



10th Anniversary

2008 Sponsorship Package

DCIFF AWARDS & RECOGNITION

Recipient of the Secretary's Open Forum, United States Department of State Award in recognition of DCIFF and its outstanding contributions to international cultural affairs & support of media arts

Acknowledged as primary contributor to independent film in the Zagat's Movie Guide

Voted by MovieMaker Magazine as one of the top festivals for independent filmmakers

Selected by the Kennedy Center in 2003 and 2004 to be the only film festival of Washington, DC to present films during its' Prelude Festival showcasing the Best in the Arts in DC

Recipient of the 2002 Reatig Award/Rosebud Festival for Outstanding Service & Contribution to the Washington, DC, Maryland, Virginia Film & Video Community

DCIFF is a tax-exempt organization pursuant to Section 501(c) (3) of the IRS Code.
Washington, DC Independent Film Festival (DCIFF)
2950 Van Ness Street, NW, Suite 728, Washington, DC 20008
Phone: 202 537 9493 Fax: 202 686 8867 Email: sponsors@dciff.org

www.dciff.org



Table of Contents

About DCIFF	page 3
Schedule of Events	page 4
Sponsorship Opportunities & Levels	page 5
Benefits	Page 6
DCIFF Sponsorship Contract	page 8
Sponsorship Terms & Conditions	page 9
2007 / 9th annual List of Sponsors	page 11

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About DCIFF

EXPERIENCE: Now in our 10th year, DCIFF has the experience to present the most innovative event where industry professionals find new opportunities.

FESTIVAL: DCIFF is an award-winning annual festival that showcases over 100 films, both traditional format and cutting edge productions that bring a fresh perspective to the screen. Many of our festival films have gone on to the Academy Awards, Sundance, Toronto and Cannes, where some have taken prizes. We host a 'true' film festival, where films are selected, juried and judged by industry professionals. Our films come from across the nation and around the globe to enjoy our eclectic program of independent and international works. The festival begins and ends with its traditional Opening and closing night receptions with festival VIPs.

SEMINARS (DCIFS): DCIFF has developed a reputation for presenting the finest, most informative industry seminars, roundtables and forums available in the Mid-Atlantic region. We bring leading industry experts to speak to all areas of developing, producing, marketing, directing and acting in independent film. Participants are given a rare opportunity to meet with and learn from preeminent independent producers and directors as well as top executives from: **BET Entertainment Television, Cinema Libre, Discovery Communications, FAME Entertainment, Focus Features, Killer Films, New Line, New Market, Magic Lamp Releasing, National Geographic, PBS, Think Film, and TV One, as well as the Motion Picture Association, Washington, DC, Virginia film commissions, SAG Indie, IATSE, Teamsters, etc.**

MUSIC FESTIVAL: The 2nd annual Washington, DC Independent Music Festival runs in tandem with the Washington, DC Independent Film Festival to provide nightly entertainment. With an emphasis on international, national and local artists, the Music Festival presents diverse performances.

VIP FILMMAKER LOUNGE/HAPPY HOUR: The VIP Lounge is open during festival hours and also hosts special sponsored receptions for films in the festival and market. Every day at 6pm, DCIFF hosts a 6pm Happy Hour where the public can mingle with filmmakers and other film aficionados.

DC FILM MARKET & TRADE SHOW (DCIFM): An independent organization, the DCIFM hosts a film market & trade show during the festival. The market is an opportunity for industry professionals to view films that are available for acquisition. The trade show allows media businesses a venue where they can demonstrate their newest technologies and services.

