



Movies Opening Minds



Reel Fun Film Festival

Sponsorship Document

REEL FUN FILM FESTIVAL - FESTIVAL OVERVIEW

The Reel Fun Film Festival is a registered non-profit organization dedicated to bringing film and the film making experience to youth and families. It is our goal to open minds to cultural diversity by showcasing exceptional stories of the human experience, promoting emotional intelligence and developing media literacy among youth in the community.

It is the mission of the Reel Fun Film Festival to set an internationally recognized standard of excellence in film and video production for children and youth. It is our aim to support the work of talented and dedicated filmmakers by showcasing international and local films of the highest quality, and by providing a professional forum through which quality children's films can be discussed and shared. The Festival is also committed to engaging young viewers with positive media images and to using media as a tool to stimulate critical thinking.

As Calgary's only International Family film Festival, the Reel Fun Film Festival is excited to provide an opportunity for your business to become involved in our innovative and popular 'interactive' festival. Our sponsors gain significant exposure as promoters of family-friendly arts and entertainment while helping us to achieve our goal of hosting a world-class family and youth film festival that is now in its sixth year. Through our extensive media, electronic and print campaign sponsors will gain maximum exposure to suit your needs and sponsorship level.



REEL FUN FILM FESTIVAL - 2012 SCHEDULE

February 2012

12	13	14	15	16	17	18
19	20	21	22	23	24	25
	Family Day Interactive Event	Festival Screenings Education Week screenings for schools				Gala Event
26	27	28	1	2	3	4
Family Matinee With Cantos Music Foundation/						

Previous Sponsors Include:

Alberta Film
Alliance Pipelines
AMPIA
Avison Young
Calgary Economic
Development
Cantos Music
Foundation

CBC Television
Cardel Homes
Cineplex
Cohen Foundation
Delta Hotels
The Director's Cut
Directors Guild of
Canada

EllisDon
IATSE
Mcara Printing
MKiD
Olympia Trust
Phoenix Technology
Pyramid Productions

The Plaza
Spolumbo's
Telewizja Polska
Valentine Volvo
Westjet

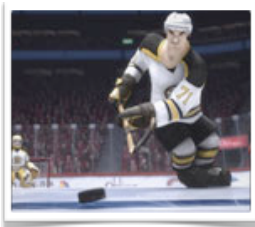


REEL FUN FILM FESTIVAL - SAMPLE 2011 SCREENINGS

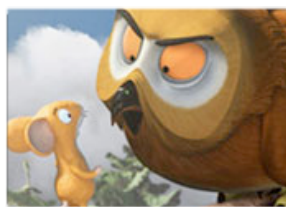


Alex and the Ghosts

2009, Canada



Alex's grandfather was an usher at the Old Montreal Forum and used to tell Alex all kinds of exciting and magical stories about the old legends of hockey, and how they became the ghosts of the Canadiens. Now that his grandfather has passed away, Alex wants to get closer to his father by initiating him to the enchanted world he shared with his grandfather. Alex and the Ghosts is a story of childhood magic and wonderment around a legendary hockey team, uniting the past and present, reaching out to the youthful hearts of sport fans of all ages.



The Gruffalo

2009, UK

This animated award winning short, based on the modern classic book, has an amazing cast of impressive actors: Helena Bonham Carter, Rob Brydon, Robbie Coltrane, James Corden, John Hurt and Tom Wilkinson. It is a magical tale of a mouse who takes a stroll through the woods. Encountering three predators - a fox, an owl and a snake - the plucky mouse has to use his wits to survive.



Chemercial

2010, Canada



From the creator of the award winning film "Garbage! The Revolution Starts at Home" comes a shocking tale about the products we use to clean our homes and bodies. The film is at once humorous, as we watch the Goode family try to turn a new leaf by creating and living in a toxic free home, and informative, as director Andrew Nisker works with many experts to give audiences the tools and inspiration to live toxic free. Chemercial tackles the "toxic debate" in a truly informative and entertaining way, not only by raising awareness, but most importantly, by providing simple solutions.



Magic Tree

2007, Poland



One day storm knocked huge, old oak. It was a magic tree. Its wood was used to produce hundreds of objects but nobody knew the magic power retained to each item. The day they were sent to stores amazing things started to occur all over the world. A red chair made of the magic tree finds its way to the family home. The chair can walk, fight and fulfill the wishes of everyone sitting on it. One hasty wish causes an avalanche of incredible events. Spellbound parents travel abroad for work and leave their children with evil aunt. The children want to get their parents back so they set for adventure full of incredible events.



Rising Stars

2010, USA



A family musical with heart, Rising Stars explores the sacrifices that come with fame in reality television-obsessed culture. Challenged with creating songs and music videos, three musical acts find more than their futures on the line when the competition gets fierce and their lives are caught on tape broadcast to the nation. Egos clash and worlds collide as these teens find how far they will go to win the coveted prize and achieve stardom.



Boathouse Detectives

2010, USA



When seven year-old Anna McKenzie learns that her wicked stepmother plans to send her little dog Toby to the pound and her off to boarding school she does the unexpected. Desperate to contact her Grandma, she writes a letter, ties it to a helium filled balloon, then sets it free. The balloon is discovered floating in a pond by ten year-old Gage Williams. Alarmed by Anna's desperate message Gage summons his friends to their floating clubhouse on the pond. With only a handful of clues the young detectives set out on the adventure of their lives hoping to find Anna and reunite her with her Grandma, in a kid driven adventure that the entire family will enjoy.



