



THE MISSION

- To **CELEBRATE** films and their impact on society
- To **HONOR** filmmakers and recognize their achievements and contribution in enhancing the creative community
- To provide **EDUCATIONAL** programs to students to develop better understanding of the role of film in today's world
- To **PROMOTE** the City of Dallas and its commitment to the art of filmmaking



5th ANNIVERSARY CELEBRATION

**DALLAS International Film
Festival**
March 31 – April 10, 2011

A 5th Anniversary Celebration
honoring Founder and Chairman
Emeritus, **Liener Temerlin**

“The creative influence of Liener Temerlin has left a mark on the city of Dallas. As Mayor, I have always been proud to be a part of the DALLAS International Film Festival, even more so in 2011 when the festival is being dedicated to Liener, a true trailblazer.”

- Dallas Mayor Tom Leppert



SPONSORSHIP OPPORTUNITIES

WHERE: Screenings and special events will take place at potential venues throughout DALLAS including Landmark's Magnolia Theatre, AMC NorthPark 15, Angelika Film Center, Hotel Palomar, Nasher Sculpture Center, Dallas Museum of Art, AT&T Performing Arts Center, Majestic Theater, Latino Cultural Center, Southern Methodist University, Highland Park Village and schools and universities throughout the area.

REACH: Capturing the spotlight in the national and international press, the Festival has been covered by the local press in Dallas, coast to coast in the U.S. and all the way to South Africa on CNN. The DALLAS International Film Festival secured strategic partnerships with multiple national and local media outlets resulting in over **2.3 billion** impressions for the Festival and its Sponsors in a four-year span.

ATTENDANCE: In 2011, an estimated 40,000 guests are expected to attend the various screenings and special events. The 2011 Festival's presentation of more than 160 screenings makes it one of the largest film festivals in the Southwest.



SPONSORSHIP OPPORTUNITIES

Attendee Demographics

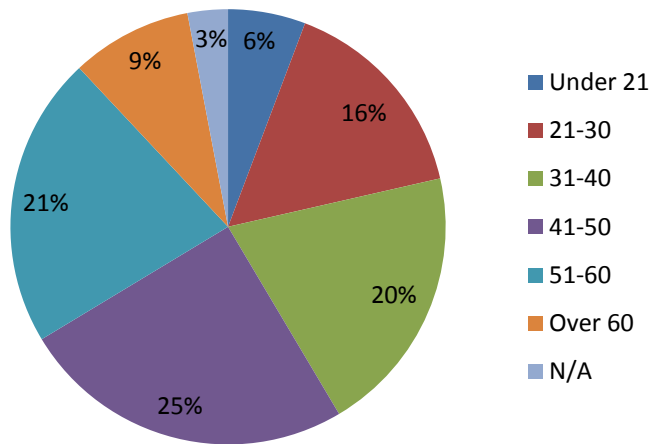
DALLAS International Film Festival attendees are derived from a demographic with a high degree of education and disposable income. Our program is an outstanding opportunity to speak to a niche and progressive audience.

- 44% male and 56% female
- 25% are aged under 30, 45% 30-50 and 30% over 50
- 71% have university or college degrees
- 67% with HHI over \$50K, 34% with HHI over \$100K per year