DCIFF Demographics:

- Region - Washington, DC, Maryland, Virginia, West Virginia, Delaware, North Carolina
- Attendance (Festival and related events) - 6,500
- Median Household Income - \$73,866
- Number of Colleges & Universities - 41
- Educational Level (Bachelor Degree or Higher) - 42%
- Median Age - 26 years

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Schedule of Event

SUN	MON	TUE	WED	THU	FRI	SAT
				Opening Night 6 6pm–Happy Hour 7pm–Opening Ceremony 7:30pm–Film & Music Fest 10pm –Post Reception	Advocacy Day 7 9am–Advocacy Forum (Seminar) 1pm–Lunch (by invitation only) 6pm–Happy Hour 7pm–Film 10pm–Music Fest	International Women’s Day 8 Noon–Film 12:15pm–Seminar 2:15pm– Seminar 2:30pm–Film 4:15pm– Seminar 5pm–Film 6pm–Happy Hour 7:30pm–Film 10pm–Music Fest
9 Noon–Film 12:15pm–Seminar 2pm–Film 2:15pm–Seminar 4pm–Film 4:15pm–Seminar 6pm–Happy Hour 6:15pm–Film 10pm–Music Fest	10 6pm–Happy Hour 7pm–Film 10pm – Music Fest	11 6pm–Happy Hour 7pm–Film 10pm–Music Fest	12 6pm–Happy Hour 7pm–Film 10pm–Music Fest	13 6pm–Happy Hour 7pm–Film 10pm – Music Fest	14 6pm–Happy Hour 7pm–Film 10pm–Music Fest	15 Noon–Film 12:15 pm–Seminar 2:15 pm–Seminar 2:30pm–Film 4:15pm–Seminar 5pm–Film 6pm–Happy Hour 7:30pm–Film 10pm–Music Fest
Best of DC 16 Noon–Film 12:15pm–Seminar 2pm–Film 2:15pm–Seminar 4pm–Film 4:15pm–Seminar 6pm–Happy Hour 7pm–Closing ceremony 7:30pm–Film & Music Fest 10pm–Post reception						

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Sponsorship Opportunities

Each year DCIFF relies on the generosity of its sponsors and supporters to underwrite the film festival, seminars and related events. Please let us know how you would like to get involved.

FESTIVAL	SEMINARS	FOR MARKET/ TRADE SHOW	MUSIC FESTIVAL
Film Screenings		Screening Room	
International Sidebar		Trade Show Exhibition Hall	
Opening & Closing Ceremonies	Seminars & Panels presented by the industry's leading experts	VIP Lounge	Provides nightly live and DJ entertainment
Happy Hours / Receptions		Registration Area	
Awards			

Sponsorship Levels

Each sponsorship level includes a variety of promotional benefits. Sponsors may select additional events they wish to specifically support. (See Registration Form).

OFFICIAL SPONSOR	\$50,000
PLATINUM SPONSOR	\$30,000
GOLD SPONSOR	\$20,000
SILVER SPONSOR	\$10,000
BRONZE SPONSOR	\$ 5,000
COPPER SPONSOR	\$ 2,500

Additional Advertising

DCIFF provides additional advertising opportunities in:

DCIFF Program

FULL PAGE: 11 x 8.5 inches	\$ 1,000
HALF PAGE: 8.5 x 5.5 inches	\$ 600

DCIFF monthly E-Newsletter: Our monthly newsletter is sent to up to 38,000 recipients via e-mail. Advertisers can provide a short description (up to 60 words) of their company and services. One ad per month is \$250. Reserve one month in advance.

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Benefits	Official \$50,000	Platinum \$30,000	Gold \$20,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500
Sponsorship announcement in festival promotions such as television, radio.	X					
Sponsorship listing in local press promotions (City Paper, Washington Post, etc.)	X	X				
Organization logo on the DCIFF website (jpeg of logo provided by Organization)	Home Page w/Link	Home Page w/Link	Home Page w/Link	Sponsor Section	Sponsor Section	Sponsor Section
Distribution of sponsor brochure or schedule at screen events	With Ticket	With Ticket	On Display	On Display	On Display	On Display
Public announcement of sponsorship support at key festival events	X	X	X	X		
Organization name on all DCIFF marketing materials	One Year	One Year	One Year	One Year	One Year	One Year
B/W or color ad in DCIFF catalogue	Front Inside Cover	Front Inside Cover	Full Page Divider	Full Page Divider	4" x 5"	4" x 5"
Organization logo placement on festival poster	X	X	X			
Present a film award in Organization name at the Closing Night Ceremony	X	X	X	X		
Sponsor Opening Night or Closing Night (non-competitive) film screening	X	X	X	X		
Name or logo on DCIFF promo reel played prior to all screening	X	X	X	X	X	X
Screen Sponsors 30 Sec. promo ad on Opening Night	X	X				
Opportunity to speak at Opening Night event	X	X	X	X	X	X
A DCIFF award announced on Closing Night in honor of Organization	X	X	X			
Sponsorship announcement in E-mail newsletter	X	X	X	X	X	X

