socially Relevant Collection.



FILMS FROM AROUND THE WORLD





OUR ACADEMIC AND MEDIA PARTNERS



ACADEMIC PARTNER: The School of Visual Arts is our academic partner helping us further promote the event and offering us expert panelists when needed. The school provides an additional venue for panel discussions.



Dailymotion

BOOST YOUR VISIBILITY		
 110+ MILLION unique online visitors	 200+ MILLION mobile views (+340% year increase)	 2+ BILLION views per month worldwide
 16 LANGUAGES and 34 localized versions of the site	 83 MINUTES spent per user watching Dailymotion videos monthly	 31st MOST VISITED website in the world

**OVER 140,000 VISITS TO OUR OFFICIAL PAGE
ON DAILYMOTION.COM**



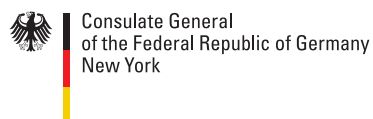
FRENCH MORNING





OUR PARTNERS AND SPONSORS

MAJOR SPONSORS



AIRLINE/
HOSPITALITY

FINANCIAL

MEDIA

PRESENTING PARTNERS AND SPONSORS (*)



uniFrancefilms



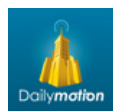
HOSPITALITY SPONSORS



BOTEQUIM



MEDIA AND INDUSTRY SPONSORS



FRENCH MORNING

festivalgenius



Final Draft

FilmFreeway

FRIENDS AND SUPPORTERS OF THE FESTIVAL



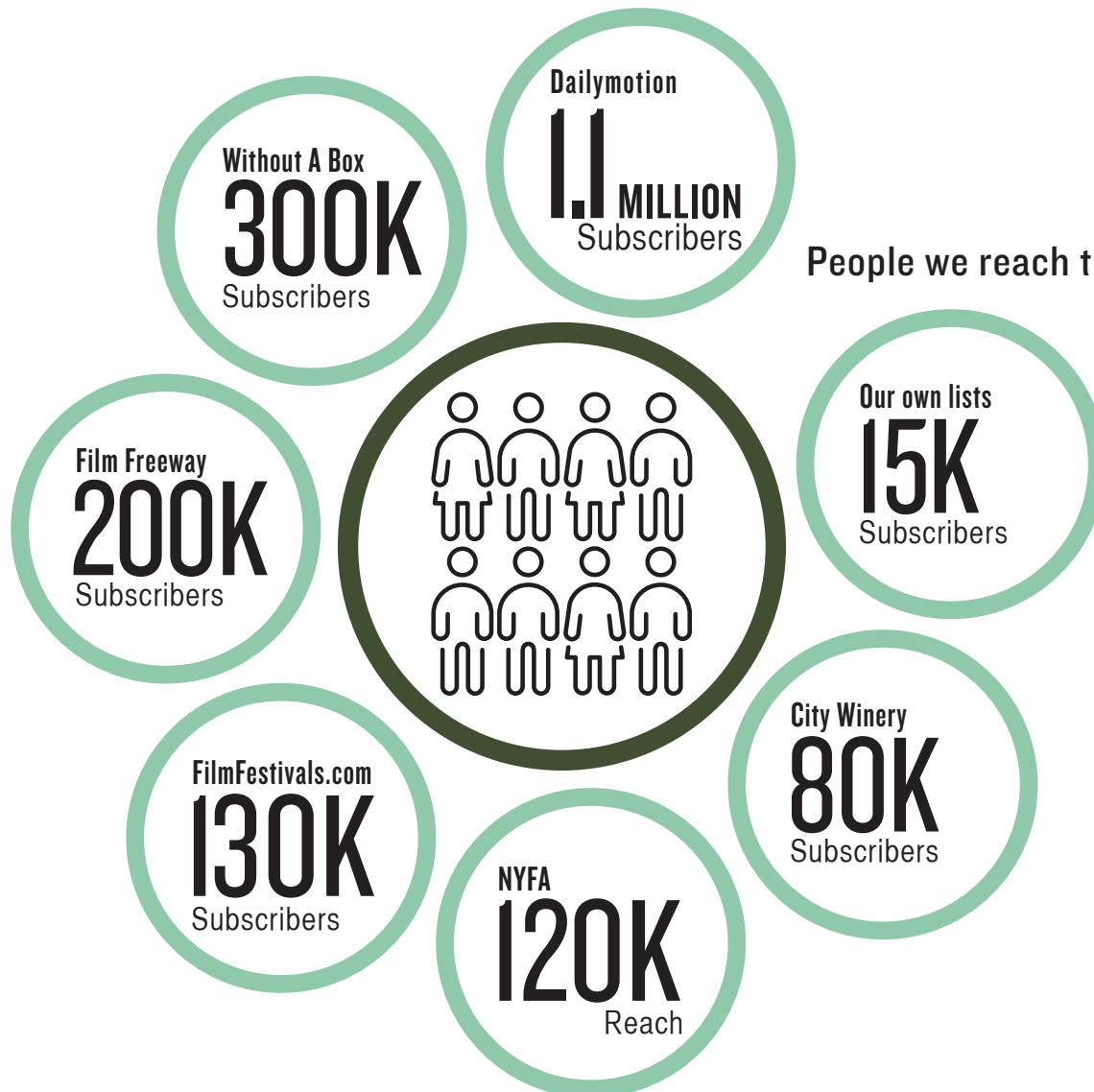
fi:af



(*) List is not final as more partners and sponsors are coming on board soon



OUR REACH AT A GLANCE





FESTIVAL WEBSITE STATISTICS

24,300 visits lasting an average of 2.5 minutes each.

Page views during the January to March 2014 period, leading up to the SR™ film festival.

13,382 visits lasting an average of 2.5 minutes each.

Page views during the festival month itself (March 2014 alone).

1500 - 2000 a month lasting an average of 2.5 minutes.

Page views at regular periods.

The average percentage of new visits on the SR™ website is: 66- 67%

The average percentage of returning audience is: 34 - 35% or a regular basis.

This means that the SR™ website is receiving a constant flow of new visitors.

However, this is not the only outlet for SR™, as the SR™ official partner page on Dailymotion has 123,000.00 visits currently and the Facebook pages combined (personal, and festival) have over 5000 Likes.



FESTIVAL WEBSITE STATISTICS *continued*

Our Strength

- Superior, specialized film offerings.
- Well-trained, enthusiastic volunteers and staff.
- Strong relationships with industry and media/promotional partners.
- The concentration on a small niche of the market through specialization allowing for a slow but sure growth and building of a potential market.

Attendance

