



**JOIN US FOR THE
4th CALABASAS FILM FESTIVAL**

SEPTEMBER 13 - 17, 2017

I have been to many festivals over the years, but this has to rank in the top 5 of all time. -Paul Siegel, President, Eagle World Media



The Calabasas Film Festival is a non profit, first- rate festival that includes major studio films, independent films and documentaries. Our goal is to always make the CFF festival “Calabasas centric,” embracing the community of studio executives, actors, writers and directors that live and work in our fair city.

The film festival is an opportunity to celebrate the history, geography and people that make up our diverse community. There are many industry “movers and shakers” in the area who generously donate their talent and time.

Beyond the entertainment value, a by product of the event is the Hollywood deal making, increased tourism dollars and knowledge, pride and awareness of the city in which we live.

CFF AT A GLANCE

Programs

Our film program includes studio films, independent films, shorts and documentaries. CFF is also dedicated to honoring the future of the industry by empowering young filmmakers with a platform for outreach through student screenings.

Venues

Programs are presented at the state of the art **Edwards Grand Palace Theater, Motion Picture Television Fund Theater and Viewpoint School Theater.**

Celebration

CFF guests enjoy the catered VIP receptions following the films at local restaurants and venues. Meet and mingle with all the filmmakers.

Attendance

Over 3,000 film goers attend the festival weekend. Comprised of educators, film executives, A-list talent, and business leaders, Calabasas is an eclectic community that captures the attention of sophisticated families and individuals. To mirror the quality of the City of Calabasas, our festival is an upscale, entertaining and unique event that both honors and promotes the cherished future of arts in Calabasas.



My short film, "Barry", played in the CFF and I just wanted to say thank you so much for letting it and me be a part of the festival. I had a really great time! - Jay Rondot (Writer/Director)



THE EQUALIZER



THE BIRTH OF A NATION



BLACK MASS



TRACKS



MARAUDERS

RECENT PREMIERES AND FILMS SHOWN AT CFF

THE EQUALIZER (*U.S. Premiere*), **TRACKS** (*U.S. Premiere*), **ALL THINGS MUST PASS: THE RISE AND FALL OF TOWER RECORDS**, **BLACK MASS**, **THE WANNABE** (*World Premiere*), **BUSINESS OF AMATEURS** (*California Premiere*), **THE MONSTER** (*U.S. Premiere*), **THE BIRTH OF A NATION**, **STICKY NOTES** (*U.S. Premiere*), **MARAUDERS**, **GOLDBALLS**, **CURMUDGEONS**, **THE AMAZING ADVENTURES OF WALLY AND THE WORM** (*World Premiere*), **MANCHILD: THE SCHEA COTTON STORY**

DEMOGRAPHIC PROFILE

The City of Calabasas is an affluent area at the southwestern end of the San Fernando Valley. It is home to many studio executives and key players in the entertainment industry. The Calabasas Film Festival brings together high-net-worth individuals and film aficionados of the Calabasas community to celebrate the art of film.



Gender

57% Male
43% Female

Income

44% > \$200k
37% \$100,000 - \$199,000
19% \$80,000 - \$99,000

Average Age

40.5

Median Real Estate

\$2,622,500





CELEBRITY RED CARPET LOOKS

Winners Please joining on the red carpet for the LA premiere of THE WOMEN at The Calabasas Film Festival presented by AmyPoet.com



PUBLICITY AND SOCIAL MEDIA

"So... they're just letting ANYONE have a film festival these days? Not exactly: they debuted The Equalizer here last year, and are promising equally high-budget Hollywood movies this year." –Jeff Miller, Thrillist LA 2015



The Calabasas Film Festival attracts and welcomes a variety of media outlets. Recent media included: *The Wrap, SAG-AFTRA, Calabasas Style Magazine, Acorn Newspaper, Conejo Valley Happening Magazine, Hidden Hills Magazine, Conejo 365, San Fernando Valley Business Journal, 805 Living, Calabasas Patch, Daily News, UpOut, Eventful, Variety 411, The Buzz, Hollywood Glam, Radar Online and Thrillist.*

WHY PARTNER WITH US?