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Benefits (continued)

Organization designated Inaugural "Friends of DCIFF" with free annual memberships	10	8	6	4	2	1
Free subscription to DCIFF e-mail newsletter	X	X	X	X	X	X
'Welcome Packages' including DCIFF artwork on posters, t-shirts, and catalogues	30	18	12	6	3	1
Access to DCIFF VIP Lounge to entertain clients & guests	X	X	X	X	X	X
Table seating for guests at Opening & Closing Night VIP Receptions (seating with film cast)	30	18	12	6	4	2
Photo opportunity: Organization officials with festival directors, filmmakers, stars & award winners	X	X	X	X	X	X
VIP passes with access to all events	30	18	12	6	3	2

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DCIFF 2008 Sponsorship/Advertising Contract

Deadline: November 15th /Final Deadline: January 5th

Please complete and fax to: 202.686.8867 to reserve your sponsorship space. Then send a copy of the completed form with your check to: The Washington, DC Independent Film Festival, 2950 Van Ness Street, NW, Suite 728, Washington, DC 20008. If you have any questions, please call 202 537 9493.

Organization Name:	Organization Contact:
Full Address:	Zip Code:
Phone and Fax:	E-Mail:
Representative Name*	Title:
Representative Name*	Title:
Representative Name*	Title:
*Badges are non-transferable & delivered during the festival	

Your selection of Sponsorship Level:	Confirm Amount
<input type="checkbox"/> OFFICIAL SPONSOR - \$50,000	
<input type="checkbox"/> PLATINUM SPONSOR - \$30,000	
<input type="checkbox"/> GOLD SPONSOR - \$20,000	
<input type="checkbox"/> SILVER SPONSOR - \$10,000	
<input type="checkbox"/> BRONZE SPONSOR - \$5,000	
<input type="checkbox"/> COPPER SPONSOR - \$2,500	
<input type="checkbox"/> BOOTH AT THE TRADE SHOW (additional cost) please visit www.dciffm.org for details	
ADVERTISING (additional cost)	
<input type="checkbox"/> Full page Dividers (limited) 8.5" x 11" : \$2,500	
<input type="checkbox"/> Full page 8.5" x 11": \$1,000	
<input type="checkbox"/> Half page 8.5" x 5": \$600	
<input type="checkbox"/> Newsletter: One blurb (up to 60 words) per month: \$250	
<input type="checkbox"/> OTHER DONATION (Goods or Services) Specify:	
TOTAL SPONSORSHIP PACKAGE FEE (please make check payable to "DCIFF")	

If you would like your Sponsorship Package Fee to be applied specifically, please check:

- | | |
|---|--|
| <input type="checkbox"/> Washington, DC Independent Film Festival | <input type="checkbox"/> International Sidebar |
| <input type="checkbox"/> Washington, DC Independent Music Festival | <input type="checkbox"/> VIP Lounge |
| <input type="checkbox"/> Galas (Opening & Closing Ceremonies) | <input type="checkbox"/> Awards |
| <input type="checkbox"/> Receptions (Breakfasts, Lunchs, Happy Hours) | <input type="checkbox"/> Year-round Events |
| <input type="checkbox"/> DCIFF Film Seminars | |

By signing below, I agree to purchase this sponsorship package for the sum of \$ _____ (the "Total Sponsorship Package Fee") and to fully comply with all sponsorship terms and conditions.