The attendance at the inaugural year was close to 2000 patrons who purchased tickets either online or through the Quad Cinema box office. This attendance was spread over the weeklong festival screenings, as well as the opening and closing night parties.

In our second edition we expect to have a slightly higher attendance as the second edition for the festival takes place in three different venues namely Tribeca Cinemas, Maysles Cinema and the School of Visual Arts for three important industry panels.



OUR REACH/MARKETING

Our Reach

- **Dailymotion** (31st most visited website in the world, 2+ Billion views per month)
Dailymotion dedicates its Facebook page to the festival during the festival week thereby enabling us to reach 1.1M subscribers.
- Estimated maximum attendance at the festival is 2,800 patrons.
- NYFA, our other media partner, has over 120K subscribers in addition to the above.
- Our SEO on **Google** brings up SR Film Festival in the top 3 results.

Targeted marketing

- 300,000+ newsletter subscribers (Cineuropa, Maysles Center, SVA, FIAF, Rated SR, City Winery, NYFA and other media partners...)
- 200,000 + Social Media Followers through our own and partner pages
- 20,000 Twitter followers and growing through our own lists, tweets and partner tweets
- Village Voice ads and contests reached close to 150,000 subscribers
- Without a Box (300,000 filmmakers & writers in 200 countries) reached
- Film Freeway Submissions portal
- Filmfestivals.com (130,000 subscribers worldwide)



GREAT SPONSORSHIP OPPORTUNITIES

SR™ is looking forward to welcome aboard **Presenting Sponsors** and **Film Industry Partners** who share a similar concern regarding the importance of promoting socially relevant films on screens. The top billing Presenting Sponsors will be shared between **only three sponsors**, in exclusive categories and will offer major prominence immediately translating into increased business traffic through the million plus festival partner sites. Sponsors are mentioned on ALL outgoing communications.

ALL SPONSORSHIP LEVELS MAY BE CUSTOMIZED TO THE SPONSOR'S NEEDS

Promotion of sponsor products and services is our top priority and industry partnerships and sponsorship may be part in-cash and part with in-kind donations such as post-production services, distribution, exhibition, software and related goods and services.

Different sponsorship levels offer:

- Branding and product placement.
- Advertising in the festival guide and on our website/social media.
- Corporate hospitality of special events and parties.



