



NASH  
VILLE  
FILM  
FEST  
IVAL

10 - 19 MAY 2018

Sponsorship  
Opportunities



## NASHVILLE FILM FESTIVAL

### SHATTERED RECORDS

- 49 Years-old
- Annual attendance: largest ever at 40,000+
- 1,700+ women filmmakers enter NashFilm competitions annually
- World-class Films: 300+ over 10 days
- Entrees annually from 125 countries
- Total competition entries: 10,000
- Media Value: Over \$520,000 with 12.5 million social media impressions

### AUDIENCE DEMOGRAPHICS

- 48% are 39, or under
- 86% have college degrees
- 76% earn more than \$50,000
- 40% earn more than \$100,000
- 49% are women

### MEDIA & SOCIAL

- Media value: Over \$520,000 with 12.5 million social media impressions
- Facebook followers - 25,000
- Twitter followers - 10,800
- Instagram followers - 4,000
- Facebook impressions - 408,237
- NashFilm Video views - 46,500
- Facebook Live views - 10,537
- Twitter impressions - 208,365
- NashFilm email list - 37,000

### WHY SPONSOR THE NASHVILLE FILM FESTIVAL?

- Quality Reach - highly desirable, affluent, educated, change leaders
- Accessible - rub shoulders with high level filmmakers, film buyers, agents, actors and entertainment movers & shakers
- First-Class Destination - Nashville is on top of the headlines
- Exceptional - our exceptional sponsor environment provides excellent brand visibility

### NASHVILLE IS ON FIRE

- 1.8 million people live in the Nashville region which is home to 40,000 businesses
- 100 people move to Nashville daily - *Tennessean*
- One of 50 best destinations to travel in 2017 - *Travel + Leisure*
- Best Places to Go in 2017 - *Frommer's*
- One of 22 places to go in 2017 - *Men's Journal*
- #4 hottest vacation destination in the world - *The Daily Beast*
- Top 10 place to go in 2017 - *AFAR*
- One of top 15 cities in America - *Travel + Leisure*
- One of eight essential trips that should be on your bucket list - *New York Post*

### LOCATION

Regal Hollywood Stadium 27  
719 Thompson Lane Nashville, TN 37204  
10 Theaters/10 Days



## PAST FESTIVAL GUESTS INCLUDE

Joey Lauren Adams, Trace Adkins, Harry Belafonte, Lawrence Bender, Big Kenny, Craig Brewer, Kix Brooks, Sam Bush, Shaun Cassidy, Michael Clarke Duncan, Sheryl Crow, Billy Ray Cyrus, Vincent D'Onofrio, Delia Ephron, Giancarlo Esposito, Peter Faulk, Rascal Flatts, Bela Fleck, Ben Folds, Vince Gill, Danny Glover, Walton Goggins, Al Gore, Beth Grant, Seth Green, Armie Hammer, William H. Macy, James Marsden, Jason Marsden, Scott Hamilton, Rob Hardy, Thelma Harper, Emmylou Harris, Faith Hill, Hal Holbrook, Joshua Jackson, Famke Janssen, Marianne Jean-Baptiste, Colin Jost, Ashley Judd, Naomi Judd, Nicole Kidman, Barbara Kopple, Harmony Korine, Kris Kristofferson, Nick Kroll, Sharon Lawrence, Ray Liotta, Lyle Lovett, Martina McBride, Matthew McConaughey, Tim McGraw, Ray McKinnon, Elvis Mitchell, Michael Moore, Craig Morgan, Patricia Neal, The Oakridge Boys, John Oats, Brian O'Halloran, Brad Paisley, Joey Pantoliano, John Pierson, Carrie Preston, Robert Redford, Paul Reiser, Rick Schroder, Jane Seymour, William Shatner, Marty Stuart, Patrick Swayze, Rob Thomas, Ondi Timoner, Lily Tomlin, Josh Turner, Christine Vachon, Mario Van Peebles, John Waters, Wayne White, Bryan White, Paul Williams, Kimberly Williams-Paisley, Oprah Winfrey, Leann Womack, Shelly Wright, and many more.

