

2007

The Art of Sponsorship

Filmanthropy

The Two River Film Festival

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The Festival presents a singular opportunity to participate in your community. The Festival has become known for the very high quality of films, the premiere showings of new films, symposia around important social issues and the provision of grants and other forms of support to charities in our community.

The Festival provides a showcase for those who wish to demonstrate their community-mindedness, their understanding of leadership in communities and a sense of the dedication that they bring to their civic responsibilities.

The Festival is located in the heart of one of the wealthiest communities in the US. A brief ferry ride from Wall Street, the area is well-populated with affluent audiences who are interested in the Arts, who are generous in their support of charities and who respect companies and individuals willing to sponsor a film Festival.

At its heart, the Festival is an artistic tour-de-force. Brilliantly programmed, this year's offering is in keeping with its reputation.

Message from the Founder

I hope that you will join us as a sponsor for this year's Festival. I know that the recognition you will receive will be valuable to you. In addition, I think you will be thrilled with the films we have chosen.

I point out to our friends that the Festival is not just a single event. Through partnerships with other groups, we offer films to support education, the arts and communities. We help to design curricula, We make donations

Our sponsorship packages are well-designed to suit your needs; and we invite your active participation in attending the Festival. This is why most of our sponsorship packages include attendance at all of the social and cultural events of the Festival. I look forward to seeing you there.

Rosellen M. Otrakji, CEO & Founder

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Corporate Sponsorship Opportunities

...an opportunity to show
your community-
mindedness...

The Festival has been privileged to honor with a Masters Award, the following

2003-2006

Cliff Robertson-actor, writer,
director, producer

Campbell Scott- actor, writer,
director

Paul Sorvino-actor, writer,
director, producer, artist, singer

Danny Aiello-actor, writer,
director, producer, singer

Maestro Silvano Campeggi-
World renowned artist

Eugene Jarecki- writer, director,
producer

Peter Riegert- actor, writer,
director, producer

Jon Kilik- writer, director,
producer

Here are the opportunities available. We will be happy to amend and recognize donations in-kind or other changes to suit the needs of a sponsor

Premiere Festival Patron: \$25,000 +

- Title Sponsorship of Presenting Premiere Film
- Prominent LOGO recognition in print, signage and on Website
- Opportunity to host Cocktail Party
- Full page Ad in Program Guide
- Logo or CEO headshot and company profile in Official Festival Program Guide
- Product Sampling/Display at selected film venues and/or events
- Opportunity to provide promotional item for gift baskets
- Four (4) invitations to all Sponsor-hosted events, symposia and all three days of film
- Membership on the Festival's Advisory panel

Festival Executive Producer \$10,000 - 24,999

: : OFFICIAL PRODUCT/SERVICE (WITH EXCLUSIVITY) INCLUDES : :

- Sponsorship of Film depending on availability
- Prominent LOGO recognition in print, signage and on Website
- Full page Ad in Program Guide
- Logo or CEO head shot and company profile in Official Festival Program Guide
- Product Sampling/Display at selected film venues and/or events
- Opportunity to provide promotional item for gift baskets
- Four (4) invitations to all Sponsor-hosted events, symposia and all three days of film

Festival Sponsor \$ 5,000 - 9,999

: : FILM FESTIVAL SPONSOR INCLUDES : :

- Title Sponsorship of short film
- LOGO recognition in print, signage and on Website
- Opportunity to host Cocktail Party
- Full page Ad in Program Guide
- Opportunity to provide promotional item for gift baskets
- Four (4) invitations to all Sponsor-hosted events, symposia and all three days of film

Festival Producer \$ 2500 - 4,999

- Sponsorship of Film depending on availability
- Prominent LOGO recognition in print, signage and on Website
- Full page Ad in Program Guide
- Logo or CEO head shot and company profile in Official Festival Program Guide
- Product Sampling/Display at selected film venues and/or events
- Four (4) invitations to all Sponsor-hosted events, symposia and all three days of film

Friend of the Festival \$ 1000 – 2499

- Line listing on signage, print recognition on Website
- Full page Ad in Program Guide
- Two (2) invitations to all Sponsor-hosted events, symposia and all three days of film

Demographics

The Festival is in the heart of a number of wealthy communities. It also represents an interesting opportunity to reach younger audiences with the presence of Monmouth University (more than 5000 students) and a number of other colleges. These communities have a vibrant social life, support charities generously and have a commanding disposable income, well above the national norm. By simply examining Monmouth County, it should be clear to advertisers that this is a premium opportunity to show interest in the welfare of the community and to display product and services to a receptive audience.

Source: <http://quickfacts.census.gov/qfd/states/34/340251k.html>

People QuickFacts Monmouth	Monmouth County	New Jersey
<i>i</i> Population, 2006 estimate	635,285	8,724,560
<i>i</i> Population, percent change, April 1, 2000 to July 1, 2006	3.2%	3.7%
<i>i</i> Population, 2000	615,301	8,414,350
<i>i</i> Persons under 5 years old, percent, 2005	6.3%	6.7%
<i>i</i> Persons under 18 years old, percent, 2005	25.4%	24.8%
<i>i</i> Persons 65 years old and over, percent, 2005	12.5%	13.0%
<i>i</i> Female persons, percent, 2005	51.2%	51.3%
<i>i</i> White persons, percent, 2005 (a)	85.8%	76.6%
<i>i</i> Black persons, percent, 2005 (a)	8.1%	14.5%
<i>i</i> American Indian and Alaska Native persons, percent, 2005 (a)	0.2%	0.3%
<i>i</i> Asian persons, percent, 2005 (a)	4.9%	7.2%
<i>i</i> Housing units, 2005	252,569	3,443,981
<i>i</i> Homeownership rate, 2000	74.6%	65.6%
<i>i</i> Housing units in multi-unit structures, percent, 2000	23.6%	36.1%
<i>i</i> Median value of owner-occupied housing units, 2000	\$203,100	\$170,800
<i>i</i> Households, 2000	224,236	3,064,645
<i>i</i> Persons per household, 2000	2.70	2.68
<i>i</i> Median household income, 2004	\$71,464	\$57,338



Special Markets

Calendar

The Festival is prominent in a number of communities and groups. Of special interest is the Holocaust-Genocide Film Symposium. In addition, the Festival works with community volunteers sponsoring a Children's Film Festival. Upcoming, the Festival has plans to screen Asian films particularly for the vibrant and dedicated population of Asian-Indian heritage. The Festival also plans to address issues that are important to our community, including a day of women's film and lectures; a day of sports films and lectures, with guest speakers and book-signings; a celebrity art and architecture film and lecture to serve high schools and senior citizens. A Healthcare in Crisis symposium is in active planning and will include film and expert panelists. These partnerships are very valuable to companies and individuals wishing to demonstrate their organizations' dedication to diversity.

Finally...

The Two River Film Festival is staffed by volunteers with excellent credentials. The Chair is a consultant and former CEO. The President is an art historian by training, founded the Festival, and maintains contacts throughout the film industry. The Vice-Chair is the Provost of a University. The Treasurer is a well-known senior banker. The Directors of the Festival are drawn from across the community, bringing their talents and skills to bear on this remarkable community program. Professional all in their own right, they have dedicated themselves to making their community a better place. Their collective influence in the community is well-recognized.

Join us as a sponsor. Your sponsorship will go a long way to promote our educational and entertainment program. Sponsorship of the Two River Film Festival is good business.

For information, see our website or contact Rosellen Otrakji at 732-933-9307