REEL FUN FILM FESTIVAL - MEDIA SAMPLES

The Reel Fun Film Festival enjoyed its most extensive media coverage ever in 2011, testifying to the festival's growing popularity and success as Calgary's only international family film festival.

CBC Calgary (live onsite festival interviews), Shaw TV Calgary, Citytv Breakfast Television, CTV Noon Show, CTV newscasts, Global TV Saturday show and website Calgary, and OMNI Television all provided coverage of the festival, as did The Calgary Herald (Entertainment, City and Region, Calendar, Neighbors) Calgary Journal, The Calgary Sun, Swerve Magazine, Avenue Magazine, Metro Calgary, and Fast Forward Magazine. CBC Radio, CKUA, 660 News and CJSW provided radio coverage of the festival.

Various online sites and tools were also used to promote the festival and the immediate uptake we witnessed through social media tools such as Facebook (25% increase over January 2010) and Twitter (122% increase over January 2010) demonstrates the increased following that the Reel Fun Film Festival now enjoys as it enters its 5th year.



...and many more.

Eric Volmers, "Broken Hill director bucks trend to deliver old-fashioned family fun," *The Calgary Herald*, February 16, 2010

"The Feb. 21 Calgary screening [of Broken Hill], which will be attended by Merrill and producer Chris Wyatt, is the Canadian première and is one of the highlights of the Reel Fun Film Festival, which started Monday and offers a week's worth of international, kid-friendly films.

Roberta McDonald, "6 Questions with Cathy McKee," *The Calgary Herald*, February 12, 2010

"From goofy Finnish musicals to illuminating documentaries, the Reel Fun Film Festival merges the whimsical and the educational. [...] Your festival is brimming with international offerings [...]"



Reel Fun
Film Festival
www.ReelFunFilmFest.com

2012 SPONSORSHIP LEVELS

Studio Head / Presenting Sponsor

\$25,000 - \$35,000

Sponsorship Benefits Could Include:

- **200 Tickets** from a combination of areas:
 - Reel Fun Family Day Events
 - Education Week Screenings
 - Special screenings and Events
- **6 Sponsor All Access** passes
- Host your own private screening

Presenting Sponsor will have customized package

Advertising Could Include:

- **Full Page** colour advert in the program
- **30s Trailer** promoting your company's festival support preceding every screening at the festival
- Opportunity for interaction with audiences at the Galas and Family Day Events

Your company's logo included on:

- RFFF 2012 Festival Program front cover
- Festival tickets
- RFFF signage at theatres and receptions
- RFFF website (with reciprocal link)

Executive Producer

\$10,000 - \$20,000

Sponsorship Benefits Could Include:

- **150 Tickets** from a combination of areas:
 - Reel Fun Family Day Events
 - Education Week Screenings
 - Special Screenings and Events
- **4 Sponsor All Access** passes

Advertising Could Include:

- **2 Half Page** colour adverts in the program
- **20s Trailer** or slide series promoting your company's festival support preceding every screening at the festival
- Opportunity for interaction with audiences at the Galas and Family Day Events

Your company's logo included on:

- RFFF 2012 Festival Program cover
- Festival tickets
- RFFF signage at theatres and receptions
- RFFF website (with reciprocal link)

Producer

\$5,000 - \$10,000

Sponsorship Benefits Could Include:

- **75 Tickets** from a combination of areas:
 - Reel Fun Family Day Events
 - Education Week Screenings
 - Special Screenings and Events
- **3 Sponsor All Access** passes

Advertising Could Include:

- Up to **Half Page** colour adverts in the program
- **10s Trailer** or slide series promoting your company's festival support preceding every screening at the festival
- Opportunity for interaction with audiences at the Galas and Family Day Events

Your company's logo included on:

- RFFF 2012 Festival Program cover
- Festival tickets
- RFFF signage at theatres and receptions
- RFFF website (with reciprocal link)

Director

\$2,500 - \$5,000

Sponsorship Benefits Could Include:

- **50 Tickets** from a combination of areas:
 - Reel Fun Family Day Events
 - Education Week Screenings
 - Special Screenings and Events
- **1 Sponsor All Access** pass

Advertising Could Include:

- **1/4 Page** colour advert in the RFFF program
- **Company Logo** in slide series promoting the festival's sponsors preceding every screening at the festival

Your company's logo included on:

- RFFF 2012 Festival Program
- Festival tickets
- RFFF signage at theatres and receptions
- RFFF website (with reciprocal link)

Adopt-a-Film

Cost: \$2,000

Adopt a film to call your own from any of our films shown during Education Week or Reel Fun Family Weekend (excluding festival opening and closing films)

Sponsorship Benefits:

- **4 Tickets** to Special Screenings and Events
- **4 Passes** to Reel Fun Family Day events
- **4 Passes** to Education Week films (transferable)
- **30 Tickets** to your adopted film or any other festival screening

Your company's logo included on:

- RFFF 2012 Festival Program next to the listing of your adopted film
- Promotional tickets for your film identifying you as the presenter



Reel Fun
Film Festival
www.ReelFunFilmFest.com

For More Information
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