



1824 E. THORNTON DR.  
BLOOMINGTON, IN 47401  
812.720.9185

### 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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DARKCARNIVALFILMFEST.COM

Dear Marketing/Advertising Director,

The 6th annual **Dark Carnival Film Festival** is a celebration of horror, sci-fi, and fantasy themes in independent film. The festival takes place in Bloomington, Indiana - home of the Indiana University campus, less than an hour south of Indianapolis - and runs **Oct. 19 - 21, 2012**, with special pre-show events throughout the week.

The festival features live performances, special guests, and screenings of more than 30 films in a historic 1930s era movie house. Since its inaugural year in 2007, Dark Carnival has become one of the premiere international festivals specializing in independent horror. Known for the quality of our selections, Dark Carnival is dedicated to bringing exceptional, independently produced films to the Midwest.

Our festival has attracted visiting filmmakers from all over the world, traveling from as far away as Los Angeles, New York, Toronto and London.

The event has been covered by dozens of local, regional, and national publications, including multiple articles in **MovieMaker Magazine** - which in 2009, recognized Dark Carnival as being among the "**Top 25 Film Festivals Worth the Entry Fee**" - a rare honor for a horror festival.

In 2010, Dark Carnival was featured in **HorrorHound Magazine**, one of the largest genre publications in the country. We're also particularly honored to welcome reknowned film critic, author, and actor **Joe Bob Briggs** as our Master of Ceremonies for this year's event.

With expanded media coverage and marketing, we expect 2012 to be our biggest year ever. 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 2012.

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



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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. Several times a year we take our show on the road, visiting conventions all over the midwest, including HorrorHound, Horror Society Weekend, and more - as well as local encore screenings of our award-winning films.

And wherever we go, we take YOU with us!

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### **THE LOCAL MARKET:**

Horror and Sci-Fi are among 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

Dark Carnival has been recognized for it's contribution to the regional arts scene, having received multiple arts grant from the City of Bloomington and the Monroe County Visitors Bureau.

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 Dark Carnival Film Festival has been covered by dozens of regional and local newspapers and radio stations, including the Bloomington Herald Times, NUVO (alternative arts & entertainment in Indianapolis), the Indianapolis Star, The Columbus Republic, the Bedford Times-Mail, the Indiana Daily Student, the Ryder Film Series magazine, WFHB and WTTS, as well as national publications like MovieMaker Magazine and HorrorHound Magazine.

The Dark Carnival festival weekend takes place during the Fall semester at 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 festive atmosphere and thousands of people new to the community and looking for fun things to do. Our festival has attracted as many as 1200 people in a weekend, and with a growing student population and a vastly expanded marketing program, the potential for 2012 is even greater. We hope you'll be a part of what we think is a very special event.

Our festival audience also includes a significant number of visiting filmmakers, making our event a great place for your business to connect with industry professionals. 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*

*"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!*

*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!

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

Sponsorships are typically in the form of cash, however they may also be a combination of cash and in-kind products or services (not to exceed 50/50). We are more than happy to customize a program to fit your needs. Please contact us at (812) 720-9185, or email [info@darkcarnivalfilmfest.com](mailto:info@darkcarnivalfilmfest.com) for details.

#### **Presenting Sponsor (\$1,350)**

- 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 throughout the festival.
- Festival Award in sponsor's name.
- Sponsor's 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 throughout 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 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 - not just at the festival, but at pre-show events all week long!

#### **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.

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### **Festival Associate (\$500)**

- 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
- 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 (\$125)**

- 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 (\$65)**

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

### **Events Sponsor (\$700/Event or Celebrity Guest)**

- Recognition as an event or guest presenter, ie. "Rue Morgue Magazine presents..."
- 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
- 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 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



**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 (\$1350)

MAJOR SPONSOR (\$750)

FESTIVAL ASSOCIATE (\$500)

FESTIVAL PATRON (\$250)

FESTIVAL SUPPORTER (\$125)

FESTIVAL FRIEND (\$65)

EVENT/CELEBRITY SPONSOR (\$700)

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Mail To:

Dark Carnival Film Festival  
Attn: Dave Pruett, Festival Director  
1824 E. Thornton Dr.  
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PLEASE RETURN BY 9/30/12

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