

OVERVIEW

Mayor Charlie Hales proclaimed Portland wasn't just the city of roses—it was the city of film. And over 30,000 people with more than 70 visiting filmmakers, actors and crew, and over 147 volunteers and 18 bands, DJs and musicians answered his call to participate in this year's festival. The event was capped with 3,600 attendees to the first-of-its-kind FREE outdoor screening of new independent film. The festival screened 83 films with over 20 world-premieres, 18 US and 78 Oregon-premieres. The audience was delivered over 54 hours of movies, workshops, classes, networking events and evening socials.


SPONSORS/SUPPORTERS

Several organizations and major employers came out to support the festival including:


AUDIENCE

Our audience is divided into 3 groups:

Event Buffs - looking for a social event with friends

Film Lovers - passionate long term supporters

Filmmakers - presenters, industry and those that aspire


Demographic:

35-44 (primary)

25-34 (secondary)

73/26 female/male

83% from Portland metro area

Tertiary educated

Professional

Psychographic:

Time poor

Social

Media savvy

Early adopters

Socially aware

Influencers

PRINT/SCREEN - TOTAL IMPRESSIONS 3,750,000

The Oregonian - (2) full page ads in Arts & Entertainment section.

Ticket give-away ad(s) in Living sections.

Willamette Week - One-half page ad

Portland Mercury - (2) half page ads, (4) full page ads, distributed program with newspaper

Art in the Pearl - festival program - inside back cover

OAMP - monthly newsletter - front page

FilmMaker Magazine - back page cover

Movies in the Park - Run of show slides and trailer

Venue Movie Theater Advertising - Run of show trailer at all venues during three-week lead up to festival

CONTINUED ON BACK...

OUTDOOR

Street poll banners - 750 banners were posted on street polls in Portland's close-in neighborhoods.

Venue banners - Each venue was branded with signage and schedule:

NW 21st between Hoyt & Irving during opening night

Cinema 21 and Closing Night Party Location

McMenamins Bagdad Theater

Living Room Theater - Theater 5 & 6

McMenamins Back Stage Bar

Ground Kontrol

World Trade Center - Main theater & classroom

McMenamins Mission Theater

Pro Photo Supply Event Center

Filmmakers Lounge

The Fields Park and two-adjointing streets/blocks

INTERNET

PortlandFilmFestival.com - Over 34k unique visits to our website

PDXPipeline - inclusion in newsletter and website

OregonLive.com - Links to our ticket give-away program.

Facebook.com - Advertised 3 months prior and more during the event.

Over 2,000,000 impressions.

Twitter.com - Before and during event. Over 1,250,000 impressions.

Filmmakermagazine.com - 2 months before to one month before event

Front page and run-of-site 600,000 impressions

Film Maker Magazine Newsletter - Over 300,000 subscribers (2) ads

(2) runs above fold - sent out 2 months before event

IFP.org - (2) ads above the fold front page and run-of-site 50,000imp

IFP Newsletter - Over 40,000 subscribers (2) ads (2) runs above fold - sent out 2 months before event

**GRASS ROOTS PROMOTION**

Festival guide - 50,000 printed and distributed through Mercury as well as distributed to venues and over 200 locations.

Community Partnerships: Cooped events/marketing with FashionNXT - Portland's largest fashion festival on the west coast.

Promotional Posters - 2,000 distributed through various sponsors, coffee shops and close-in neighborhoods.

HR Reach out Promotion - Distribute material to HR departments of top Portland employers and offered discounts and promotions.

Online Promo- Tickets/incentives on Oregonlive.com and PDX Pipeline.

Email Promotions/Newsletter: Promoted events through direct contact with attendees.

Social Media - Twitter Followers: 1398

Facebook: 2655 Likes - 853,430 friends of fans

**MEDIA COVERAGE**

Oregonian - three articles inc. sunday arts w/ photos & links to events.

Willamette Week - three articles including reviews from events - opening night film featured.

Portland Mercury - article and review.

Portland Monthly - events calendar.

KGW - Live broadcast and interview.

KXL - Live broadcast and interview - twice.

OPB - Radio interview and 2 articles.

Travel Oregon - article on opening night and festival.

MovieMaker Magazine - featured festival of the week and accompanying article/interview.

FilmMaker Magazine - mentions in newsletter and IFP newsletters

FOUNDING PARTNER - 35k

The "Founding Partner" level sponsorship is an elite level of association with extensive festival-wide exposure and title recognition. Every mention of the Portland Film Festival will also include the "presented by" credit for your company, along with many exclusive benefits at the festival.

Offerings:

- "Presented by _____" recognition throughout the festival on all printed, social media, video and radio ads and all mention of the Portland Film Festival.
- "Presented by _____" on street sign graphics.
- Logo and mention of "presented by _____" in online advertising.
- Co-marketing logo placement on billboard graphics.
- Ability to host industry related events in official schedule.
- Co-marketing mention in radio and movie theater ads.
- Premiere space for booth or products at the main outdoor events all dates.
- Website mention and logo placement on the front page.
- Facebook and Twitter mentions throughout event.
- Your choice of being the host of the opening night or closing night party and gala.
- VIP access to directors, celebrities and filmmakers.
- Back-cover exposure on the program guide.
- 30-second sponsorship video before screenings.
- Employees of your company get reduced cost and FREE access to events.
- See ADDITIONAL BENEFITS.

PREMIERE SHOW SPONSOR - 20k

A Premiere Show sponsorship offers preferred status and second-tier recognition with festival-wide exposure. Your company is awarded major visibility, exclusive benefits and access throughout the festival.

Offerings:

- Smaller logo placement on street sign graphics.
- Co-marketing logo placement on billboard graphics.
- Co-marketing mentions in radio and movie theaters.
- Exposure at "Movies in the Park."
- Space for booth or products at the main outdoor events each date.
- Website thanks and logo placement on the front page.
- Inside-front or inside-back cover exposure in the program guide.
- 15-second sponsorship spot to play at all screenings.
- See ADDITIONAL BENEFITS.

FESTIVAL SPONSOR - 10k

A major sponsorship provides custom integration with a program and venue.

- Co-marketing mentions in radio and movie theater ads including "Movies in the Park."
- Space for booth or products at the main outdoor events all dates.
- Website mention and front-page logo placement.
- Logo placement at parties and workshops.
- Slide before every film screening and event.
- See ADDITIONAL BENEFITS.

SIGNATURE SPONSOR - 1-5k

- Co-marketing logo placement on billboard graphics.
- Co-marketing mention in radio and on-screen movie theater ads.
- Small space for booth or products at the main outdoor events each date.
- Website mention and logo placement.
- Slide before every film screening and event.

ADDITIONAL BENEFITS

- Opportunity to distribute products, marketing or flyers in festival gift bags.
- Booth space at outdoor screenings/venues.
- Ad placement in the official program guide.
- Logo recognition on Portlandfilmfestival.com, Facebook link to your website, tweets about your brand/product.
- Logo and signage in the Filmmakers' Lounge.
- Festival passes to all events and film screenings with priority seating.
- Admission to VIP opening night party and Closing Night Awards Ceremony.
- Recognition in theater announcements.
- Thank you and logo placement in festival press releases.

SPONSORSHIP WITHOUT ASSOCIATION

A FESTIVAL CO-SPONSORSHIP offers shared billing on a program, venue or special event.

A PRODUCT & SERVICES SPONSORSHIP provides brand visibility for an in-kind donation.