

# Feel Good Film Festival



*Leave a Film Festival  
Feeling Good*

[WWW.FGFF.ORG](http://WWW.FGFF.ORG)

**Friday, Saturday, and Sunday, August 10-12, 2012**

# Feel Good SPONSORSHIP OPPORTUNITIES

PRESS COVERAGE .....	page 3-4
FEELIN' GOOD .....	page 5
ABOUT THE FESTIVAL .....	page 6
SPONSORSHIP LEVELS .....	page 7-16
 PRESENTING SPONSOR .....	page 7
<i>Key sponsor for the festival. All festival marketing materials: "Feel Good Film Festival Presented by..."</i>	
 OPENING NIGHT SPONSOR.....	page 8
<i>Key sponsor for the commencing night film and gala</i>	
 CLOSING NIGHT SPONSOR.....	page 9
<i>Key sponsor for the closing night film and gala</i>	
 SATURDAY NIGHT GALA SPONSOR.....	page 10
<i>Key sponsor for the Saturday night film and gala</i>	
 CHAPLIN SCREEN SPONSOR.....	page 11
 FAIRBANKS/PICKFORD SCREEN SPONSOR...	page 12
<i>Venue sponsors throughout the duration of the festival</i>	
 FILMMAKER BRUNCH SPONSOR.....	page 13
<i>Sponsor of the exclusive and only Filmmaker Brunch &amp; Distribution Panel</i>	
 INDIVIDUAL SCREENING SPONSOR.....	page 14
<i>Sponsor of a specific screening other than Opening and Closing</i>	
 AWARD SPONSOR.....	page 15
<i>Sponsor presenting monetary awards to filmmakers &amp; screenwriters</i>	
 SUNFLOWER SPONSOR.....	page 16
 DAFFODIL SPONSOR.....	page 16
CONTACT INFO .....	Page 17

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O  
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# FEEL GOOD FILM FESTIVAL



Leave a film festival feeling good!

August 2008-2012

The Egyptian Theatre & Raleigh Studios - HOLLYWOOD



While other film festivals may screen documentaries on the Iraq invasion, torture and the recession, and features on family dysfunction, FGFF films offer innocence, hope and change -- something we so desperately need after the past eight years.

*--The Los Angeles Journal*

The Feel Good Film Festival a fine success!  
The festival was well attended and seamlessly organized.

*--Independent Films Direct*

## SELECT PRESS COVERAGE



Photos (top to bottom): Rainn Wilson (*The Office* & FGFF 2008 Host), Cheryl Hines (*Curb your Enthusiasm*), Brian Krause (*Charmed*) & Anthony Natale (*Mr. Holland's Opas*), Carlos Mencia & wife (comedian & *The Carols Mencia Show*), cast of *Rock Slyde* with Patrick Warburton (*Seinfeld* & *The Tick*), Andy Dick (*Less Than Perfect*), Elaine Hendrix (*The Parent Trap*) & Eric Roberts (*The Dark Knight*)

# Feel Good in 2012!

# THE WALL STREET JOURNAL.

FRIDAY, AUGUST 12, 2011

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## *Festival Seeks Happy Endings*

BY MARSHALL HEYMAN

It being the second week of August, the film festival circuit is about to begin again, with New Yorkers soon flocking off to Venice, Telluride, Toronto and then back to Lincoln Center for the classiest of them all, the New York Film Festival. One film festival that takes place in Los Angeles this weekend recently hit our radar, and with all the debt crisis talk filling our head space, it seemed worthy to investigate.

It's called the Feel Good Film Festival, and more than 15 full-length films will screen over 2 days. Kristen Ridgway Flores founded the FGFF after working for several years as a production designer in independent cinema.

"Most of the movies were horror films or dark and depressing," said Ms. Ridgway Flores. "That's what independent film festivals cater towards. They tend to take just one or two feel-good films. I thought there was a need to show and encourage independent films with positive views on life."

Ms. Ridgway Flores said that it wasn't necessarily difficult to find feel-good films to screen. "They've been looking for an outlet," she said.

