

Opportunities: 2014-15 Philadelphia Film & Animation Festival

Project Twenty1, a 501(c)(3) not-for-profit arts organization, with the support of dozens of community partners, will produce a 3-5-day festival of independent screenings, educational workshops, and career-building events, in spring 2015 in Philadelphia, PA.



This festival will exhibit, promote, inspire and connect emerging artists while entertaining and educating over 3,000 people from the local community. Films and animations screened at this event will be selected by a community panel of volunteers from over a library of over 1,400 films through fall and winter, 2014-2015.

Program Objectives & Local Benefits:

- Support the underserved community of emerging media artists that need “their first break” by providing:
 - Public exhibitions of short and feature films by students and talented emerging artists
 - Career-connections with industry professionals
 - Project support through volunteer and partner connection
 - Education in grassroots marketing, fundraising, and business development
- Kickstart awareness of independent film and animation in Philadelphia
- Discover new and exciting films that might otherwise go unseen, and help put them in the public spotlight.
- Help independent filmmakers and creative industries thrive, and provide a path towards sustainability.
- Involve the community in the arts in a unique way by helping discover the next Steven Spielbergs.

Donations:

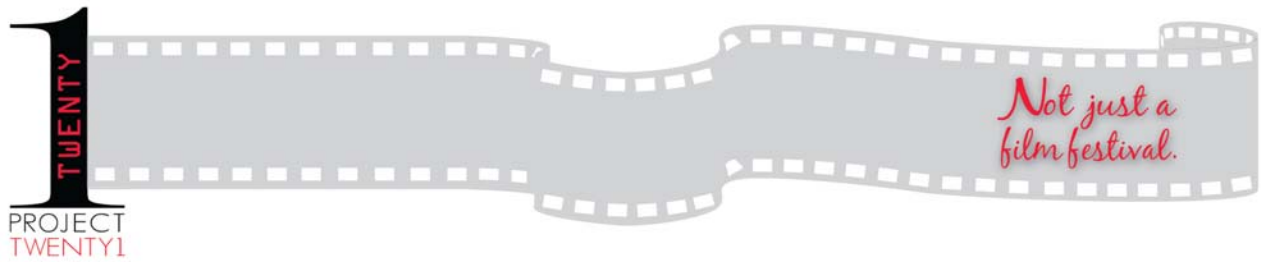
Levels of Support:

- **Honorary Producer** (\$10,000+) (verbal thanks at award show & option to present awards on stage, photos & bio in the program, 10 free all-access passes)
- **Visionary** (\$5,000+) (name in program, verbal thanks at awards show, 8 free all-access passes)
- **Leader** (\$1,000+) (name in program & 4 free all-access passes to the festival)
- **Supporters** (\$250+) (name in program & 2 free all-access passes)

Charitable contributions are tax-deductible to the full extent of the law and you will be provided with a receipt. You can donate online on www.Razoo.com/PFAF12 or mail checks (payable to Project Twenty1) to:

Project Twenty1, 107 East Main Street, Suite LL1, Norristown, PA 19401, ATTN: PFAF-D

Please include your name, address and/or e-mail so we can send you a receipt for your tax-deductible donation.



Sponsorships/Advertising Partnerships:

Presenting Sponsor: \$50,000 (only 1 slot available)

- 2014-15 Naming rights, i.e. "YOUR NAME Presents the Philadelphia Film & Animation Festival"
- Your logo incorporated with 2014-15 PFAF Logo
- Logo on Red Carpet Backdrop
- Full Page Color Ad on back page of every program or centerfold
- Exclusive Top Tier Listing on all Marketing Collateral (print and web)
- Up to 3 different on-screen advertisements in rotation before all screenings
- Logo listed as sponsor on-screen before all screenings
- Table/booths available during all 4-days of festival and 10 VIP Passes
- Name/Logo on all 2014-15 T-Shirts
- Promotional giveaways & literature (pens, cups, brochures, ads, etc.) distributed at event
- Verbal acknowledgement at every screening, Red Carpet presentation, and Awards show

Premium Sponsor: \$25,000

- Full Page color ad inside program
- Logo on Red Carpet Backdrop
- Official Sponsor Tier Listing on all print Marketing Collateral
- Up to 2 different on-screen advertisements in rotation before all screenings
- Logo listed as sponsor on-screen before all screenings
- Promotional giveaways (pens, cups, etc.) distributed at event
- Table/booths available during all 4-days of festival and 5 VIP Passes
- Verbal acknowledgement at every screening, Red Carpet presentation, and Awards show

Official Sponsor: \$10,000

- 1/2 Page B&W Ad in program
- 1 on-screen advertisement in rotation before all screenings
- Logo listed as sponsor on-screen before all screenings
- Sustaining Sponsor Tier Listing on all print Marketing Collateral
- Table/booths available during all 4-days of festival and 2 VIP Passes
- Verbal acknowledgement at Awards show

Sustaining Sponsor: \$5,000

- 1/4 Page B&W Ad in program
- 1 on-screen advertisement in rotation before all screenings
- Logo listed as sponsor on-screen before all screenings
- Partner Tier Listing on website, program, and printed posters
- 2 VIP Passes

Community Partner: \$1,000

- 1 on-screen advertisement in rotation before all screenings
- Logo listed as sponsor on-screen before all screenings and in thank you section of program
- 2 VIP Passes

Please contact 215-253-7640 with any questions. Make checks payable to: **Project Twenty1**, and send to: Project Twenty1, 107 East Main Street, Suite LL1, Norristown, PA 19401, ATTN: PFAF-S **Please include your name/company name, address and/or e-mail as well as the contact info for your graphics design/ad person.**