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### Why be a sponsor?

We offer one of the most competitive sponsorship packages of any festival our size.

Look at what other fests have to offer and you'll see we give you more!

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Dear Sponsorship/Marketing Director,

I'd like to take this opportunity to introduce you to the **Dark Carnival Film Festival**.

The 2nd annual **Dark Carnival Film Festival** is a weeklong celebration of horror themes in art, music, live performance, and independent film. The festival takes place in Bloomington, Indiana - home of the Indiana University campus, less than an hour south of Indianapolis - and runs **September 16-21, 2008**.

The festival features art exhibits, live bands, sideshow performances, celebrity guests, a vendor/merchandise area, and screenings of more than 30 films at multiple venues, including a vintage drive-in theater and a 1930s era movie house. This year's guest-list features **Ari Lehman ("Jason"; Friday the 13th)**, **John Dugan ("Grandpa"; Texas Chainsaw Massacre)**, **Clayton and Sharon Hill (George Romero's Dawn of the Dead)** and more.

The inaugural 2007 Festival attracted visiting filmmakers from all over the U.S. and Canada, traveling from as far as Arizona, California, New York, Florida and Toronto. The event was covered by no less than a dozen local, regional, and national publications, including a feature article and interview in **MovieMaker Magazine**. Weekend attendance for this first-time event reached 1400 (a number made remarkable by the fact that Indiana University students - which make up half the local population of 60,000 - were still away on summer break.)

With a later fall schedule and expanded programming, we expect 2008 to be even more successful and anticipate attendance to easily double with the added student population. Sponsorship partners will share an important role in this success. Over the next few pages you will find demographic information and descriptions of the benefits of various sponsorship levels, which I hope will aide you in your decision to join us as a partner in 2008.

We welcome and encourage you to contact us for more information about our sponsorship opportunities or to answer any questions you may have in regards to the Dark Carnival Film Festival.

Thanks for your interest!

Sincerely,

David E. W. Pruett  
Festival Director  
Dark Carnival Film Festival



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### Why be a sponsor?

We are more than just another horror con, and more than a film festival.

Unlike other fests, ours is a year 'round enterprise. Each month we take our show on the road, visiting conventions all over the midwest, including Fangoria, HorrorHound, and more - as well as local encore screenings of all our award-winning films.

And wherever we go, we take YOU with us!

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### THE LOCAL MARKET:

Horror has increasingly become one of the most profitable genres in film worldwide, attracting a highly desirable demographic of 18-35 year olds. Bloomington is a college town with an active arts and film community and film festivals in Bloomington attract a vibrant and influential audience including:

- College students and members of the regional arts community
- Alternative film-lovers from the larger community
- Local and international filmmakers, and programmers
- Media artists and other cultural trendsetters

The importance of the arts and alternative film market and the interest of a wider audience also make the Festival an appealing story to both the mainstream and alternative media. The 2007 Dark Carnival Festival received feature articles in no less than a dozen different regional and local newspapers, including the Bloomington Herald Times, CULTURE WEEK (alternative arts & entertainment), NUVO (alternative arts & entertainment in Indianapolis), the Indianapolis Star, The Columbus Republic, the Bedford Times-Mail, the Indiana Daily Student, and the Ryder Film Series magazine, as well as national publications like MovieMaker Magazine.

The Dark Carnival festival weekend marks the beginning of the Fall semester for Indiana University, when the city welcomes more than 30,000 new and returning students. This represents a high-energy period of time in Bloomington, with a party atmosphere and thousands of people new to the city and looking for fun things to do. Our inaugural festival in 2007 had an attendance of more than 1400 people. With the added student population and a vastly expanded marketing program, the potential for 2008 is much greater, and we hope you'll be a part of what we think is a very special event. Below are just a few of the positive comments we received:

*"I had a great time at the festival and in Bloomington and I would like to thank you for screening my film and putting on a great show. If there is another festival next year, I plan to make the trip again."*

*Thanks again!*

*Sincerely,*

Steven Cerritos - Toronto, Canada

*"We had an AMAZING time at the incredible Dark Carnival Film Festival! The event was extremely well organized and the venue was absolutely fantastic. We met so many talented people and the audience reception to "W.O.R.M." was overwhelming."*

Anthony Sumner - Chicago, Illinois

*"I just wanted to say thank you for showing "The Drifter" again for my benefit. I really appreciated that! What a great crowd you were able to gather on the last day of the first year of a new film festival! And on college move-in weekend!*

*Congratulations to you and the whole staff there. It was an honor to be in the festival, and I wish you the best of luck in the years moving forward with it!*

*I hope we have something new to submit in the next few years. My feeling is that we will. And when we do, we will submit it to your festival for sure!*

*Thanks again!"*

Perry Harovas, VFX/Animation Chair at Flashpoint Academy, Chicago



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### Why be a sponsor?

We're flexible and can tailor a sponsorship package that fits your needs and your budget!