Breaking it down to brass tacks, she added, "feel good" means a film features humor, positive scenes and happy endings: "Everyone leaves feeling better than when they did coming in. At the end of it, you're feeling happier."

Of course this is completely subjective. For some people, "Requiem for a Dream," one of the bleakest movies made in the last decade or so, can make you feel good just because it's an example of exhilarating filmmaking. Maybe "Friends with Benefits" makes you feel bad because you just broke up with your boyfriend;

maybe "Midnight in Paris" brings up that panic attack you had at the Eiffel Tower. Even though—spoiler alert!—Gwyneth Paltrow's character kills herself at the end of "Country Strong," you're sort of relieved that she did and feeling happier that the movie's over. Right?

"In some of the films we show people die and you do feel better at the end," admitted Ms. Ridgway Flores. "We're screening a movie called 'Part Time Fabulous' about the struggle of depression. It's not necessarily extremely feel-good, but at the end there's hope."

Ms. Ridgway Flores added a few things.

First of all, that she's a fan of movies that leave her perplexed and wondering what life's all about. Like "Tree of Life," for instance. "Those movies definitely have a place, but not at my festival."

Second, that she isn't sure everybody leaves her screenings feeling happy. "It's kind of hard to say," she said. "Everyone has a different opinion."

And third, that eventually she would like to see the Feel Good Film Festival expand to New York. Her initial vision involved getting a Volkswagen bus "with yellow and pink sunflowers and we'd travel across the country screening feel-good movies. That would be awesome, but I haven't had the funding to do it."

How does she think her feel good movies would be received in the notoriously mean streets of Manhattan anyway?

"I'd probably defer to you on that one," Ms. Ridgway Flores said. "But as much as they like to say New York is hardened, I don't buy it. Though maybe that's me seeing through rose-colored glasses again."

Write to Marshall Heyman at [marshall.heyman@wsj.com](mailto:marshall.heyman@wsj.com)

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**DOW JONES**





## Feelin' Good!

***"When people feel good, they work better, are more creative, and they are more productive."***

**Psychologist, Patsi Krakoff**

The theme of "feeling good" is basically non-existent in the festival circuit. The Feel Good Film Festival is the only one of its kind on this continent. This is an unfortunate state of affairs since filmmakers with optimistic visions about life realize there is no platform for audiences to view feel-good films so they produce depressing stories instead.

***"There is no exercise better for the heart than reaching down and lifting people up."***

**John Andrew Holmes**

At the Feel Good Film Festival we provide these positive filmmakers the platform to showcase their projects. We educate filmmakers and screenwriters through workshops, student film showcases, and panels to cultivate the future of feel good vibes in Hollywood. We support an environment of happy feelings and screen films that cause festival goers to feel better. We create a warm & happy association with the festival and every filmmaker, screenwriter, musician and sponsor attached to it.

***Studies show that individuals with higher levels of well-being have lower cardiovascular risk, lower levels of stress hormones and lower levels of inflammation, which serves as a marker of the immune system. Studies by Carol Ryff, University of Wisconsin-Madison Psychology***

**Partner with us in promoting Feel Good vibes through film in Hollywood and beyond!**



***Rainn Wilson Opening Night host holding a Fierce Hug (bag).***



***Emmy Nominee Gregory Itzin inviting you to join the fun!***



***Shirley Jones accepting the Feel Good tribute award***



## LEAVE THE THEATER FEELING GOOD!

In our first four years, we've had **over 20,000 attendees**, featured over 35 film world premieres, and presented awards for best feature, short, student film, original song, original screenplay, webisode, cinematography, acting and more.

In 2012, we are commencing the  
**5<sup>th</sup> anniversary** of the Feel Good Film Festival!

The Feel Good Film Festival is a **non-profit** film showcase encouraging the development, production, and distribution of short or feature length films with **happy endings, that make audiences laugh, and that capture the beauty of our world.** When a film nourishes us, it sends us back into life smiling contagiously. We seek films, filmmakers & partners that make a positive contribution to the world.