- One of the premier film festivals in Los Angeles County.
- **FIRST CLASS-**
VIP Access to intimate receptions and after parties with filmmakers, top industry executives and A-list talent.
- **CONNECT-**
Accessibility to our audience of affluent and highly educated professionals who are passionate about film.
- **EXPOSURE-**
Top Press attendance during 5 day event for ultimate brand coverage.
- **YEAR ROUND EVENT-**
Pop-Up nights will be showcased throughout the year sparking early interest. We will be joining forces for additional exposure with local Calabasas special events.

Thank you so much for everything! It is always our pleasure to partner with The Calabasas Film Festival. The event was very successful and we also look forward to working with you again in 2017! - Desiree Wammack, Director of Sales, The Anza Hotel



2016 SPONSORSHIP BENEFITS

Corporate Sponsorships	Presenting \$50K	Lead \$25K	Fest Friend \$10K
<i>On Site Presence</i>			
Logo on Step and Repeat	✓	✓	
Branded Pre-Party or After Party	✓		
Logo on street pole banners	✓	✓	
Brand Activation Space	✓		
<i>Hospitality</i>			
Branded/Reserved VIP Seating	✓	✓	
Four (4) night complimentary hotel stay	✓		
Two (2) night complimentary hotel stay		✓	
Festival passes/discount on additional	✓	✓	✓
<i>Marketing Exposure</i>			
Gobo Lighting	✓		
Logo inclusion in program guide	✓	✓	✓
Ad in program guide	✓	✓	✓ (half page)
Logo on website	✓	✓	✓
Festival poster	✓	✓	
Branded commercial trailer	✓		
Onscreen logo placement	✓	✓	✓
CFF Sponsor Trailer	✓	✓	✓
Social Media	✓	✓	✓
Dedicated e-blast	✓	✓	
Press Release	✓	✓	
Branded Lanyards	✓		
Logo on VIP passes	✓	✓	
Branded Wrist bands	✓	✓	
Premium item in VIP gift bag	✓	✓	✓
Access to event photos	✓	✓	✓

ADDITIONAL SPONSORSHIP OPPORTUNITIES

A LA CARTE:

- Popcorn and Soda Sponsor at Regal Theater - **\$5,000**
- Logo on volunteer tee shirts - **\$5,000**
- Logo on co-branded GoVino wine glasses - **\$5,000**
- Sponsor a film screening* - **\$5,000**
- Branded booth at Premiere Night Gala - **\$2,500**
- Logo on water bottles - **\$2,500**
- After Party Photo Booth Sponsor - **\$1,500**
- 1/2 Page Ad in Program Guide - **\$1,500**

* Sponsor a film with reserved seating for 10 guests, meet and greet with attending filmmakers, branded logo on website, program guide + social media, welcome slide before screening and branded poster displayed.



PLAY A LEADING ROLE: CFF STUDENT DAY

A Student Day Sponsorship offers the opportunity to play a leading role in supporting our future filmmakers



The CFF Student Program plays a key role in the festival's mission to provide a platform for the next generation of filmmakers. Your sponsorship will provide an opportunity for these young students to screen their short films in front of an audience of accomplished professionals.

Over 100 student films are submitted each year and our committee of film professionals select the top candidates to showcase during the competition program on the last day of the festival.

Area High Schools that participate include:

- Viewpoint School
- Calabasas High School
- Oaks Christian
- Chaminade
- El Camino
- Louisville

Thank you so much for picking my film for the Calabasas Film Festival. I am honored to have participated and won an award. My family and friends loved seeing my film on the big screen. - Student Filmmaker, 2016

Please contact Kelley Fries for package details.
email: kelly@calabasasfilmfestival.com

2016 CFF SPONSORS



CITY of CALABASAS



CUSTOMIZE YOUR SPONSORSHIP



Thank you for considering joining the Calabasas Film Festival 2017.

In the spirit of true partnership, we will work closely with you to create individually customized and targeted sponsorship packages designed to fit the unique needs of your company.

For a more detailed sponsorship package please contact: **SPONSORSHIP@CALABASASFILMFESTIVAL.COM**

www.calabasasfilmfestival.com