



7th CINEMA ON THE BAYOU FILM FESTIVAL

January 25-29, 2012

www.cinemaonthebayou.com

SPONSORSHIP GUIDE



**COTB 2012.
FILM AT THE EPICENTRE OF
CAJUN AND CREOLE CULTURES.**



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OUR MISSION

Now in its 7th year, Cinema on the Bayou is an annual five-day film festival committed to advancing the understanding of Cajun, Creole and other rich cultures through film screenings, film panels and cultural exchanges among French Louisiana, the United States and the Francophone countries of the world. COTB is also committed to presenting nationally and internationally acclaimed films and filmmakers with truly original voices.

“This is a first-class festival offering home-cooked Cajun hospitality in the epicentre of Cajun culture.”

**Marca Hagenstad,
Filmmaker, Denver**

The festival is a destination event presented in a relaxing environment laced with the exquisite cuisine and great music of our world-renown Cajun and Creole cultures. In this setting, COTB offers films that make us laugh and cry, wonderful discussions about matters important to filmmakers and filmgoers, and opportunities to visit with old friends and make new friends who appreciate the power and beauty of film.

A GROWING, ACCOMPLISHED FESTIVAL

During each of the previous six years, festival attendance has steadily increased, with the number of attendees more than doubling in the last two years. Audience attendance for COTB

2012 is expected to continue to grow, reaching over 3000 attendees over the course of the five day festival as support for great film in Acadiana strengthens among locals and visitors alike.

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THE COTB BRAND

- The festival has long-standing relationships with key media outlets around the state, including KRVS Public Radio, Louisiana Public Broadcasting, KLFY, KATC, AOC, The Daily Advertiser, The Advocate, The Times of Acadiana, and The Independent, as well as media outlets in France and Canada.
- The festival founder and artistic director is filmmaker Pat Mire, and the festival director is attorney Rebecca Hudsmith. Both have volunteered their time and expertise over the past six years to make the festival a success and are committed to its continued growth.
- The festival enjoys annual collaborations with public and private organizations committed to supporting our culture, the arts and excellence in film, including the Acadiana Center for the Arts, LITE, the Lafayette Public Library System, the Lafayette Convention & Visitors Commission, the Louisiana Endowment for the Humanities, the National Film Board of Canada, the Consulate General of France in New Orleans, Shadow Distribution, and Carnavalesque Films.



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AN ENGAGING DESTINATION EVENT

- French Louisiana is known world-wide for incredible food, unique music, top-notch festivals and an unmatched joie de vivre, all of which attract visitors from across the United States and throughout the world to this exquisite destination.

- Our top-of-the-line boutique film festival provides another reason for visitors to come to this special area of the country.

- Festival events, including film screenings and lively parties, take place in extraordinary settings.



- Filmmakers for most of the films selected for screening attend the festival and provide engaging discussions with the festival audiences through question and answer sessions, panel discussions and intimate conversations in a party atmosphere.

- Regionally famous musicians perform at the festival's nightly social events.

“COTB was one of the best festival experiences in my documentary filmmaker career.”

Dennis Mohr,
Filmmaker, Toronto

FUNDING NEEDS

- The Louisiana Endowment for the Humanities, which was a major funding source for the festival's operations, recently cancelled all of its grants programs. As a result, the festival must now rely on individual and corporate donors to continue.

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BENEFITS

Become a sponsor at any level and help support quality film and related cultural events in the Lafayette area. In addition, you will become a part of a special community of people passionate about film and its possibilities to educate, stimulate, and enrich our lives.

As a sponsor, you will connect your brand to the most vibrant film event in southwest Louisiana. We are a growing, experienced and accomplished film festival, drawing attendees from all demographics.

Do not miss the opportunity to introduce your business to, and share your commitment to the arts with, one of the most engaged and diverse audiences in the region.



Cinema on the Bayou Film Festival is presented by Cinema on the Bayou Film Society, a not-for-profit Louisiana corporation.