Live-action or animation, comedies or romantic comedies, fiction or non-fiction and films with happy endings are submitted to the Feel Good Film Festival. Held annually in August, FGFF showcases select feel-good feature length and short films at the Egyptian Theatre in Hollywood, California. FGFF does not screen films with overly-explicit sexual acts, excessive profanity or unnecessary violence. Films that condone racism, drug use and cruelty would also not find a place in this festival. Examples of previously produced "feel good" feature films include *Juno*, *My Big Fat Greek Wedding*, *Finding Nemo*, *It's a Wonderful Life*, *Bowfinger*, *Bend it Like Beckham*, *Princess Bride*, and *Rudy*.

### FEEL GOOD AUDIENCE

45% Industry Members  
60% Tech Savvy  
95% Family Oriented

### FEEL GOOD FILMMAKERS (Feature & Short Films)

33% Female  
66% Male

### AGE

10% Under 21  
40% 22-35  
35% 36-50  
15% 51+







## PRESENTING SPONSOR (Exclusive)

**\$25,000**

This Feel Good sponsorship level provides your company with the prestige and recognition of being the EXCLUSIVE presenter of the Feel Good Film Festival. It includes exclusive promotional opportunities. The "Presenting Sponsor" logo and name is on the cover of all marketing materials, always first to be mentioned and is the primary presence at all venues. Your company's name will be linked to the Feel Good image above all other sponsors from beginning to end of festival marketing and throughout the event.

### EXCLUSIVITY AND NAMING RIGHTS

- ☀ Festival to be presented by "your company" with primary presence at the theatre and prominent placement at all venues
  - ☀ Top billing above title on all promotional materials for all events. (Company's name Feel Good Film Festival or The Feel Good Film Festival presented by company's name)
  - ☀ Sponsor provided 30 second promotional spot after opening remarks and prior to film screenings
  - ☀ Sponsorship of the "Best Feel Good Feature Film" Award to be announced at the Awards Ceremony.
- SPECIAL NOTE: \$3000 will be given directly to the winning filmmaker for being the Best in Show.

### PRINT EXPOSURE AND DIRECT MARKETING

- ☀ 2 full page ads in 3,000 souvenir festival programs: 1 Ad inside & 1 Ad on backside cover
- ☀ Top logo on 5,000 schedules, 5,000 flyers, and 3,000 souvenir festival programs
- ☀ 2012 FGFF logo will include presented by "your company"

### MEDIA EXPOSURE – *sponsor exposure contingent on media deadlines*

- ☀ Billing as "Presenting Sponsor" in live mentions and promos aired on radio
- ☀ Billing as "Presenting Sponsor" in promos aired on television
- ☀ Logo in partnering newspapers/magazines
- ☀ Separate press release and announcement regarding company's sponsorship of festival
- ☀ Listed in all festival press releases, PSAs and publicity materials as "Presented by..."
- ☀ Separate Press release announcing "Best Feel Good Feature Film" Award winner

### ONLINE RECOGNITION

- ☀ Logo, hot link, and EXCLUSIVE banner ad on festival website
- ☀ Logo or company name on home page & all pages of the festival's website
- ☀ Promo email sent to mailing list
- ☀ Listed as presenting sponsor wherever FGFF is posted online for this year's festival

### ON-SITE RECOGNIZABILITY

- ☀ Logo on FGFF trailer at all screenings
- ☀ Logo on step & repeat
- ☀ Verbal recognition at all screenings
- ☀ Signage and presence outside theatre entrance and on Feel Good Film Festival banner
- ☀ Provision of Promotion Booth and first choice of Booth location (if desired)
- ☀ On screen slide of company logo between screenings