Signature / Title

Date

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Sponsorship Terms and Conditions

PAYMENT, REGISTRATION & CERTIFICATE OF INSURANCE: Payment of 50% of the Total Sponsorship Package Fee is due upon signature of this Sponsorship/Advertising contract. Full payment of the Total Sponsorship Package Fee is due by January 5, 2008. Please make all checks payable to "DCIFF", 2950 Van Ness Street, NW, Suite 728, Washington DC 20008. Upon receipt of full payment, DCIFF will provide a receipt. Each Organization sponsoring the DCIFF and planning to have a booth at the festival must provide DCIFF a Certificate of Liability Insurance naming the DCIFF as an 'Additional Insured and Loss Payee' on the Organization's comprehensive liability insurance policy and must execute the attached Indemnification Agreement.

Sponsorship, Advertising, Banner Size, Deadlines, Insurance:

*Submit any jpeg of your Organization logo via email upon signing the Sponsorship/Advertising contract.

*Send your Organizations' camera ready ad specific to DCIFF 2008 by January 5, 2008. Ads must be black and white. Please make sure they fit your sponsorship level ad size. Both the 8.5" x 11" and 4" x 5" ads require a 0.2 inch margin (top, bottom, right and left) for printing. You may send a hard copy of your ad to the DCIFF office and a jpeg file to www.advertise@dciff.org.

*All banners, brochures, posters, standing displays, t-shirts, or other promotional give-away items (minimum 150 pieces for t-shirts or promotional give away items) (referred to collectively as "promotion materials") must be delivered to the DCIFF office by February 1, 2008. Banner size is determined by sponsorship level. All banners must be easy to display (please do not submit banners made of any hard materials).

*Sponsors wishing to provide a stand or standing display or set up a booth for promotional items must provide DCIFF with a Certificate of Insurance listing the DCIFF as Additional Insured and Loss Payee and execute the Indemnification Agreement attached.

**Organization representatives working in any booth or display at DCIFF must complete the Individual Release form attached.*

SPONSORSHIP/ADVERTISING CONTRACT CHECKLIST:

⌚ **Upon Signature:**

- ⌚ Copy of contract detailing sponsorship level and goods and services to be provided.
- ⌚ Payment of 50% of the total Sponsorship Package Fee due.
- ⌚ Organization logo and/or picture via e-mail (only jpeg or bitmap) due.

⌚ **By January 5, 2007**

- ⌚ Payment in full due.
- ⌚ Executed copies Certificates of Insurance and Indemnification Agreement due.
- ⌚ Printed and e-mail copy of Organization's advertising page, picture, and logo due.
- ⌚ Banner and/or minimum of 150 promotional items due to DCIFF.

FORCE MAJEURE

DCIFF shall not be liable for default, delay in performance or failure to perform pursuant to the terms of this Sponsorship/Advertising Contract, if such failure, delay or default is caused by conditions beyond DCIFF's control including, but not limited to, failure of a supplier, subcontractor or other party to substantially meet its performance obligations, for Acts of God, government restrictions (including the

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denial or cancellation of any permit or license) and/or any other cause beyond the reasonable control of the DCIFF.

WAIVER

Failure by the DCIFF to insist upon strict compliance with any of the terms, covenants or conditions of this Sponsorship/Advertising Contract shall not be deemed a waiver of such term, covenant or condition, nor shall waiver by DCIFF of any right or power under this Contract for any given time period be deemed a waiver or relinquishment of such right for all times.

GOVERNING LAW

The enforcement and interpretation of this Agreement shall be governed by the laws of the District of Columbia.

Indemnification Agreement – Organization

The undersigned Organization agrees to indemnify and hold harmless the DCIFF, its directors, officers, employees, agents and volunteers individually and in their corporate capacities (the “DCIFF Group”) from and against any and all loss, including; bodily injury and tangible or intangible property damage, including loss of use, arising from any act, or failure to act, by the Organization or any of its employees or affiliates.

