

The 25th Annual Boston Film Festival

Sponsorship Packages



The Boston Film Festival September 18-24, 2009

Celebrating 25 Years of Film

The 2009 Boston Film Festival celebrates 25 years of cinema September 18-24. Heralded as one of America's pre-eminent festivals, the BFF has a rich history of premiering some of Hollywood's most illustrious films as well as highlighting cutting-edge independent directors. The recent attendance of George Clooney, Greg Kinnear, Dane Cook, Steven Tyler, Val Kilmer and other A-list actors, positions the BFF to attract a young, influential audience. The festival is a highly effective medium for a sponsor's tactical marketing agenda via; international press coverage, viral campaign through Twitter, Facebook, MySpace and YouTube in addition to a strategic advertising plan. The festival's provocative content elicits consumer interest elevating impressions and upping brand recognition.

Festival Overview

A distinctive program of feature films, documentaries and shorts will be presented at the 25th festival that entertain, enlighten, educate and evoke all ranges of emotions. Filmmakers, actors and sponsors have the opportunity to network at various events hosted by Boston's signature restaurants throughout the week. A variety of awards are given annually. As the origin of many famous storytellers, the region provides an idyllic setting to experience a festival of motion pictures during the popular fall foliage.



Greg Kinnear at 2008 BFF Q&A



Dane Cook at BFF Award Party



Tatyana Ali at 2008 BFF



2008 BFF Film Premiers

Appaloosa

Ed Harris

Flash Of Genius

Greg Kinnear

Death In Love

Josh Lucas
Adam Brody

Childless

Barbara Hershey
Joe Montagna
Natalie Dreyfus

Hotel California

Erik Palladino
Tyson C. Beckford
Tatyana Ali

Lonely Street

Jay Mohr
Robert Patrick

Boston Film Festival Mission

The BFF endeavors to present a program of films that entertain, enlighten and educate the audience. We are dedicated to supporting evolving filmmakers by providing a forum to showcase their artistic vision. A variety of awards are presented annually. New categories have been added to laud productions that influence green industry living in addition to the unique “Mass Impact Award” given to a filmmaker whose movie illuminates a social issue that positively affects humanity. The festival offers audiences first-hand access to the filmmakers and filmmaking process during the Q&A sessions with the Director and talent following every screening. The BFF continues its commitment to being a valued member of the city’s cultural community contributing to the desirability of residing and working in the Bay State.

Recent Sponsors

NBC Universal, A&E, Sundance Channel, MGM Foxwoods, Avid, Rounder Records, The Ritz Carlton, Patron, Lindor Truffles, Bravo, The History Channel, Legal Seafoods, Whole Foods, Liberty Hotel, Intercontinental Hotel.

Award Categories

Best Film, Best Documentary, Best Short Film, Best Director, Best Actor, Best Actress, Eco Film Award, Mass Impact Award, Best Musical Score, Film Excellence, Lifetime Achievement, Best Cinematography, and Patron of the Arts.



This year’s festival will be held at the Landmark Kendall Square Theater.

The 25th Boston Film Festival Sponsorship Program

Filmmakers Lounge and Café Sponsorship

The Film Café Sponsorship program provides optimum visibility as it is the home base for the 7 day festival. A select café menu will be featured on a marquee sign for purchase. Internet access for filmmakers and talent will be provided in a designated private area within the café. The décor in this section will be a living room set plus a café area with tables and chairs. An apparel store will be located in the café featuring festival T-shirts, hats and sweatshirts for public purchase. The sponsors' logo will be included on one do the BFF T-shirts. **\$50,000.**

Boston Back Bay Filmmaker House Sponsorship

A Back Bay house will be a central location for filmmakers and talent to network and relax. A spa room will be open during the afternoon hours. Complementary water, coffee and soft drinks will be provided. The sponsors' logo will appear on the water bottles. There will be an after hours party with live entertainment by a recording artist opening weekend. A BFF hat and jacket will be given out featuring the sponsors' logo. Plasma TV's will be located throughout the house. A concierge will be available daily to schedule recreational activities for filmmakers and talent. An ad campaign highlighting the Back Bay Filmmaker House will be created to maximize the sponsor's visibility. A TV celebrity designer will create the décor for the brownstone. A website video will be created from footage shot inside the Back Bay House including a sponsor intro and posted on the BFF website for viewing. **\$75,000.**