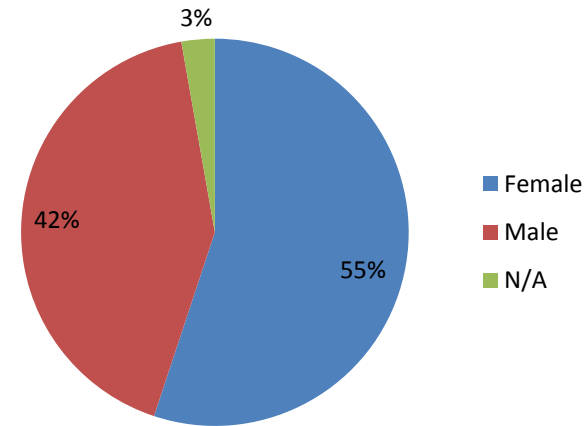


SPONSORSHIP OPPORTUNITIES

Age



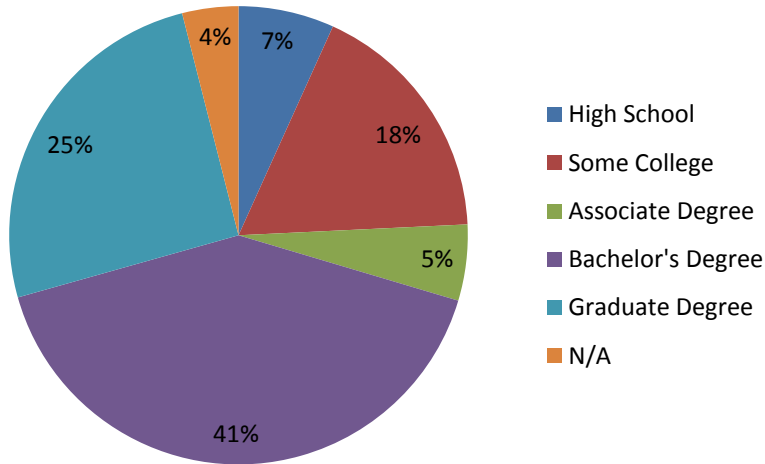
Gender



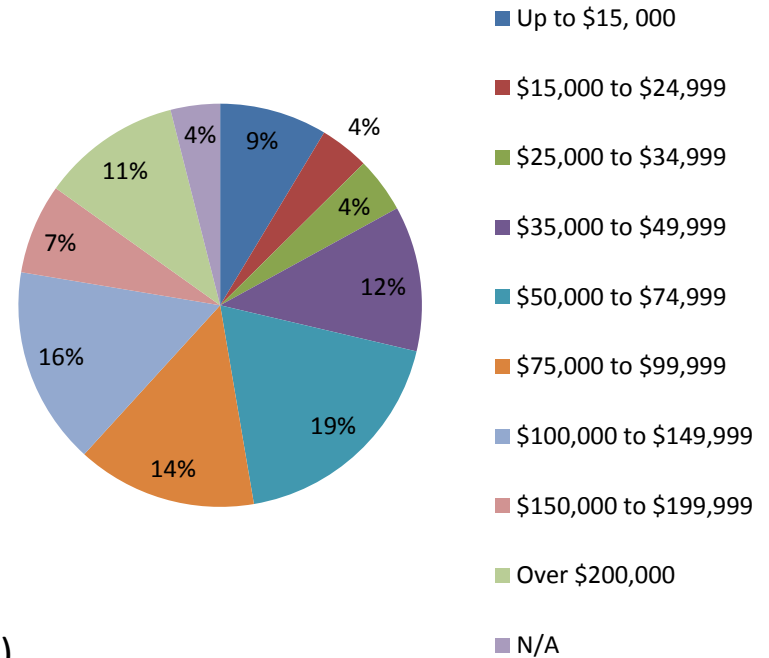
(2009 attendees responding to a post-festival survey)

SPONSORSHIP OPPORTUNITIES

Education Level



Combined Household Income



(2009 attendees responding to a post-festival survey)

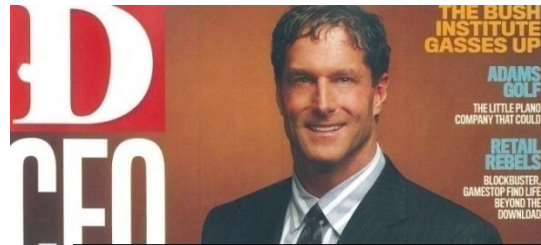
SPONSORSHIP OPPORTUNITIES

Estimated 2011 Festival Impressions:

Advertising	15,000,000 – 25,000,000
Marketing / Signage	5,000,000
Press	250,000,000+



SPONSORSHIP OPPORTUNITIES



Closing Quotes

WILD AND FIERCE FEATURING INTERVIEWS BY BUSINESS ANALYST DAVID JOHNSON

"I think the government, frankly, isn't doing a very good job. We have got to move toward a security system which focuses on the people, not on things. That means we've got to do profiling... We've got to move toward the model set where we make it easier for most people to travel."