MORE SPONSORSHIP OPPORTUNITIES

Branding and increased business traffic

Spotlight your company's profile through exposure possibilities in one or more of the following ways:

- Brand, logo and signage during the festival on Tribeca Cinemas Billboards, Festival's Step and Repeat, X-Stand Signage, Festival Bags, Window decals, Pop Corn containers, Branded Promo Gifts in festival bags depending on level of sponsorship.
- Sponsor logos projected on screen before screenings, film series and panels depending on level of sponsorship.
- Visibility in festival guide in the form of advertising, based on sponsorship level driving traffic to your business through special offers where applicable.
- Visibility online at www.ratedsrfilms.org and partner sites such as Dailymotion with 122,300 visits on our Official Partner page jacket.
- Visibility on social media outlets



ADVERTISING OPPORTUNITIES

Advertising

Advertise with us, reach festivalgoers and our internet/media public (over 1.5 Million) for an immediate response and increased business traffic through the festival's online and printed program ads:

- Festival program guide (in print and online downloadable versions)
- www.ratedsrfilms.org (interactive logos and banners of your brand and business)

Corporate hospitality of special events

Engage your customers and staff with an exclusive special event or gala sponsorship tailored to your corporate needs and requirements. Such as:

- Cocktail reception sponsored by your brand in attendance of filmmakers, industry guests and celebrities
- Meetings with participating filmmakers and industry representatives
- Invitation and priority VIP seating at Opening and Awards Ceremony



SPONSORSHIP LEVELS

Our sponsorship opportunities come in five different levels. Each level is designed with the sponsor's needs and involvement in mind. The degree of exposure and type of perks depend on the level selected, and can be tailored to your needs.

WHAT YOU GET	PRESENTING SPONSOR \$25,000	GALA SPONSOR \$12,000	FILM CATEGORY SPONSOR \$10,000	SPECIAL EVENT SPONSOR \$5,000	SUPPORTING SPONSOR \$2,000
Credit as: Presenting Premiere Sponsor	•				
Credit as: Gala Sponsor (Opening Reception or Award Ceremony)		•			
30 second pre-film dedicated brand advertisement	•	•	•	•	
Mention in festival press release in major publications	•	•	•		
Gala tickets	20	14	10	6	2
Full Access Festival Pass to all the screenings and panels	20	14	10	8	4
Logo on festival poster	•	•	•		
Logo linked to sponsor's website from SR website sponsors page	•	•	•	•	•
Logo in festival e-blasts (30 000+ subscribers)	•	•	•	•	
Logo in free festival guide	•	•	•	•	•
Logo on festival bags	•	•	•		



ADVERTISING RATES

Below are the ad prices for the festival guide.

Some categories offer a banner on the Festival website in addition to the guidebook ad and a possibility of putting logo on festival bags. It is also possible to purchase ONLY a banner on the website or ONLY a logo or small ad on the festival bags. The program size is: A5 (8 1/2 x 11 sheet folded into half)

SIZE	PLACEMENT	PRICE	ADDITIONAL EXPOSURE
Full Page 5.5 x 8.5	Back cover outside	\$1250	Banner on the SR™ website
	Front cover inside	\$1200	Banner on the SR™ website
	Back cover inside	\$950	Banner on the SR™ website
	Page (full inside)	\$750	Banner on the SR™ website ads page
1/2 Page 2.75 x 4.25	Specific placement	\$600	Mention on the SR™ website ads page
	Any 1/2 page	\$500	On website in downloadable program
1/4 Page 2 x 3.5	Any 1/4 page (horiz. or vertical)	\$250	On website in downloadable program
1/8 Page	Business card size	\$175	On website in downloadable program
Listing*	Listing in program	\$50	On website in downloadable program
Banner	On festival website	\$700	Banner only on website — all year
	On festival website	\$500	Banner only on website — festival month

(*) The listing will contain some random suggestions of the cafes, restaurants and hotels in the area space permitting. These will be added to help patrons find eateries and cafes after or before film screenings.

NOTE: All advertisers MUST provide camera ready artwork, and banners, as per the specifications that will be provided at time of payment for the ad. We will only place the ads in the program and/or website in the appropriate space as per the level of advertising purchased, and do not have the personnel to design ads. This can be arranged for separately for an additional payment if needed.

Contact for festival: ratedsrfilms@gmail.com // tel: (212) 253 2022

“We make a living by what we get, but we make
a life by what we give.”

—*Winston Churchill*



www.ratedsrfilms.org | ratedsrfilms@gmail.com

+1 917 318 2290 New York

+33 6 52 61 19 62 Paris

