

A P R I L 2 1 - 2 3 , 2 0 0 6



www.salemfilmfestival.com

a project of:

THE
Historic
Elsinore
THEATRE

Salem Film Festival

A project of

The Historic Elsinore Theatre

April 21-23, 2006

Mission/Vision:

The Salem Film Festival will bring exceptional films and filmmakers to Salem in order to showcase independent film talent, provide educational opportunities for amateur and student filmmakers, foster film appreciation in the community, strengthen the local economy, and improve Salem's quality of life.

The festival will mix the familiar with the obscure, the domestic with the foreign, the amateur with the professional, and will provide a cross-generational, cross-cultural experience for wide variety of people interested in the art of film.

Partners

- **The Historic Elsinore Theatre**, a magnificently restored 1,200-seat theater built in 1926, which hosts a wide variety of live performances each year from Bach to Broadway.
- **Salem Cinema**, a locally owned movie theater specializing in art, foreign, and independent film with broad appeal to the more sophisticated film aficionado.
- **Allied Video Productions** - Salem's premier video production company known for their professionally produced live events as well as training videos, television commercials, and fundraising videos for nonprofit organizations.
- **IKE Media**, a nonprofit entity whose mission is "With uncommon acceptance, assist youth with professional media creation and inspire them to believe in their true value."
- **Chemeketa Community College**, which established the Wednesday Evening Film Series in the early 1970s and has since educated thousands of patrons and students on the art, craft, and history of film and filmmaking.
- **Willamette University**, a nationally ranked liberal arts college which offers a diverse collection of courses in film, including classes in video, screen writing, documentary, film history and criticism, and various national cinemas.

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The first annual Salem Film Festival, a project of the Historic Elsinore Theatre, in cooperation with Salem Cinema, Ike Media, Chemeketa Community College, and Willamette University will be held April 21-23, 2006.

This weekend event will bring exceptional films and filmmakers to Salem. It will provide a cross-generational, cross-cultural experience for hundreds of people ranging from high school and college students to senior citizens. In doing so, the Festival will benefit Salem's downtown core with increased activity and excitement.

Celebrity events, cutting edge and classic films, workshops and panel discussions will be held at the Historic Elsinore Theatre, Salem Cinema, The Ike Box, and Willamette University campus. The Festival will give high school and college students, as well as amateur filmmakers, the opportunity to show their work on the big screen. In addition, the Festival will enhance community awareness and support of Ike Media, an organization dedicated to helping at-risk youth build skills in multi-media, commercial production, and filmmaking.

We'd love to give you and your business the opportunity to be a sponsor of this special project. Your participation will help:

- Provide the community with the opportunity to view films which might not otherwise be shown in the local area
- Increase appreciation for art house and independent films by promoting the knowledge and understanding of how films are made
- Boost the local economy by bringing people downtown where they will spend time and money in restaurants, shops and hotels
- Enhance the city's image by attracting a "creative class"
- Bring film industry professionals to town – potentially inspiring them to return with projects

Please review the sponsorship opportunities outlined in the enclosed packet and consider becoming a Charter Sponsor of this exciting new event. If you are not able to participate at any of the levels described, please consider giving a tax-exempt donation of cash, merchandise or services which can be given to students and amateurs as awards for outstanding achievement in film production.

Thank you for your consideration,

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Producer Sponsorship

- Name and logo prominently featured in all promotional and advertising materials, including newspaper, radio, cable television commercials, street banners, printed programs and tickets
- Recognition on the cover of the festival program, which will be distributed to 105,000 households in the Statesman Journal
- Full page ad inside the program
- Full page article in the program about your business, your commitment to the community and involvement in the festival
- Name and logo prominently featured on the Salem Film Festival's website with a direct link to your own website
- Name and logo prominently featured on the Statesman Journal website
- Signage in all three venues throughout the festival
- Video recognition prior to every classic and silent film shown on Wednesday evenings beginning in January 2006, at the Historic Elsinore Theatre and Chemeketa Community College's Classic Film Series
- Recognition as sponsor of the opening night celebrity event at the Elsinore on April 21, 2006
- Video recognition prior to every film block shown at The Historic Elsinore Theatre and Salem Cinema throughout the Film Festival weekend
- Audio recognition at each panel discussion and workshop
- Name and logo included in the award presented to the best student film
- Twelve VIP passes to all celebrity events, films, panel discussions, workshops and classes, as well as two tickets to private dinners with celebrities

One Sponsorship Available
Investment - \$25,000

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Director Sponsorship

- Name and logo included in promotional materials, including posters and printed program
- Quarter page ad in the Salem Film Festival program, which will be distributed to 105,000 households in the Statesman Journal
- Recognition as a Director Sponsor in the Salem Film Festival program
- A feature article shared with other like sponsors in the program highlighting your company's commitment to the community and involvement in the festival (Can include a photograph)
- Name and logo featured on the Salem Film Festival's website with a direct link to your own website
- Name and logo prominently featured on the Statesman Journal website
- Signage in all three venues throughout the festival
- Video recognition as a Director Sponsor prior to every classic and silent film shown on Wednesday nights beginning in January 2006, at the Historic Elsinore Theatre and Chemeketa Community College's Classic Film Series
- Video recognition prior to every film block shown at The Historic Elsinore Theatre and Salem Cinema throughout the Film Festival weekend
- Eight VIP passes to all celebrity events, films, panel discussions, workshops and classes