Robert Crowell, former chairman, president, and CEO, American Airlines, on airport security.

"We're still waking up every morning trying to figure out how we can be a great place to work. We don't even put the customer first, we put the employee first, and then they take care of the customer better than anybody else. And if those two things are happy, then I think your shareholder is going to be real happy, too."

Rip Tiedel, co-founder, chairman, and CEO, The Container Store, on why the company has become the largest container retailer in the U.S.

"We've done three years with AFI, and now we're going to take the training wheels off and ride the bike by ourselves, so to speak. We feel like we're trained and ready to go."

Tony Proster, president and CEO, Dallas Film Society, on the transition from AFI Dallas to the Dallas International Film Festival.

BY DAVID JOHNSON APRIL 2010



"We actually hold our advertisers accountable to make sure they get the job done right. When we come to them with a problem that a customer has raised, they're usually very sensitive to help us and get it fixed. But if they don't, we do not allow them to continue to advertise in our products."

Robert M. Klein, CEO, CyberLover SuperMedia Inc., former VP for the Dallas Pages, on the company's "happy customers."

"We saw some very good and emerging signs in the fourth quarter. We continued to see strong deposit growth, and a slower pace of decline in loan demand, which is very important because that tends to signal a more positive environment in our customer base."

Robert W. Smith Jr., chairman, president, and CEO, Comerica Bank, on the company's investments.

"What we're seeing now—they're calling it 'seasonal trend'—is our softest lead. And seasonal trend usually turns out to be the corporate America, get out and see your customers."

Steve Johnson, president and CEO, Dallas International Film Festival, on growth in the hospital industry.



25 FILM FESTIVALS WORTH THE ENTRY FEE IN 2010

WITH A LITTLE HOMEWORK, YOU CAN MAKE SURE THERE'S A PAYOFF FOR YOUR

DALLAS INTERNATIONAL FILM FESTIVAL

DALLAS, TX – DALLASFILM.ORG

Everything's bigger in Texas, including the prize money. This fast-growing fest offers two separate \$25,000 Target Filmmaker Awards (one for a documentary, the other for a narrative film) as well as MPS Studios' Texas Filmmaker Award, offering \$10,000 in cash and another \$10,000 in goods and services to make producing your next film a lot easier.



DALLAS INTERNATIONAL FILM FESTIVAL

11 days of reel passion

Reviewing take-aways from this year's homegrown event

"What did you see today?" "Did you go to that party?" "What's showing tonight?"

There are the sounds of a film festival, big, small, or somewhere in between, humming along. They could be heard to hulk over the past 11 days as the Dallas International Film Festival unfolded across the city: a less glamorous and star-laden production than years past but somehow cozier, more homegrown. For the first time, the American Film Institute wasn't part of the picture, and the festival, bearing its new name, felt more Dallas-like.

Artistic director James Faust says attendance was about the same as last year, though some of the houses were bigger and therefore a little emptier. He also sees room for improvement the next time around.

Late-night screenings, for example, weren't always matched well with late-night films. For example, by scheduling the second screening of the fine Van Cliburn documentary *A Surprise in Texas* at 10:30 p.m. Monday the festival made it hard for a Cliburn-type audience to come out and enjoy. (The first screening, at 7:30 p.m. Sunday, was enthusiastically

MOVIES



CHRIS VOGNAR
FIFF/DIFF

packed). "We need to listen to the audience a little more," Faust told me. He also wants to add another screen or two, mostly to make it easier to add screenings of the competition films. But DIFF already has an impressive geographical breadth. Part of the festival's fun is coming from one venue to the next: 4:30 p.m. at the Angeltube, 7 p.m. at the Magnolia (both the Mockingbird Station and West Village shopping areas were hopping for most of the week).

The festival attracted big names such as Oscar-winning animator Pete Docter (*Up*), director Frank Darabont (*The Shawshank Redemption*), cinematographer Wally Pfister and director John Lee Hancock.

