

INDEPENDENT SPIRIT AWARDS

SPONSORSHIP OPPORTUNITIES

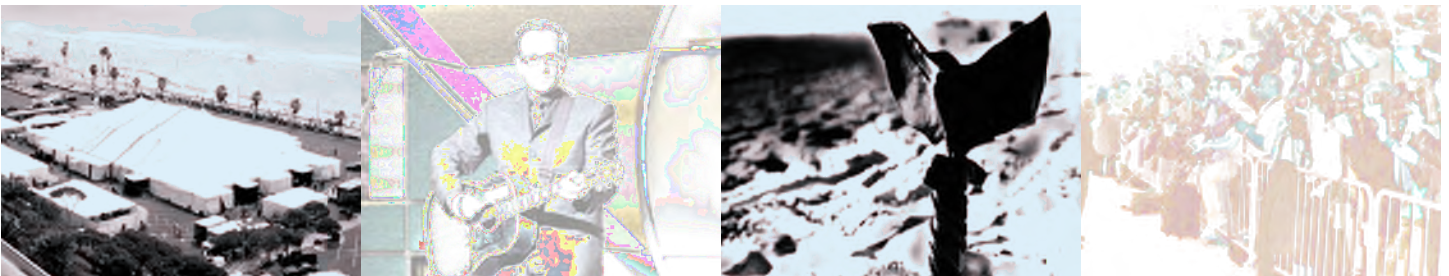
And the Spirit Award goes to...

“...the edgy, freewheeling ceremony is Tinseltown’s chance to let down its hair while honoring first time and unusually innovative independent films, screenplays, and performances,” declares *USA Today*.

Film Independent’s Independent Spirit Awards is the annual awards show for the best independent films of the year. Held the day before the Oscars in a tent on the beach in Santa Monica, the Spirit Awards honors films and filmmakers who embody independence and challenge the status quo. Televised in millions of homes (on IFC, AMC, and WE) and covered internationally by the press, the Spirit Awards recognizes the achievements of independent filmmakers and promotes independent film to a wider audience.

The Spirit Awards offers an opportunity to promote your company within one of the most respected properties in the film industry. Companies such as Acura, American Express, *Entertainment Weekly*, IFC, L’oréal Paris, Netflix, and Pop Secret participate because their business is aligned with the visionary talent and excitement represented at the Spirit Awards. From outstanding media exposure to celebrity product placement, the Spirit Awards offers the opportunity to reach the film industry’s young opinion makers – a fashionable, trendsetting, market-leading group.

Choose the sponsorship package that best meets your corporate needs. Please contact the Film Independent Development Department at 310.432.1250.



FILM INDEPENDENT

FilmIndependent.org

Sponsors receive primary exposure, placement, and recognition at the Independent Spirit Awards properties, including the Nomination Announcement Press Conference, Nomination Screening Series, Nominee Reception, and Awards Ceremony.

Sponsors receive exclusivity within their industry segment and may initiate specific promotions associated with the Independent Spirit Awards. Sponsors receive the first opportunity to purchase additional tables for the Awards Ceremony when confirmed by October 1. And to keep your spirit of independence visible throughout the year, sponsors receive monthly recognition in Film Independent's Monthly Publication donor list and a one-year Film Independent Corporate Membership providing complimentary access to a host of film events for three company employees.

Nomination Press Conference

This event is held in the morning in a Los Angeles-based hotel and is the first event to kick off the Spirit Awards season. Celebrity presenters such as Laura Linney, Carrie-Anne Moss, Mark Ruffalo, Kevin Spacey, Mena Suvari, Isaiah Washington, and Alfre Woodward read the five nominees in each category to the press. The event is held three months prior to the Awards Ceremony. Reporters from *Entertainment Tonight*, *USA Today*, *Access Hollywood*, and the *Los Angeles Times* turn out for the scoop on the Spirit Awards nominees. Most of all, this event is the first chance for the press and the world to hear about who is in the running for an Independent Spirit Award.

Nomination Screening Series

Nominated films receive national exposure at screenings in Los Angeles and New York for two months preceding the Awards Ceremony. In Los Angeles, nominated films are showcased twice in Hollywood. New York screenings are held at the Tribeca Screening Room in Manhattan. The Nomination Screening Series gives Film Independent members across the country a chance to see all the films before casting their ballots.

Nominee Reception

The Nominee Reception is an exclusive soiree for the nominated Spirit Awards filmmakers. Nominees, presenters, and Film Independent's major donors mix and mingle. Meet the stars who come to honor colleagues and up-and-coming filmmakers. This intimate gathering is traditionally hosted in a hotel two days prior to the Awards Ceremony. Past hosts include Robert Duvall, Jodie Foster, Salma Hayek, Samuel L. Jackson, Andie MacDowell, and Quentin Tarantino.

Awards Ceremony

The main event: Over 1,300 guests and 350 members of the international press gather to honor the year's finest independent films and most talented crop of independent filmmakers. The Awards Ceremony is broadcast to audiences in millions of homes via IFC and AMC. Basking in the afternoon sun of Santa Monica, strolling up the red carpet, you'll find the best and brightest of the indie community. Reporters from CNN, *Entertainment Weekly*, and E! Entertainment Television capture comments from the passing stars, including Jennifer Aniston, Angela Bassett, Halle Berry, Don Cheadle, Willem Dafoe, Benicio Del Toro, Marcia Gay Harden, Nicole Kidman, Laura Linney, Brad Pitt, Geoffrey Rush, Mark Ruffalo, and Hilary Swank.

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SPONSOR LEVELS & BENEFITS

Premier Level \$250,000

Principal Level \$175,000

Nomination Press Conference

Company exposure on invitationLOGO	
Company exposure behind podiumLOGO	
Invitations to event105
Written recognition in press releases●●
Access to event photos●●

Nomination Screening Series

Company exposure in pre-screening trailerLOGO	
Opportunity to place 15-second spot●	
Company exposure on screening schedules●	
VIP Passes for each NY and LA screening42

Nominee Reception

Company exposure on invitationLOGO	
Verbal recognition●	
Access to event photos●●
Invitations to event105

Awards Ceremony

Company exposure on press wall along red carpetLOGO	
Company exposure behind podium in backstage press roomsLOGOLOGO
Company exposure on print media buyLOGOLOGO
Company exposure on nomination guides and voting ballotsLOGOLOGO
Color ad in commemorative program book (with priority placement)TWO FACING PAGESFULL-PAGE
Company mention on tickets●●
Opportunity to place banner in tent●●
Onsite space for promotions●●
Trustee Level Table (seats 12)●●
Backstage Passes1212
Valet Parking Passes1212
Product placement in presenter gift baskets and general attendee gift bags●●
Written recognition in press releases●●
Verbal recognition during body of show●●
Access to event photos●●
Recognition in donor lists●●
Film Independent Corporate Membership●●

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Contact

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