Investment - \$5,000

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Leading Role Sponsorship

- Recognition as a Leading Role Sponsor in the Salem Film Festival program, which will be distributed to 105,000 households in the Statesman Journal
- Sixteenth page ad in the Salem Film Festival program
- A short feature article shared with other like sponsors in the program highlighting your company's involvement in the festival
- Name and logo featured with other Leading Role Sponsors on the Salem Film Festival's website with a direct link to your own website
- Name and logo featured on the Statesman Journal website
- Video recognition as a Leading Role Sponsor prior to every classic and silent film shown on Wednesday evenings beginning in January 2006, at the Historic Elsinore Theatre and Cheme-keta Community College's Classic Film Series
- Video recognition as a Leading Role Sponsor prior to every film block shown at The Historic Elsinore Theatre and Salem Cinema throughout the Film Festival weekend
- Four VIP passes to all celebrity events, films, panel discussions, workshops and classes

Leading Role Sponsorship Investment - \$2,500

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SHOW ME THE PATH • Student/Amateur Competition

The student/amateur portion of the Salem Film Festival will begin on Tuesday, April 18, 2006. IKE Media, a nonprofit organization dedicated to assisting at-risk youth with professional media creation and inspiring them to believe in their true value, will host a series of events created to appeal to high school and college students centered on the theme "Show Me the Path".

This portion of the Festival will:

- Inspire young people to explore their own artistic abilities and the variety of paths into the industry of multimedia production
- Introduce students and young amateur filmmakers to experts who will share their own personal stories and provide insights into the industry
- Inform them of the variety of educational choices and professional opportunities
- Give them a venue for showing their work

Professionals in the fields of media creation and production will participate in panel discussions where they will share with youth their expertise along with the stories of their own personal paths into the industry.

IKE Media will host a career opportunity fair at which educational institutions specializing in film and multimedia coursework will have the opportunity to talk with students and help them learn more about the education and training required for jobs in the industry.

A panel of judges will select the best videos submitted by student and amateur filmmakers throughout the Northwest for competition in the following categories:

Entry Categories

Non-Fiction	(8-10min max)
Fiction	(8-10min max)
Abstract/Artistic	(1-3min max)
Highlights Reel	(1-3min max)

Themed Category "Show Me the Path"	(60sec max)
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72 Hour Project – Timed entry-special rules & theme
(5min max)

***Free Entry – Opportunity for everyone**

PSA	(30sec max)
Commercial of any type	(30sec max)
Best Special FX or Motion Graphics	(1min max)

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A continuous loop of the qualifying videos will be shown at various times throughout the week at IKE Media. The top three winners in each category will be honored in an awards ceremony at the Historic Elsinore Theatre on Saturday, April 22. Their films will be shown on the big screen before a large, live audience.

The three days of events at IKE Media leading up to the professional portion of the Film Festival will help students think creatively and imagine the possibilities of how they can follow their own unique path.

Show Me the Path Sponsorship

- Recognition as a Show Me the Path Sponsor in the Salem Film Festival program, which will be distributed to 105,000 households in the Statesman Journal
- A 1/16th page ad in the Salem Film Festival program
- A short feature article shared with other like sponsors in the program highlighting your company's support of the student/amateur portion of the festival
- Name and logo featured with other Show Me the Path Sponsors on the Salem Film Festival's website with a direct link to your own website
- Video recognition as Show Me the Path Sponsor prior to every classic and silent film shown on Wednesday evenings beginning in January 2006, at the Historic Elsinore Theatre and Chemeketa Community College's Classic Film Series
- Name and logo featured on the Statesman Journal website
- Signage at IKE Box during the week of April 17, 2006
- Audio Recognition prior to every panel discussion and educational presentation at the IKE Box
- Audio recognition and signage at the Historic Elsinore Theatre during the student/amateur film screenings and award ceremony
- Naming and presentation opportunity for an individual student/amateur award
- Four passes to all celebrity events, films, panel discussions, and workshops

Show Me the Path Sponsorship Investment - \$2,500

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Star Sponsorship

- Name included in the sponsor page of the Salem Film Festival program, which will be distributed to 105,000 households in the Statesman Journal
- Name and logo featured with other Star Sponsors on the Salem Film Festival's website with a direct link to your own website
- Name and logo featured on the Statesman Journal website
- Video recognition as a Star Sponsor prior to every classic and silent film shown on Wednesday evenings beginning in January 2006, at the Historic Elsinore Theatre and Chemeketa Community College's Classic Film Series.
- Video recognition as a Star Sponsor prior to every film block shown at The Historic Elsinore Theatre and Salem Cinema throughout the Film Festival weekend
- Two passes to all celebrity events, films, panel discussions, workshops and classes

Star Sponsorship Investment - \$1,000

Other Amazing Sponsorship Opportunities:

- Donate cash or gift certificates for hotel rooms, restaurant meals, merchandise or services to be given as prizes to students and amateurs for outstanding achievement in filmmaking

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Sponsorship Application / Contribution Form

Name of Individual or Organization:

Contact Person for Organization:

Mailing Address:

Telephone:

Fax:

Email:

Sponsorship Level

- Producer** (\$25,000)
- Director** (\$5,000)
- Show Me the Path** (\$2,500)
- Star** (\$1,000)

Other Amazing Sponsors:

Donation of cash, merchandise or services

- \$500**
- \$250**
- \$100**
- \$50.00**
- \$25.00**
- Other** (please enter cash amount or describe donation of merchandise or service) _____

Salem Film Festival
c/o Historic Elsinore Theatre
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Salem, OR 97301

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