



High Falls WOMEN'S FILM FESTIVAL

October 31 - November 3, 2019

Founded in 2001, the High Falls Women's Film Festival celebrates the artistry and innovation of women in film — behind the camera, in leading roles on the screen, and at the heart of storylines. Our focus on women in film is inspired by our city's legacy as the birthplace of film and the women's rights movement. The offerings include an international slate of independent films enhanced by panels, workshops, and talks with filmmakers.

OVERVIEW

- Dozens of screenings featuring international independent films made by and about women
- Films you won't see anywhere in Rochester but at the Festival
- Screenings at the historic Little Theatre
- Parties, post-film Q&A discussions, networking events and panels with filmmakers in the East End
- Collaborations with local non-profit organizations and subject area experts

MARKETING

- PR & media campaign including print and radio
- Multi-platform social media campaign
- Program guide with wide distribution (up to 40,000)
- In-theater advertising on screen
- Direct e-mail marketing to 6,000+
- Venue signage and verbal recognition from podium

CONTENT

- Up to 15 feature-length documentaries and narrative films, selected from submissions by independent filmmakers and curated from other festivals
- Four shorts programs, including free children's programming and short films made by the women of RIT's School of Film and Animation
- Post-screening discussions with filmmakers and local subject matter experts to enhance screening experience
- Visiting filmmakers from around the globe

ATTENDANCE

- Loyal audience of 2,500 – 3,000 film lovers annually
- Affluent and highly educated
- Diverse audience including students, city and suburban consumers and visiting film industry professionals
- Broad age range, from 3 to 93!

PARTNERSHIP OPPORTUNITIES



2019 FESTIVAL LEADERSHIP

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GOLD SPONSOR \$15,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000	PARTY SPONSOR \$3,000	SCREENING SPONSOR \$2,000
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SPONSOR BENEFITS	GOLD	SILVER	BRONZE	PARTY	SCREENING
All Access Passes	16	12	8	4	2
Film Only Passes	12	10	8	4	2
Special Event Tickets	12	10	8	4	2
Commercial Before Films	:15	:10			
Screen Ad Before Films	YES	YES	YES	YES	Add On
Logo in Print Ads	YES	YES	YES	YES	
Logo on Web	YES	YES	YES	YES	YES
Logo in E-mail Blasts (6,000+)	YES	YES	YES	YES	YES
Mention at Films	ALL	ALL	ALL	1	1
E-mail Blast Banner Ad	2	1			
Product at Venues	YES	YES			
Ad in Program Guide (40,000)	FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	1/4 PAGE

All sponsors will be recognized on signage at festival venues, in a trailer before each screening, and in the program guide.

Additional sponsorship levels are available and benefits are flexible.

ADVERTISING OPPORTUNITIES

- Purchase an on-screen ad prior to film screenings
- Place an ad in the Program Guide (\$475 - \$1825)

FOR MORE INFORMATION PLEASE CONTACT:

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HIGHFALLSFILMFESTIVAL.COM