### PRESTIGE AND POSITIONING

- ☀ Photo opportunities with special filmmakers and actors
- ☀ Special recognition at Opening & Closing Night key screenings
- ☀ Speaking opportunity (2 minutes) at Opening & Closing Night key screenings
- ☀ 10 complimentary festival passes
- ☀ 20 complimentary screening tickets
- ☀ VIP seating and privileges
- ☀ Discounted hotel accommodations
- ☀ Opportunity for product and/or promotional item give-aways (ie bags, t-shirts, hats, pens)
- ☀ Right of first refusal for same sponsorship level for the next year's FGFF
- ☀ All money and services donated to FGFF are tax-deductible





## OPENING NIGHT SPONSOR (Exclusive)

**\$7,500**

This is a Feel Good sponsorship level that kicks off the festival and allows your company exclusive naming rights to the key Opening Night film and the prestigious Commencing Gala. It also includes extensive promotional opportunities before, during, and after the festival including your company's name and logo on all festival marketing materials and advertisements in partnering media. This level offers your company increased visibility and naming opportunities.

### EXCLUSIVITY AND NAMING RIGHTS

- ☀ Billing as "Opening Night Sponsor" for the Feel Good Film Festival
- ☀ Opening Night film to be presented by your company with primary presence at the theatre and prominent placement at all venues on Opening Night
- ☀ Commencing Gala presented by your company

### PRINT EXPOSURE AND DIRECT MARKETING

- ☀ 1 full page ad inside 3,000 souvenir festival programs located on the inside front cover
- ☀ Logo on 5,000 schedules, 5,000 flyers, and 3,000 souvenir festival programs

### MEDIA EXPOSURE

- ☀ Billing as "Opening Night Sponsor" in all festival press releases and publicity material
- ☀ Logo in partnering newspapers/magazines on festival advertisements
- ☀ Separate press release and press announcement regarding company's sponsorship of festival



*Carlos Mencia of  
Mind of Mencia hosting  
Opening Night*

### ONLINE RECOGNITION

- ☀ Logo & hot link on festival website as Opening Night Sponsor

### ON-SITE RECOGNIZABILITY

- ☀ Logo on invitations for the Commencing Gala and title as Commencing Gala presented by your company
- ☀ Logo and name on tickets to the Commencing Gala
- ☀ Logo on FGFF trailer before all screenings
- ☀ Signage and presence outside theatre entrance
- ☀ Promotional booth provided throughout the entire festival (if desired)
- ☀ On screen slide of company's logo between screenings
- ☀ Logo on Step & Repeat (additional \$1,000 donation)

### PRESTIGE AND POSITIONING

- ☀ Photo opportunities with special filmmakers and actors on Opening Night
- ☀ Special recognition at Opening Night key screening
- ☀ Speaking opportunity (2 minutes) at Opening Night key screening
- ☀ 10 Opening Night Gala passes
- ☀ 5 VIP complimentary festival passes
- ☀ 5 complimentary screening tickets
- ☀ Opportunity for product and/or promotional item give-aways (ie bags, t-shirts, hats, pens)
- ☀ Right of first refusal for same sponsorship level for next year's FGFF
- ☀ All money and services donated to FGFF are tax-deductible



*Constance Marie of the  
George Lopez Show on  
the Yellow Carpet  
Opening Night*





## CLOSING NIGHT SPONSOR (Exclusive)

**\$7,500**

This is a Feel Good sponsorship level that closes the festival and allows your company exclusive naming rights to the key Closing Night film and its prestigious gala. It also includes extensive promotional opportunities before, during, and after the festival including your company's name and logo on all festival marketing materials and advertisements in partnering media. This level offers your company increased visibility and naming opportunities.

