

3rd Annual  
**RED ROCK  
 FILM FESTIVAL**  
 November 12 - 15, 2009

St. George, Springdale, UT • www.redrockfilmfestival.com

**SPONSOR DEADLINE: September 12, 2009**

- Paid Sponsorships
- Trade Partnerships

**Festival Dates**

The Red Rock Film Festival is scheduled for November 12-15, 2009 with an opening in St. George, and In Springdale, the festival will be held at the Pioneer Lodge, and the Canyon Community Center. Encore screenings are held on December 31, 2009 in St. George.

The festival will follow a film retreat format with more seminars and panels than previous years. We expect to show more than 40 new films from around the world plus the panels discussions.

All proceeds will go towards paying for printing, advertising, shipping, and for film, equipment and room rentals.

**Mission**

To encourage the production of media in both the independent and professional market that portray the human race in a positive light, and to applaud original works that redefine media through innovation, creativity and sensitivity that both enlightens and educates audiences from around the world.

**Sponsorships & Partnerships**

Partners receive their logo wherever partner logos appear and sponsors will receive their logo wherever sponsor logos appear such as in our Official Program Guide, Web site, Newspaper and TV ads as well as projected before select digital screenings.

**PARTNERSHIPS (Trade)**

We do a dollar per dollar trade. There are several categories to choose from: Media Partner, Venue Host, Travel Partner, Hotel Partner, and Providers of food, electronics, software and other services. Partners will receive the title of "Host," "Partner" or "Provider". The trade level values are equivalent to sponsorship levels.

**SPONSORSHIPS (Paid advertising packages with official titles)**

Sponsorships are divided into several levels: Festival Presenting Sponsor (\$10,000), Producer Level (\$3,500), Opening Night Host (\$2,000), Director Level (\$1,500), Event Host (\$1,000), Screenwriter Level (\$750) and Actor Level (\$500). Sponsors will receive the title of official "Sponsor" or "Host."



Photos from top to bottom:  
 Cinematography panel - RED camera '08.  
 Director Michael Spence and actor Michael Flynn '08.  
 Doc Feature winner Duncan Bridgeman '08.  
 "Forever Plaid" - The Movie premiere '08.  
 Awards Breakfast '08.

## SPONSORSHIP LEVELS

The Red Rock Film Festival (known hereafter as "festival") has several name-branding opportunities to choose from. All sponsor, host and partner benefits are good for the 2009 season. Sponsor and host benefits vary slightly.

### Sponsorship benefits include:

- Logo placement with link on the sponsor page of the festival web site.
- Link on the film, schedule or travel page of the festival web site\*.
- Logo placement in official program souvenir guide.
- Logo placement on select banners at the festival.
- Logo placement on festival posters.
- Shared Table booth at the festival (4'x6' space)
- Logo placement projected before select digital screenings.
- Employee Discount Code good for 25% off Festival Passes.

### Festival Presenting Sponsor (\$10,000)

Limited to **ONE** paid presenting sponsor.

In addition to the Sponsor benefits, the Presenting sponsorship level will include:

- Title of "Festival Presenting Sponsor"
- Special announcement before the Opening Night Screening.
- Sponsor name included in the end-of-purchase message of online tickets.
- Booth space at the festival market.
- Logo placement on all official festival television, radio and print advertising.
- Logo on the home, film, schedule, and travel pages of the festival web site.
- Larger logos than the Producer level wherever sponsor logos appear together.
- 12 All Access Passes.
- 24 One-Day Pioneer Passes.
- 24 Opening or Closing Film tickets.
- 12 Panel tickets.
- 36 Regular film screening tickets.

### Producer Sponsor (\$3,500)

In addition to the Sponsor benefits, the Producer sponsorship level will include:

- Larger logos than the Director level wherever sponsor logos appear together.
- 2 All Access Passes.
- 12 One-Day Pioneer Passes.
- 12 Opening or Closing Film tickets.
- 6 Panel tickets.
- 24 Regular film screening tickets.

### Director Sponsor (\$1,500)

In addition to the Sponsor benefits, the Director sponsorship level will include:

- Larger logos than the Screenwriter level wherever sponsor logos appear together.
- 8 One-Day Pioneer Passes.
- 8 Opening or Closing Film tickets.
- 2 Panel tickets.
- 16 Regular film screening tickets.

