

FUSION FILM
FESTIVAL '10
A CELEBRATION OF WOMEN FILMMAKERS

7th Festival Sponsorship Overview

ABOUT FUSION

BACKGROUND

Fusion Film Festival was founded seven years ago at New York University's prestigious Tisch School of the Arts with the mission of encouraging, promoting and inspiring women filmmakers in the NYU Community. Each year, Fusion mounts a multi-day film festival with multiple screenings, industry panels, masterclasses, retrospectives, and student showcases.

DATES

February 25th, 26th, 27th

LOCATION & VENUES

New York, New York. Programs are presented at various screens at NYU's Prestigious Tisch School of the Arts.



WHY SPONSOR?

THE AUDIENCE

- *Young educated, primarily female audience*
- *High profile judges and panel*
- *Hard to reach demographic in New York*
- *Active media consumers and early adopters*
- *Passionate about film*
- *Past guests include Julie Taymor (Frida, Across the Universe), Amy Heckerling (Clueless), Karyn Kusama (Girlfight), Marilyn Agrelo (Mad Hot Ballroom) and Barbara Kopple (Shut Up & Sing)*
- *More than 50% of NYU students are from outside of New York, the second highest being California*

BRANDING OPPORTUNITIES

- *Category exclusivity*
- *Logo visibilities in printed materials*
- *Inclusion in Festival press releases*
- *Banner and signage display*
- *Product and promotion merchandise distribution*
- *Recognition announcement at screenings*
- *VIP passes to films, programs, and events*
- *Invitations to Fusion Festival Wrap Party*
- *Access to event photos*



PAST SPONSORS



THE OPPORTUNITIES

Sponsorship at Fusion Film Festival is a powerful marketing tool with unique packages custom-designed to support your company's business objects and align your company's brand with a festival that targets a key demographic. Outlined below are some of benefits of giving to Fusion – and of course, with each new partnership, **we are eager to collaborate to create a custom tailored package that fits your business.**

PRESENTING SPONSOR (Donation valued at \$2500+)

- Festival “**Presented By...**”
- **One-minute advertisement** featured ahead of each screening
- **Heading on festival poster**
- **Full Page** in festival program
- Promotional Product Distributed
- Recognition during in-theatre announcements
- **Logo recognition** on poster, press releases, website, on location at events and parties
- **10 VIP Passes** to all Fusion events including wrap party

GOLD SPONSOR (Donation valued at \$1000+)

- **Full Page** in Program
- Category “**Presented By...**”
- Promotional product distributed
- Recognition during in-theatre announcements
- **Logo recognition** on poster, press releases, website, on location at events and parties
- **10 VIP Passes** to all Fusion events including wrap party

SILVER SPONSOR (Donation valued at \$500-\$1,000)

- Promotional product distributed
- Recognition during in-theatre announcements
- **Logo recognition** on poster, program, website, on location at events and parties
- **6 VIP Passes** to all Fusion events including wrap party

BRONZE SPONSOR (Donations valued at under \$500)

- Logo recognition on program, website, on location at events and parties
- Promotional product distributed
- **4 VIP Passes** to all Fusion events including wrap party