### EXCLUSIVITY AND NAMING RIGHTS

- ☀ Billing as "Closing Night Sponsor" for the Feel Good Film Festival
- ☀ Closing Night film to be presented by your company with primary presence at the theatre and prominent placement at all venues on Closing Night
- ☀ The Award Ceremony is on Closing Night before the Closing Night Screening, also presented by your company
- ☀ Closing Night Gala presented by your company

### PRINT EXPOSURE AND DIRECT MARKETING

- ☀ 1 full page ad inside 3,000 souvenir festival programs located on the inside front cover
- ☀ Logo on 5,000 schedules, 5,000 flyers, and 3,000 souvenir festival programs

### MEDIA EXPOSURE

- ☀ Billing as "Closing Night Sponsor" in all festival press releases and publicity material
- ☀ Logo in partnering newspapers/magazines on festival advertisements
- ☀ Separate press release regarding company's sponsorship of festival

### ONLINE RECOGNITION

- ☀ Logo & hot link on festival website as Closing Night Sponsor

### ON-SITE RECOGNIZABILITY

- ☀ Title as Closing Night Gala presented by your company
- ☀ Logo on invitations for the Closing Night Gala
- ☀ Logo and name on tickets to the Closing Night Gala
- ☀ Logo on FGFF trailer before all screenings
- ☀ Signage and presence outside theatre entrance
- ☀ Promotional booth provided throughout the entire festival (if desired)
- ☀ On screen slide of company's logo between screenings
- ☀ Logo on Step & Repeat (additional \$1,000 donation)

### PRESTIGE AND POSITIONING

- ☀ Photo opportunities with special filmmakers and actors on Closing Night
- ☀ Special recognition at Closing Night key screening
- ☀ Speaking opportunity (2 minutes) at Closing Night key screening
- ☀ 5 VIP complimentary festival passes
- ☀ 10 Award Ceremony tickets
- ☀ 5 complimentary screening tickets
- ☀ Opportunity for product and/or promotional item give-aways (ie bags, t-shirts, hats, pens)
- ☀ Right of first refusal for same sponsorship level for next year's FGFF
- ☀ All money and services donated to FGFF are tax-deductible



***Brian Krause of Charmed**  
hosted the Closing Night  
Awards Ceremony 2009.*





## **SATURDAY NIGHT GALA SPONSOR (Exclusive) \$5,000**

This is a Feel Good sponsorship level that includes a special screening and allows your company exclusive naming rights to the film presentation and its accompanying gala. It also includes extensive promotional opportunities before, during, and after the festival including your company's name and logo on all festival marketing materials and advertisements in partnering media. This level offers your company increased visibility and naming opportunities.

### **EXCLUSIVITY AND NAMING RIGHTS**

- ☀ Billing as "Saturday Night Gala Sponsor" for the Feel Good Film Festival
- ☀ Special film to be presented by your company with primary presence at the theatre and prominent placement at all venues on Saturday Night
- ☀ Saturday Night Gala presented by your company

### **PRINT EXPOSURE AND DIRECT MARKETING**

- ☀ 1 full page ad inside 3,000 souvenir festival programs located on the inside front cover
- ☀ Logo on 5,000 schedules, 5,000 flyers, and 3,000 souvenir festival programs

### **MEDIA EXPOSURE**

- ☀ Billing as "Saturday Night Sponsor" in all festival press releases and publicity material
- ☀ Logo in partnering newspapers/magazines on festival advertisements
- ☀ Separate press release regarding company's sponsorship of festival

### **ONLINE RECOGNITION**

- ☀ Logo & hot link on festival website as Saturday Night Sponsor

### **ON-SITE RECOGNIZABILITY**

- ☀ Title as Saturday Night Gala presented by your company
- ☀ Logo on invitations for the Saturday Night Gala
- ☀ Logo and name on tickets to the Saturday Night Gala
- ☀ Logo on FGFF trailer before all screenings
- ☀ Signage and presence outside theatre entrance
- ☀ Promotional booth provided throughout the entire festival (if desired)
- ☀ On screen slide of company's logo between screenings
- ☀ Logo on Step and Repeat (additional \$1,000 donation)

### **PRESTIGE AND POSITIONING**

- ☀ Photo opportunities with special filmmakers and actors on Closing Night
- ☀ Special recognition at Closing Night key screening
- ☀ Speaking opportunity (2 minutes) at Closing Night key screening
- ☀ 5 VIP complimentary festival passes
- ☀ 10 Saturday Night Gala tickets
- ☀ 5 complimentary screening tickets
- ☀ Opportunity for product and/or promotional item give-aways (ie bags, t-shirts, hats, pens)
- ☀ Right of first refusal for same sponsorship level for next year's FGFF
- ☀ All money and services donated to FGFF are tax-deductible