### Screenwriter Sponsor (\$750)

In addition to the Sponsor benefits, the Screenwriter sponsorship level will include:

- 4 Festival Day Passes.
- 4 Opening or Closing Film tickets.
- 2 Panel tickets.
- 10 Regular film screening tickets.

### Actor Sponsor (\$500)

In addition to the Sponsor benefits, the Actor sponsorship level will include:

- 2 Festival Day Passes.
- 2 Opening or Closing Film tickets.
- 6 Regular film screening tickets.



Red Rock Film Festival board (left to right): Ryan Walker, Royden Card, Matt Marxteyn, Donnette Atiyah, and Alan Snell.

### Hosts benefits include:

- Logo placement with link on the sponsor page of the festival web site.
- Link on the film, schedule or travel page of the festival web site\*.
- Logo placement in official program souvenir guide.
- Logo placement on page describing hosted event of the program guide.
- Shared Table booth at the festival (4'x6' space)
- Logo placement projected before select digital screenings.
- Employee Discount Code good for 25% off Festival Passes.
- 4 One-Day Pioneer Passes.
- 2 Panel Tickets.
- 10 Regular film screening Tickets.

### Opening Night Host (\$2,000)

In addition to the Host benefits, the Opening Night Host will include:

- Larger logos than the Screenwriter level wherever sponsor logos appear together.
- 12 Opening Night Passes.
- 12 Opening or Closing Film tickets.

### Event or Program Host (\$1,000)

Sponsor may choose from Closing Film, Closing Party, Awards Breakfast, Special Screenings, one of the available panels, or from the following film competitions: Narrative Feature, Documentary Feature, Narrative Featurette, Documentary Featurette, Narrative Shorts, Documentary Shorts, Animated Shorts, or Young Filmmaker.

In addition to the Host benefits, the Opening Night Host will include:

- Larger logos than the Screenwriter level wherever sponsor logos appear together.
- 12 Tickets to the hosted event or one of the hosted film programs.
- 4 Opening or Closing Film tickets.

*Itemized benefits are available upon request.*

\* **Note:** our web site received 192,000 requests the first week of September 2008, and 204,000 the two weeks leading to the November 2008 festival.

3rd Annual  
**RED ROCK  
 FILM FESTIVAL**  
 November 12 - 15, 2009

St. George, Springdale, UT • www.redrockfilmfestival.com

**AD DEADLINE: August 30, 2009**

- Includes: ad in Official Program Guide
- Web link on the RedRockFilmFestival.com site

**Official Guide to the Red Rock Film Festival**

The classic name brander for the 2009 Film Festival is a collectable among all festival attendees and for film-lovers who wish they were there. The program is the insider's guide to the films of Red Rock with a full schedule, film descriptions, directors' bios, and information on parties, panel discussions, special events, tickets, behind-the-scenes art gallery, hotel and venue descriptions, and the sponsor key.

Quantity: 3,000

**Distribution:** Throughout Southern Utah, at the festival, and mailed to industrial professionals in Utah, Arizona, Nevada, California and New York.

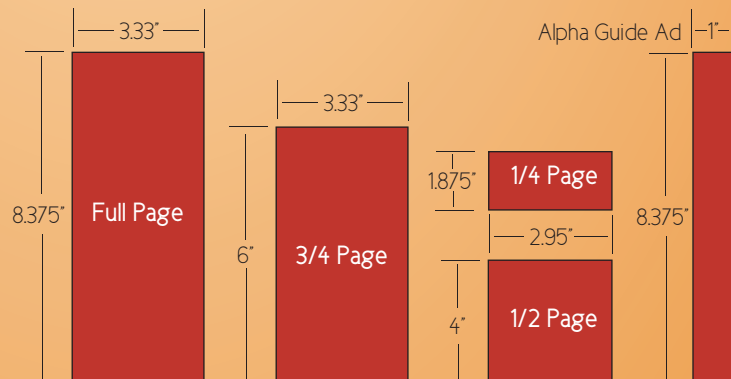
**Pricing** (includes ad placement plus web link):

**Premium full color placement**

Back Cover (3.33" w x 8.375" h)	\$700
Inside Back Cover (3.33" w x 8.375" h)	\$400
Inside Front Cover (3.33" w x 8.375" h)	\$450 <b>sold</b>

**Interior ad space:**

	B&W	Color
Full Page	\$175 (4 left)	\$300
3/4 Page	\$125 (1 left)	\$250
1/2 Page	\$90 (2 left)	\$175
1/4 Page	\$60 (2 left)	\$90
Alpha Guide Vertical Column	\$75 (4 left)	\$125



Photos from top to bottom:  
 Road to Zion Canyon.  
 Opening Night Reception '08.  
 Outdoor screening '07.  
 Opening Night Party '08.  
 Festival Winner's Showcase '08.