## 2017 MEDIA OUTLETS

Amarillo Globe News, antiMusic, artsBHAM, Big Machine Label Group, Billboard, Bloody Disgusting, Bowling Green Daily News, Carpe Diem, Chalkbeat, Chatter Block, Country Music Television, Dead-line, Deccan Chronicle, Den of Geek, Dish Magazine, FilmFestivalLife, Grateful Web, Hollywood Chi-cago, Hollywood Reporter, IMDB, India Times, IndieWire, Knoxville News Sentinel, Livewell's Latest, My Champion Valley, Nashville Biz Journal, Nashville Guru, Nashville Lifestyles, Nashville Pride, Nashville Scene, News Channel 5 Nashville, NorthJersey.com, Omaha World Herald, Parade, Paste Magazine, Radeon Technologies Group, Swimming World News, Taste of Country, Tennessean, The Bryan Times - Ohio, The Daily Mississippian, The Director List, The DM Online, The Tennessean, Times Square Chronicles, Tony Youngblood, Tullahoma News, USA Today, Variety, Yahoo

# Lead Sponsorship Tiers

## PRESENTING - at the \$100,000 level

The PRESENTING sponsorship package is a exclusive opportunity for high profile association and festival-wide exposure with title recognition. This level includes “presented by” credit where the Nashville Film Festival is mentioned along with many other remarkable festival benefits.

## PLATINUM - at the \$50,000 level

The PLATINUM sponsorship package is one of two opportunities for preferred status and festival-wide exposure. Major visibility and exclusive benefits accompany this tier along with access throughout the festival.

## GOLD - at the \$25,000 level

The GOLD sponsorship package offers category exclusivity with major benefits and customized opportunities covering festival programs, venues, special events and access to the festival.

## SILVER - at the \$10,000 level

The SILVER sponsorship package offers custom festival opportunities surrounding a film program, venue, special event or education program.

## Sponsorable Venues, Programs & Special Events

- Faith in Film program
- All About Sports film program
- Narrative Features (approx 15 films)
- Documentary Features (approx 15 films)
- Graveyard Series (approx 8 films)
- Special Presentations (approx 12 films)
- Spectrum films (approx 12 films)
- Tennessee First program (approx 6 features, 3 shorts)
- New Director’s program (approx 9 films)
- Livin’ Reel At-Risk Youth Program
- Music Films/Music City program (approx 9 films)
- Animated Features (4-6 films)
- Shorts programs (approx 18 programs - each with approx 6 short films)
- VIP Tent Sponsorship
- Opening Night Party
- Closing Night Party
- Free Movie Monday
- Music Supervisor Program
- Creator’s Conference
- Binge Nights
- Spotlight Awards
- TN Filmmakers Reception

## Customized Opportunities

Want a totally customized experience? Talk to us! We excel at coming up with mutually beneficial and out-of-the box solutions.





# Benefits May Include:

## Special Benefits

- Association with a program or special event
- Festival press releases

## On-Site Promotion

- Signage at sponsored venue, program or special event
- Promotional product distribution to festival attendees
- Promotional merchandise/product distribution in filmmaker, patron and VIP gift bags
- Recognition during in-theater announcements
- Festival lanyards

## Advertising

- Video played in loop before all festival films to a captive audience
- Promotional e-blast to festival email list
- Social media promotion
- Print ad in the official Program Guide
- Ad in Festival daily emails
- Sponsor of festival ticket stock (1 available)

## Brand Recognition

- Logo recognition on all print-at-home tickets (3 available)
- Logo recognition on the NashFilm website with link
- Logo recognition in the official program guide
- Logo recognition on festival sponsor large banners
- Logo recognition on sponsor slides during pre-film loop
- Logo recognition in festival advertisements
- Sponsor of cocktails at festival VIP tent

## Festival Experience

- Sponsor passes, which provide free tickets to all films while supplies last plus admission to the Opening and Closing Night Parties
- Admission to the festival lineup launch event with the Artistic Director
- Opportunity to introduce films or conference sessions
- Let our sponsor concierge reserve your tickets for you
- Opportunity for private screening for employees and/or vendors with access to VIP tent
- Diversity Award Sponsor - (i.e. Best Latino Filmmaker etc.)
- Tickets to exclusive private parties with filmmakers, music supervisors and other VIPs