EXPOSURE

- The festival web site, www.cinemaonthebayou.com, averages several thousand visits per year. The festival is also on Facebook and Twitter and has its own blogspot.
- The COTB poster, event postcards and the official festival program are distributed throughout the region.
- Festival events are listed in print and online calendars throughout the state, and receive extensive coverage by all media.



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SPONSORSHIP LEVELS

Presenting Sponsor (\$10,000) (Exclusive Throughout Festival)

- Featured as the Presenting Sponsor on all print and online ads, poster, postcards and official festival program.
- Featured as the Presenting Sponsor in all local and regional media submissions, press releases, and media interviews.
- Featured as the Presenting Sponsor at all film screenings and social events, with special recognition on web site home page and social media sites with link to sponsor, and on all festival e-mail blasts and newsletters.
- 20 VIP passes to all festival events.
- Opportunity for representative to speak at film screenings, placement of sponsor's banner at festival events, and product distribution to attendees and in VIP bags.
- Complimentary festival posters, tee-shirts and tote bags.

“COTB film festival is one of the best dead-of-winter activities in Louisiana! Go, you’ll like what you see.”

Darrell Bourque, Poet and Former State Poet Laureate



Premiere Sponsor (\$5,000)

- Featured as a Premiere Sponsor on all print and online ads, poster, postcards and official festival program.
- Featured as a Premiere Sponsor in all local and regional media submissions, press releases, and media interviews.

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Premiere Sponsor (\$5,000), cont'd.

- Featured as a Premiere Sponsor at all film screenings and social events, with special recognition on web site home page and social media sites with link to sponsor, and on all festival e-mail blasts and newsletters.



- 15 VIP passes to all festival events.
- Opportunity for representative to speak at film screenings, placement of sponsor's banner at festival events, and product distribution to attendees and in VIP bags.
- Complimentary festival posters, tee-shirts and tote bags.

Major Sponsor (\$2,500)

- Featured as a Major Sponsor on all print and online ads, poster, postcards and official festival program.
- Featured as a Major Sponsor in all local and regional media submissions, press releases, and media interviews.
- Featured as a Major Sponsor at all film screenings and social events with special recognition on web site home page and social media sites with link to sponsor, and on all festival e-mail blasts and newsletters.

- 10 VIP passes to all festival events.
- Opportunity for product distribution to attendees and in VIP bags.
- Complimentary festival posters, tee-shirts and tote bags.



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Contributing Sponsor (\$1,000)

- Logo on all print and online ads, poster, postcards and official festival program.
- Listed as a Contributing Sponsor in all local and regional media submissions, press releases, and media interviews.
- Logo on web site and social media sites.
- 5 VIP passes to all festival events.
- Opportunity for product distribution to attendees and in VIP bags.
- Complimentary festival posters, tee-shirts and tote bags.



Supporting Sponsor (\$500)

- Logo/name on all print and online ads, poster, postcards and official festival program.
- Listed as a Supporting Sponsor in all local and regional media submissions, press releases and interviews.
- Logo/name on web site and social media sites.
- 2 VIP passes to all festival events.
- Complimentary festival posters, tee-shirts and tote bags.

Friend of the Festival (\$250)

- Logo/name on web site and social media sites.
- 2 VIP passes to all festival events.
- Complimentary copies of festival poster, tee-shirts and tote bags.

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SPECIAL OPPORTUNITIES



Opening Night Gala Sponsorship (\$1500)

- Opening night U.S. Premiere of feature length motion picture *Délivrance* by two of Canada's emerging cinematic stars and reception for them and friends of the Festival with fine wine, great food and music at AcA
- Logo on all opening night material and brand signage at venue and on-stage recognition

Friday Night at LITE Sponsorship (\$750)

- Friday evening film screenings at LITE and reception for filmmakers with fine wine, great food and music
- Logo on all Friday night material and brand signage at venue and on-stage recognition

Saturday Night Soiree (\$750)

- Saturday night film screenings and reception for filmmakers with fine wine, great food and music
- Logo on all Saturday night material and brand signage at venue and on-stage recognition

Sunday Closing Event (\$750)

- Closing film screening at AcA with reception for filmmakers and awards
- Logo on all closing day material and brand signage at venue and on-stage recognition



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