Organization: _____ **Date:** _____

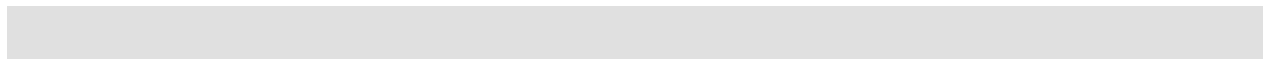
Title: _____ **Signature:** _____

Release Form – Individual

I, _____, do hereby represent and warrant that I am an employee/member of _____, a sponsor of the Washington, DC Independent Film Festival (“DCIFF”) and I do hereby release DCIFF, its directors, officers, agents, employess, volunteers and sponsors from any liability whatsoever, arising as a result of my attendance and participation with the Washington, DC Independent Film Festival and its related events.

Organization: _____ **Date:** _____

Title: _____ **Signature:** _____



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Special thanks to our 2007 Sponsors & Supporters

University of the District of Columbia *
Time Warner * Comcast *
DC Moving Image Center *

MediaFusion * ICT * Brainbox * Cassidy & Vitellio * Washington, DC Office of Motion Picture & Television Development * DC Independent Music Festival * Geico * Washington Metropolitan Area Transit Authority (WMATA) * Virginia Film Office * Ben & Jerry's * Washington City Paper * Clear Sky Creative * Jane Green & Associates Publicity * SEG Entertainment * Cyberstorm Digital * Vertical Design Construction * Interface Media Group * The LS Group * Gold's Gym * OutDoor Movies * Stella Artois * Tabard Inn * Trader Joe's * Whole Foods * Honest Tea * Electric Velvet Music *

Seminars & Advocacy Forums: *Organized by MediaFusion, Creative Coalition, MPA*

DC Independent Music Festival
presented by Electric Velvet Music / sponsored by Gibson Guitars & Stella Artois

2007 Supporters

Distributors & Industry Companies: Cine Latino * Cinema Libre * Creative Coalition * Cyberstorm Digital * Documentary Education Resources * Dreamworks * FAME Entertainment * First Independent Pictures * IATSE 487 * Indie filmmaker.org * MachinimaDudes * Magic Lamp Releasing * Mark Burnett Productions * Motion Picture Association of America * Motion Picture Group * *On the Lot* * SAG/AFTRA * SEG Entertainment * Silk Road * Steven Spielberg Productions * ThinkFilm * Withoutabox.com *

Embassies: Cuban Interest Section * Embassy of Argentina * Embassy of Greece * Embassy of Italy * Embassy of Paraguay * Embassy of Turkey * Embassy of Venezuela * Greek Cultural Center of Astoria * Turkish Cinema Business Cooperation

Media: Express * Pacifica Radio WPFW (89.3 fm) * Washington Post * Washington Blade * Washington City Paper * DC ist * Kojo Nnamdi Show * African Magazine * Capital Community News * Hill Rag * DC North * East of the River * On Tap * Washingtonian Magazine * DC Public Access * Flash Communications * ProductionHUB.com * Video Maker Magazine *

Universities: American University * Chapman University * George Mason University * Georgetown University * George Washington University * Howard University * North Carolina School of the Arts * Savannah College of Art & Design * TRUCE (Renaissance University) * University of California, Los Angeles * University of Southern California * University of Wisconsin

Community Partners: Alliance Francaise * Amnesty International * boxofficetickets.com * Cultural Center – InterAmerican Development Bank * DC APA * DC Film Alliance * DC Nightlife Alumni * Foundation for Middle East Peace * George E. Fern Co * Harvard Westlake Association * Lebanese Taverna * M'sieur Travel * National Museum of the American Indian * National WhistleBlowers Center * Phillips Collection * Post Classical Ensemble * Pot Belly * Reel Affirmations * Veterans for Peace * Washington DC Accommodations * Women In Film & Television International * Women in Film & Video

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