**Kate Flannery of  
The Office**





## CHAPLIN SCREEN SPONSOR (Exclusive)

**\$5,000**

This is a Feel Good sponsorship package that will provide your company with an incredible amount of visibility and exclusivity for minimal investment. Also, enjoy promotional opportunities at the festival venue and on all marketing materials (ie brochure, website, souvenir program, etc). Your logo and name is attached to all programs and activities taking place throughout the entire festival at the Rigler screen.

### EXCLUSIVITY AND NAMING RIGHTS:

- ☀ Naming rights to the Charlie Chaplin Screen at Raleigh Studios. Seating for 168 guests.
- ☀ Opening & closing night key screenings will be held on this screen

### PRINT EXPOSURE

- ☀ 1 full page ad in 3,000 souvenir festival programs
- ☀ Logo on 5,000 schedules, 5,000 flyers, and 3,000 souvenir festival programs.

### MEDIA EXPOSURE

- ☀ Listed in festival press releases and select publicity materials as "Screen Sponsor"
- ☀ Name or logo on ¼ page ads in partnering newspapers and magazines

### ONSITE VISIBILITY

- ☀ On-screen slide advertisement at all screenings on both screens
- ☀ Signage: 2 sponsor provided banners surrounding sponsored screen and entrance during the festival's entirety
- ☀ Company provided 15-second trailer to open all screenings in this theater
- ☀ Verbal recognition at all screenings in your company's screening room
- ☀ Opportunity for product and/or promotional item give-aways (ie bags, t-shirts, hats, pens)

### PRESTIGE AND POSITIONING

- ☀ Speaking opportunity (60 seconds) at all screenings in your company's screen/auditorium with exception of Opening & Closing Night key screenings
- ☀ Special recognition at Opening & Closing Night key screenings
- ☀ 5 VIP festival passes
- ☀ 10 complimentary tickets to film
- ☀ All money and services donated to FGFF are tax-deductible





## **PICKFORD/FAIRBANKS SCREEN SPONSOR (2 Available) \$4,000**

This is a Feel Good sponsorship package that will provide your company with an incredible amount of visibility and exclusivity for minimal investment. Also, enjoy promotional opportunities at the festival venue and on all marketing materials (ie brochure, website, souvenir program, etc). Your logo and name is attached to all programs and activities taking place throughout the entire festival at the Spielberg Screen.

### **EXCLUSIVITY AND NAMING RIGHTS:**

- ☀ Naming rights to the Pickford or Fairbanks Screen at Raleigh Studios. Seating for 38 guests.
- ☀ Select panel discussions with industry professionals are held in these theatre

### **PRINT EXPOSURE**

- ☀ 1 half page ad in 3,000 souvenir festival programs
- ☀ Logo on 5,000 schedules, 5,000 flyers, and 3,000 souvenir festival programs.



*Panel discussion with Nickelodeon executives and Tom Kenny of SpongeBob.*

### **MEDIA EXPOSURE**

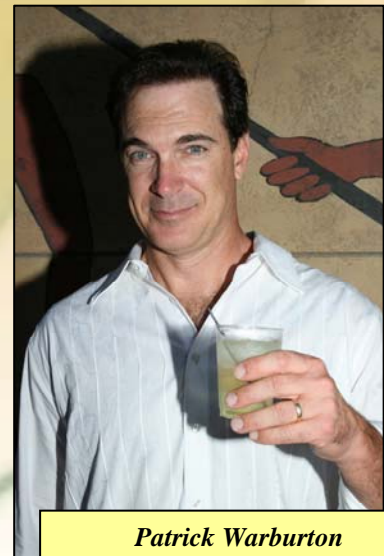
- ☀ Listed in festival press releases and select publicity materials as "Screen Sponsor"
- ☀ Name on ¼ page ads in partnering newspapers and magazines