# Community Partner Tiers

## BRONZE SPONSOR

\$5,000

- :30 Commercial to air before ALL festival screenings (10 days – 10 theaters) and played on festival lobby screens
- Featured as Bronze level sponsor on the 2018 NashFilm sponsor standees
- 4 All-Festival laminates granting daily access to VIP tent, complimentary films (must be reserved while supplies last) and free “happy hour” at the NashFilm bar in the VIP tent
- NashFilm sponsor concierge - let us reserve your tickets for you!
- Half-page ad in official program guide
- Opportunity to introduce films and guests
- Year-round logo and link on NashFilm website

## SUPPORTING SPONSOR

\$2,500

- Featured on SUPPORTING level of the NashFilm 2018 sponsor standees
- 2 All-Festival laminates granting daily access to VIP tent, complimentary films (must be reserved while supplies last) and free “happy hour” at the NashFilm bar in the VIP tent
- NashFilm sponsor concierge – let us reserve your tickets for you!
- Opportunity to introduce films and guests
- Year-round logo and link on NashFilm website

# Festival Quotes

“Taking place in Music City, USA, the Nashville Film Festival is definitely one of the coolest festivals in the country. Combining the films, networking, and parties of a big-time industry festival with laid-back Southern charm, the... Nashville Film Festival offers filmmakers eager audiences, industry connections, and endless hours of free-flowing fun (attending filmmakers have access to the VIP tent, which has free booze...always cool). Not to mention that filmmakers who have struggled to create their visions can suddenly realize that – yes, that is Nicole Kidman in the audience watching their film (or Tim McGraw, or Faith Hill, or Martina McBride, or Sheryl Crow, or...well, that list goes on...)”

—MOVIEMAKER MAGAZINE

“One of the best programmed competitive festivals in one of the most surprising cities in the U.S.”

—Nancy Gerstman, Co-President, ZEITGEIST FILMS

“Nashville is such a mythical place that it’s a joy to find a film festival there which lives up to the town’s magical reputation — a rich selection of top quality films, lively audiences from early morning to late at night, and really friendly festival staff making everything flow quite smoothly.”

—Jasmine Dellal, director, GYPSY CARAVAN

# 2017 SPONSORS

AARP  
Adam Knight, Brad Scarbrough PLC  
Agile Ticketing  
Ah So LLC  
AMD  
Americana Music Publishing  
Anheuser-Busch  
Art Works (NEA)  
ASCAP  
Bam Solutions  
Bank Robber Music  
Belmont  
Blue Chair Bay Rum  
Brown Forman  
CAA  
Carlin Nashville  
China Film Screenings  
Chord Real Estate  
City National Bank  
CMA  
CMT  
Comcast/Xfinity  
Curb Records  
Disney  
Elfen Works  
Fairgrounds Nashville  
Film Musicians Secondary Markets Fund  
Film Nashville  
Freixenet sparkling wine  
Frist Foundation  
Gardens of Babylon  
Gibson Foundation  
Graffiti Indoor Advertising  
Hutton Hotel  
InkTip  
Jeni's Ice Cream  
Jewish Film Festival  
LeQuire Art Gallery  
Liberty Party Rental  
Lightning 100  
Lipscomb University  
Lithographic Printing  
Loving Henri Film  
Lyft  
Metro Arts  
Mighty Swell Cocktails

MillerCoors  
Murfreesboro Pulse  
Nashville Area Hispanic Chamber of Commerce  
Nashville Arts Magazine  
Nashville LGBT Chamber  
Nashville Lifestyles  
Nashville Public Radio (NPR)  
Nashville Public Television (NPT)  
Native Magazine  
NCVC  
nowplayingnashville.com  
Ocean Way  
Penguin DCP  
Pinnacle  
Regal Entertainment Group  
Roundhill  
SAG/AFTRA  
Scarritt Bennett  
Scene  
ServisFirst Bank  
SESAC  
Song Freedom  
Spirit Music Group  
StyleBlueprint  
Tennessee Arts Commission  
Tennessee Women in Film and Media  
Tennessee Latin American Chamber of Commerce  
The Community Foundation of Middle TN  
The Danner Foundation  
The Memorial Foundation  
The Press House  
TN Dep. Of Economic & Community Development  
TN Film Entertainment & Music Commission  
Trevecca  
VER  
Warner Chappell  
Watkins College of Art, Design & Film  
Western Kentucky University  
WFSK  
Women In Film & Television  
Youth Villages  
Youtube



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