#### **SPECIAL:**

Become a Presenting Sponsor of an event or celebrity guest and receive the same benefits as a Major Sponsor for \$50 less! Contact us for details.

### **SPONSORSHIP LEVELS AND BENEFITS:**

Note: Sponsorships may be in the form of cash, in-kind products or services, or some combination of the two, and we are more than happy customize a program to fit any need. Please contact David E. Pruett at 812.325.0183 for details.

#### **Presenting Sponsor (\$1,250)**

- Denotes sponsor as the "Official Sponsor" of a particular industry, i.e. Official Hotel.
- Sponsor's Film/Video or Product Trailer shown throughout the festival (up to 3 minutes in length - provided by client)
- Sponsor's logo shown on screen through out the festival.
- Festival Award in sponsor's name.
- Sponsor's full color logo on Festival Poster
- Sponsor's banner displayed at Festival (provided by Sponsor)
- Full page color ad in Festival Guide
- Sponsor's Logo included in all print ads
- Dedicated vendor booth.
- Sponsor mentioned by name in all radio spots.
- Web site logo/link from Festival web site for 6 months.
- Merchandise and/or ad slick included in promo gift bag
- Sponsor's logo on promo gift bag
- Verbal stage recognition at the beginning of each screening series.
- VIP invitation to exclusive parties and introduction to special guests.
- Eight (8) all access passes to the Festival
- Discount tickets for employees

#### **Major Sponsor (\$750)**

- Recognition as a Major Sponsor of the Festival
- Sponsor's Film/Video or Product Trailer shown throughout the festival (up to 1 minute in length - provided by client)
- Sponsor's logo shown on screen through out the festival (provided by Sponsor)
- Festival Award in sponsor's name.
- Sponsor's full color logo on Festival Poster
- Sponsor's banner displayed at Festival (provided by Sponsor)
- Half page color ad in Festival Guide
- Sponsor's Logo included in all print ads.
- Web site logo/link from Festival web site for 6 months.
- Merchandise and/or ad slick included in promo gift bags
- Sponsor's logo on gift bags
- Dedicated vendor booth
- Verbal thank you at opening reception.
- VIP invitation to exclusive parties and introduction to special guests.
- Six (6) all access passes to the Festival
- Discount tickets for employees

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### Why be a sponsor?

We do everything we can to give your business the maximum amount of exposure.

Unlike other fests, we offer **FREE** screenings during the week, and access to our vendor area is **FREE** and open to the public!

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### Festival Associate (\$450)

- Recognition as Festival Sponsor
- Sponsor's logo shown on screen through out the festival.
- Festival Award in sponsor's name.
- Sponsor's full color logo on Festival Poster
- Sponsor's banner displayed at Festival (Sponsor provides banner)
- Half page color ad in Festival Guide
- Sponsor's Logo included in all print ads
- Sponsor's logo on promo gift bags
- Web site logo/link from Festival web site for 6 months.
- Merchandise and/or ad slick included in promo gift bags
- Dedicated vendor booth
- Four (4) all access passes to the Festival
- Discount tickets for employees

### Festival Patron (\$250)

- Sponsor's logo shown on screen throughout the festival.
- Sponsor's full color logo on Festival Poster
- Sponsor's banner displayed at Festival (Sponsor provides banner)
- 1/2 B/W ad in Festival Guide
- Sponsor's Logo included in all print ads.
- Web site logo/link from Festival web site for 6 months.
- Merchandise and/or ad slick included in promo gift bags
- Shared vendor table space
- Two (2) weekend passes to the Festival
- Discount tickets for employees

### Festival Supporter (\$100)

- 1/4 Page B/W ad in Festival Program
- Web site logo/link from Festival web site for 6 months.
- Sponsor's banner displayed at Festival (Sponsor provides banner)
- Merchandise and/or ad slick included in promo gift bags
- Shared vendor table space
- Discount tickets for employees

### Festival Friend (\$50)

- Business/Company name listed in Festival Guide
- Merchandise and/or ad slick included in promo gift bags
- Discount tickets for employees



Yes, I would like to participate as a sponsorship partner!

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Name \_\_\_\_\_

Business/Organization Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Design Contact (for ads, logos, etc.) \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Please print your name as you wish it to appear in publications:

\_\_\_\_\_

- BILL ME
- CHECK ENCLOSED (Please make checks payable to **Cinephile Film Arts Organization**)
- CREDIT CARD VIA PAYPAL (Make payment to PayPal ID: info@darkcarnivalfilmfest.com )

PayPal Transaction ID \_\_\_\_\_

Signature \_\_\_\_\_

- PRESENTING SPONSOR (\$1250)
- MAJOR SPONSOR (\$750)
- FESTIVAL ASSOCIATE (\$450)
- FESTIVAL PATRON (\$250)
- FESTIVAL SUPPORTER (\$100)
- FESTIVAL FRIEND (\$50)
- EVENT/CELEBRITY SPONSOR (\$700)

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Mail To:  
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Attn: Dave Pruett, Festival Director  
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PLEASE RETURN BY 7/11/08

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