## FADE TO RED

"The festival's inspiring backdrop—Zion National Park and the red rocks of southern Utah—are a perfect complement to the fest's mission..."

*MovieMaker magazine*

"...an outstanding place to catch an independent gem you might not be able to see anywhere else."

*The Independent*

"...part of the (Red Rock Film) festival experience is watching films with the directors and being able to ask them questions about the process after the film."

*Hurricane Valley Journal*

"...directors have been giving the buzz about the **film festival in Zion** at other festivals such as the Sedona Film Festival, the Sonoma Valley Film Festival, and the Newport Beach Film Festival."

*Dixie Weekly News*

"The same independent spirit that fuels the Sundance Film Festival can be found in Southern Utah..."

*The Spectrum*

Located by Zion National Park, the festival is held in the original location Robert Redford considered for the Sundance Institute. Many incarnations of the festival were formed, from a student festival in 1991 to a film series in 2004 called Zion Flix. In 2007, the living film festivals in Southern Utah came together to showcase what they did best, and the result was the Red Rock Film Festival. A day after the 2007 festival concluded, calls from national magazines and television stations came flooding in.

MovieMaker magazine placed the festival on its 2009 list of "25 festivals worth the entry fee." As a result, the festival has already received more than 400 new entries from around the world. Official selections will be announced September 15, 2009, and will include family films, feature premieres, and X-treme sports docs in addition to the festival's staple of intriguing documentaries and off-the-charts dramatic films. New this year, the festival introduces the animated shorts competition into the mix.



## FESTIVAL AUDIENCE DEMOGRAPHICS

Get in touch with a sophisticated, well-educated group of individuals who are willing to spend a little extra for quality in the motion picture arts. The Red Rock Film Festival audience share a passion for eco and socio-conscious themes, cuisine, arts and a healthy lifestyle.

51% Female, 49% Male

### Where From?:

- 30% non-host cities in Utah
- 25% St. George
- 24% Out of State or another Country
- 21% Springdale

### Age Group:

- 34% ages 25-34
- 24% ages 55-64
- 20% ages 18-24
- 14% ages 45-54
- 8% other

### Education:

- 44% are College Graduates
- 26% Attended some college or are still in college
- 20% Have a College Masters
- 1% Have a Doctorate Degree
- 6% High School graduates
- 3% received GED, Army education or other

### Publicity seen or heard:

- 33% Posters, Flyers, Programs
- 24% Newspaper/Magazines
- 23% Friends/Word of Mouth
- 9% Direct Mail/Email
- 8% Internet
- 3% TV and Radio



Sample of 2008 guide. Does not reflect what the actual guide will look like.

Source: 2007 Red Rock Film Festival onsite surveys

The easy-to-use program guide includes descriptions and credits of more than forty films at the festival, and is arranged by categories such as Narrative Dramas, Documentaries, Short Films, Special Screenings, and Panel Discussions. A clever "Alpha Guide" borders the sides of the guide, and lists the films in alphabetical order.

-5- **Red Rock Film Festival – Sponsorship & Advertising Contract 2009**  
**November 12 - 15, 2009 – produced by Ophelia Events**

Sponsor/Advertiser Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Primary Contact \_\_\_\_\_  
Phone \_\_\_\_\_ Alt. # \_\_\_\_\_ FAX \_\_\_\_\_  
Web Site URL \_\_\_\_\_ Email \_\_\_\_\_

PARTIES: Pursuant to this binding agreement between the Red Rock Film Festival and Ophelia Events (known hereafter as “the festival” )  
and  
Sponsor, also known as \_\_\_\_\_ of (city) \_\_\_\_\_

the Sponsor shall pay to the festival, the appropriate sponsorship fee noted below in exchange for the corresponding advertising and promotional considerations described in the Sponsor Kit.