See DIFF Page 2E

TITLE
Limit 1
\$250,000

PRESENTING
Limit 1
\$150,000

PREMIUM
\$100,000

OFFICIAL
\$75,000

FESTIVAL
\$50,000

CONTRIBUTOR
\$25,000

AFFILIATE
\$15,000

Naming Rights to Festival	Logo in Branding ahead of DIFF Name	Logo in Branding following DIFF					
Outdoor Advertising	Logo in Branding ahead of DIFF Name	Logo in Branding following DIFF	LOGO				
Ticket Stock	Logo in Branding ahead of DIFF Name	Logo in Branding following DIFF	LOGO				
Screening Vouchers	Logo in Branding ahead of DIFF Name	Logo in Branding following DIFF	LOGO				
Option to provide :30 commercial	All Screenings	All Screenings	Sponsored Screenings	Sponsored Screenings	Sponsored Screenings		
Inclusion in Print Advertisements	Logo in Branding ahead of DIFF	Logo in Branding following DIFF	LOGO				
Inclusion in TV Advertisements	Logo in Branding ahead of DIFF	Logo in Branding following DIFF	LOGO	LOGO			
Inclusion in Sponsor Signage	Logo in Branding ahead of DIFF	Logo in Branding following DIFF	LOGO	LOGO	LOGO	LOGO	LISTING
Trailer (150+ screenings)	Logo in Branding ahead of DIFF	Logo in Branding following DIFF	LOGO	LOGO	LOGO	LOGO	LISTING
Quick Guide	Logo in Branding ahead of DIFF	Logo in Branding following DIFF	LOGO	LOGO	LOGO	LISTING	LISTING
Program Guide	Logo in Branding ahead of DIFF	Logo in Branding following DIFF	LOGO	LOGO	LOGO	LOGO	LOGO
Website (dallasfilm.org)	Logo in Branding ahead of DIFF	Logo in Branding following DIFF	LOGO/LINK	LOGO/LINK	LOGO/LINK	LOGO/LINK	LOGO/LINK
Sponsor Slide Show	▪	▪	▪	▪	▪	▪	▪
Spotlight in E-Newsletter	▪	▪	▪	▪	▪		
Listing in Press Release(s)	▪	▪	▪	▪	▪	▪	▪
Advertisement in Program Guide	DBL TRUCK FRT INSIDE CVR & FCP BACK INSIDE CVR	DBL TRUCK & BACK COVER	DBL TRUCK	1PG COLOR	1PG COLOR	1/2 PG COLOR	1/4 PG COLOR
Exclusivity in Industry Segment	▪	▪	▪	▪	-		
Option to Sponsor a Screening	▪	▪	▪	▪	▪		

SPONSORSHIP OPPORTUNITIES

In addition to financial sponsorship, a wide variety of opportunities exist to create a sponsorship uniquely tailored to the donor’s particular interest or needs. The following list will give you an idea of some of the naming opportunities available with recognition at the corresponding sponsorship level. Higher levels of sponsorship would require an addition investment:

Festival Lounge	\$50,000	Industry Panels	\$10,000
Audience Awards	\$40,000	Mexican Cinema	\$10,000
Dallas Film Society Honors	\$25,000	Talk Shows	\$10,000
Opening Night	\$25,000	Lanyards	\$5,000
High School Day	\$20,000	Festival Lounge Party	\$5K - \$20K
Family Days	\$20,000		
Environmental Visions Award	\$15,000		
Box Office	\$15,000		
Shuttle Service	\$15,000		

In addition, we welcome the opportunity to work directly with donors to create other naming opportunities that might be more closely aligned with their special areas of interest. The financial requirements for naming opportunities differ; therefore, we encourage you to discuss your ideas with us. If you are interested in any of the naming opportunities listed above, please contact Charla Masarik at 214.720.0555 x 19 or via email at cmasarik@dallasfilm.org.

SPONSORSHIP OPPORTUNITIES

This document is merely a glimpse into how your company can partner with the Dallas Film Society whether that is for the DALLAS International Film Festival or year-round programs. We would appreciate the opportunity to meet with you and your team to further discuss these and many other sponsorships in more detail. Our goal is to customize a package that is a win-win for your company, the Festival and its thousands of attendees.

For additional information, please contact:

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