25th Annual Boston Film Festival Opening Night Party Sponsorship

The Opening Night Party will be on Friday, September 18 and elicits excitement as the intro for the 25th Boston Film Festival. A red carpet entry is outside the restaurant where national press interview the talent and filmmakers. The festival Opening Night Film Premiere begins at 7:00PM at the Landmark Kendall Square Theater. Three hundred guests attend Opening Night Party immediately following the film at 10:00PM. Hollywood search lights will operate for the guest's arrival as well as throughout the party. There will be a fireworks display over the harbor and city as part of the celebration. A menu will be created by one of Boston's top chefs. Complimentary wine and beer will be served along with a specialty drink. **\$20,000.**

New England Style Party to Celebrate Films Sponsorship

The Boston Celebration of Films Sponsorship program will shine the spotlight on Massachusetts' filmmakers. A spectacular outdoor party will be hosted by 1-2 select sponsors. The event will celebrate the day's film premieres that have either shot in the region as well as for movies by filmmakers with native origins. Live entertainment will set the tone for this New England style party featuring locally themed food fare including seafood and farm fresh products. Search lights will interlace the night sky heralding a grand celebration. **\$15,000.**

25th Annual Boston Film Festival Closing Night Party and Awards Ceremony Sponsorship

The Closing Night Party will be held at a premier Boston restaurant. The prestigious Boston Film Festival Awards are presented during the celebration. Search lights set the stage for a glittery fete wrapping the eight day festival. The presentation ceremony is followed by live entertainment. A buffet of hors d'oeuvres and desserts will be served along with a champagne fountain. A breakfast table and coffee will open prior to the guest's departure. A BFF Sponsor gift will be given to attendees as they depart. **\$20,000.**

Filmmaker Evening Reception Sponsorship

Filmmaker receptions are available for 5 individual sponsorships. The receptions have become a favorite event, which provides an ideal networking environment. An intimate gathering for 125 guests is hosted by Boston's best restaurants and chefs, where an elegant buffet is served with complimentary wine and beer. All of the parties are held from 5-7PM each night prior to the featured premieres and screenings that day. Filmmakers, talent and festival goers experience the region through the revolving venues. **\$10,000.**

Boston Film Festival Under the Stars

Special Event Sponsorships

Anniversary Screening of "Good Will Hunting" Or Other Film Shot in Massachusetts

A screening of the classic film that put Boston on the Hollywood map will take place at an outdoor venue. A marketing campaign that includes print and viral ads as well as radio promotional giveaways will run for 3 weeks prior to the Under the Stars event. Sponsors' logos will be on the big screen prior to the viewing. Guests may purchase food and drinks. T-shirts will be available for purchase designed with the inscription, "Good Will Hunting, Boston Film Festival 2009, Sponsored by..." Other films for consideration; 20th Anniversary of "Field of Dreams," "Fever Pitch," "The Verdict," "Celtic Pride," and "Jaws." **\$20,000.**

25th Boston Film Festival Video Contest "What is your Boston film favorite?" Sponsorship

To celebrate the 25th anniversary of the Boston Film Festival, there will be a video contest entitled, "Boston Film Favorite, BFF?" The sponsorship provides optimum marketing visibility as the competing videos will be viewed on the BFF website home page. Public voting will select the winner who will receive a cash prize, a press conference, and their video premiered on the big screen at the 25th BFF. The sponsor will be part of a marketing plan to promote the contest via radio spots, Internet ads and posters plus logo inclusion on intro for the BFF premiere. **\$20,000.**

25th Boston Film Festival Award Sponsorship

As the lead-in to the competitive fall and holiday movie release season, filmmakers and studios have a keen interest in receiving one of the awards presented at the Boston Film Festival. Awards are presented in several categories and are given out at the Closing Night Party. The categories that are available for sponsorship include; Best Film, Best Documentary, Best Director, Eco Film Award, Mass Impact Award, Film Excellence Award, and Patron of the Arts. As part of the Awards Packages, the sponsor takes part in the presentation, receives naming rights for the specific award that includes a cash prize and engraved crystal statute. **\$15,000.**