### **ONSITE VISIBILITY**

- ☀ On-screen slide advertisement at all screenings on both screens
- ☀ Signage: 2 sponsor provided banners surrounding sponsored screen and entrance during the festival's entirety
- ☀ Verbal recognition at all screenings in your company's screening room
- ☀ Opportunity for product and/or promotional item give-aways (ie bags, t-shirts, hats, pens)

### **PRESTIGE AND POSITIONING**

- ☀ Speaking opportunity (60 seconds) at all screenings in your company's screen/auditorium
- ☀ Special recognition at Opening & Closing Night key screenings
- ☀ 2 VIP festival passes
- ☀ 10 complimentary tickets to film programs
- ☀ All money and services donated to FGFF are tax-deductible



*Patrick Warburton enjoying a Blue Angel Vodka drink.*





## FILMMAKER BRUNCH & PANEL SPONSOR (Exclusive) \$2,500

This is a Feel Good sponsorship package that will provide your company with an incredible amount of visibility directly to our feel-good filmmakers, screenplay writers and musicians for minimal investment. Also, enjoy promotional opportunities at the festival venue and on all marketing materials (ie brochure, website, souvenir program, etc). Your logo, name, and promotional materials are attached to the exclusive filmmaker brunch and distribution panel last year held at Hollywood's beautiful Roosevelt Hotel.

### EXCLUSIVITY AND NAMING RIGHTS:

- ☀ Naming rights to the festival's only Filmmaker Brunch and panel
- ☀ Direct exposure to our chosen filmmakers in an intimate, casual setting

### PRINT EXPOSURE

- ☀ 1 half page ad in 3,000 souvenir festival programs
- ☀ Logo on 5,000 schedules, 5,000 flyers, and 3,000 souvenir festival programs.



### MEDIA EXPOSURE

- ☀ Listed in festival press releases and select publicity materials as "Filmmaker Brunch Sponsor"
- ☀ Name on ¼ page ads in partnering newspapers and magazines

### ONSITE VISIBILITY

- ☀ On-screen slide advertisement at all screenings on both screens
- ☀ Signage: 2 sponsor provided banners at the Filmmaker Brunch
- ☀ Verbal recognition at the Filmmaker Brunch
- ☀ Opportunity for product and/or promotional item give-aways both at the brunch and in the festival gift bags (ie bags, t-shirts, hats, pens)

### PRESTIGE AND POSITIONING

- ☀ Logo on invitations for the Filmmaker Brunch presented by your company
- ☀ Logo and name on tickets to the Filmmaker Brunch presented by your company
- ☀ Speaking opportunity (2 minutes) at the Filmmaker Brunch before the panel
- ☀ Special recognition at Opening & Closing Night key screenings
- ☀ 2 Filmmaker Brunch passes
- ☀ 2 VIP festival passes
- ☀ 10 complimentary tickets to film programs in your company's screen
- ☀ All money and services donated to FGFF are tax-deductible



*Panel discussion with **Frank Conniff** of Mystery Science Theater 3000, **Lisa Ann Walter** of Parent Trap and filmmaker **Jacob Medjuck**.*



## INDIVIDUAL SCREENING SPONSOR (20 Available) **\$2,000**

This is a Feel Good sponsorship package with your company sponsoring one specific screening at the festival. You or a company representative will have direct marketing before and after this screening. You will be aware of and/or contribute to the screening content. Also, enjoy promotional opportunities at the festival venue and on all marketing materials (ie brochure, website, souvenir program, etc). Your logo, name, and promotional materials are included in the list of screening sponsors throughout the duration of the festival.

### EXCLUSIVITY AND NAMING RIGHTS:

- ☀ Naming rights as the exclusive sponsor of a specific screening of your choice
- ☀ Direct exposure to our filmmakers prior and after the specific screening
- ☀ This screening will be named as *presented by* \_\_\_your company\_\_\_.