Please enter amount to indicate partnership value requested or check the appropriate sponsorship level:

\$ \_\_\_\_\_ “Partnership” (specify value amount of trade.) Circle one: MEDIA • TRAVEL • HOTEL • VENUE • PROVIDER

Please list what you will provide: \_\_\_\_\_  
(USE BACK OF THIS FORM IF NECESSARY)

\$10,000 “Festival Presenting Sponsor” (limited to one paid sponsor)

- \$3,500 “Producer” Level Sponsorship
- \$1,500 “Director” Level Sponsorship
- \$750 “Screenwriter” Level Sponsorship
- \$500 “Actor” Level Sponsorship

\$2,000 “Opening Night Host”  
 \$1,000 “Special Event Host”  
 \$1,000 “Competition Host”

Circle one: Panel Discussion | Special Screening | Filmmakers Party | Closing Party | Award’s Breakfast  
Circle one: Narrative Features | Doc Features | Featurettes | Shorts | Animated Shorts | Young Filmmakers

\$ \_\_\_\_\_ **Program Guide Ad** (ad sizes are based on a 3.33”w x 8.375”h guide.)

Check One:

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> Color Back Cover: \$700           | <input type="checkbox"/> Color Inside Front Cover: \$450 | <input type="checkbox"/> Color Inside Back Cover: \$400 |   |
| <input type="checkbox"/> Color Full Page: \$300            | <input type="checkbox"/> Color 3/4 Page: \$250           | <input type="checkbox"/> Color 1/2 Page \$175           | <input type="checkbox"/> Color 1/4 page: \$90 |
| <input type="checkbox"/> Color Alpha Guide Vertical: \$125 |  |   |   |
| <input type="checkbox"/> B&W Full Page: \$175              | <input type="checkbox"/> B&W 3/4 Page: \$125             | <input type="checkbox"/> B&W 1/2 Page: \$90             | <input type="checkbox"/> B&W 1/4 page: \$60   |
| <input type="checkbox"/> B&W Alpha Guide Vertical: \$75    |  |   |   |

TERM OF CONTRACT: The term of this contract will be from \_\_\_\_\_ to December 31, 2009.

LIMITATION ON DAMAGES: In no event will the festival or any festival sponsor or partners be liable to sponsor for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, whether or not the festival or the above mentioned entities have been advised of the possibility of such damage. Although the festival takes great care in its designs, it is not liable or responsible for color and alignment shifts of its normal 4-color and B&W printer.

SUBMISSION OF MATERIALS: All materials will be submitted in accordance with the specifications below. Failure to do so will result in production charges at **\$50/hr.**  
**Guidelines:** Email a pdf (fonts must be embedded,) tiff, or jpg at 300dpi and CMYK colors. Full page and 3/4 page ads must add a .125” bleed.

PRESERVATION OF IDENTITY: The Sponsor agrees to include the festival logo / URL in all advertising related to the festival event including national or local print publications, on-property signage, flyers, table tents, etc., and on the Sponsor’s own Web site. The Sponsor agrees to reference this film event to which this agreement applies as “Red Rock Film Festival” and further agrees NOT to use similar terms of different promoters. The Sponsor agrees that it will not feature any icons, logos, URLs, or Email addresses related to the festival other than its own or those provided by the festival, on any advertisements, products, web sites, etc, controlled by the Sponsor during the period of this agreement.

ASSIGNMENT: Advertiser may not assign this agreement, in whole or in part, without the festival’s written consent. Any attempt to assign this Agreement without such consent will be null and void.

GOVERNING LAW: This Agreement will be governed by and construed in accordance with the laws of the State of Utah.

ENTIRE AGREEMENT: This Agreement and any and all exhibits and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by the festival, whether printed on paper or electronically. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms in any purchase order.

PAYMENT: Payment is due upon signing. **Fees payable to the advertising director: ‘Ophelia Events’** 13440 Arnold Dr., Glen Ellen, CA 95442  
Phone: 435.705.5555 Fax: 707.935.0842 Email: redsponsor@ophelia.com

For the Sponsor / Advertiser: Approved and agreed by (signature:) \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

For the festival: Approved and agreed by (signature:) \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_