### PRINT EXPOSURE

- ☀ Half page ad in 3,000 souvenir festival programs
- ☀ Logo on 5,000 schedules, 5,000 flyers, and 3,000 souvenir festival programs.

### MEDIA EXPOSURE

- ☀ Listed in festival press releases and select publicity materials as "Individual Screening Sponsor"
- ☀ Mention in on-air radio interviews

### ONSITE VISIBILITY

- ☀ On-screen slide advertisement at all screenings on both screens
- ☀ Company provided 15-second trailer to open this specific screening
- ☀ Verbal recognition and introduction prior to your individually sponsored screening
- ☀ Opportunity for product and/or promotional item give-aways (ie bags, t-shirts, hats, pens)

### PRESTIGE AND POSITIONING

- ☀ Speaking opportunity (60 seconds) at your individually sponsored screening
- ☀ Special recognition at Opening & Closing Night key screenings
- ☀ 5 VIP festival passes
- ☀ 10 complimentary tickets to film
- ☀ All money and services donated to FGFF are tax-deductible







## AWARD SPONSOR (15 available)

**\$1,500**

FGFF is proud to offer this exciting sponsorship level for filmmakers participating in the annual festival. Award winning filmmakers will receive cash prizes, product donations and commemorative statues/plaques. Anytime a specific award is announced and/or mentioned “your” company will be highlighted.

Choose an award that fits your company from the following categories:

Best Feel Good Feature	Best Feel Good Screenplay	Best Actor
Best Feel Good Short	Best Feel Good Webisode	Best Actress
Best Feel Good Documentary	Best Feel Good Student Film	Best Directing
Audience Award for Best Feel Good Feature	Best Feel Good Score	Best Production Design
Audience Award for Best Feel Good Short	Best Cinematography	Best Ensemble Acting

Judges include internationally recognized filmmakers, celebrities, critic and film scholars.

### EXCLUSIVITY AND NAMING RIGHTS

- ☀ Naming rights to one of FGFF's Award categories

### PRINT EXPOSURE

- ☀ Logo and name on program page announcing the festival's awards
- ☀ Half page advertisement in 3,000 souvenir programs
- ☀ Logo and name on 5,000 flyers & 3,000 festival souvenir programs

### MEDIA EXPOSURE

- ☀ Billing as “Your company name Award” in all festival press releases
- ☀ Billing as “Your company name Award” in all pre-festival and post-event publicity materials announcing cash-prize
- ☀ Company representative for photo opportunity with winner at the Awards Ceremony

### ONLINE RECOGNITION

- ☀ Logo, and hot link on festival web page

### ONSITE VISIBILITY

- ☀ On-screen company advertisement at all screenings on both screens
- ☀ Opportunity for promotional item give-aways (ie bags, t-shirts, hats, pens)
- ☀ Company representative at award ceremony
- ☀ Verbal recognition by Award Ceremony Host as Sponsor of your Award

### PRESTIGE AND POSITIONING

- ☀ Company representative at Award Ceremony, verbal recognition, and picture with award winner
- ☀ Rights of first refusal for same sponsorship level for FGFF 2011
- ☀ Verbal recognition at the Opening, Saturday and Closing Night key screenings
- ☀ 5 complimentary tickets to the Award Ceremony
- ☀ 5 complimentary tickets to any film
- ☀ All money and services donated to FGFF are tax-deductible





## SUNFLOWER SPONSOR

**\$1,000**

### PRINT EXPOSURE

- ☀ Logo and name on program sponsor page under “Sunflower Sponsor” level
- ☀ ¼ page advertisements in 3,000 festival programs

### ONLINE RECOGNITION

- ☀ Logo and hot link on festival’s sponsor page under “Sunflower Sponsor”

### ONSITE VISIBILITY

- ☀ Company provided signage at booth for the duration of festival
- ☀ Promotional booth provided throughout the entire festival
- ☀ On-screen company slide advertisement at all screenings on both screens
- ☀ Opportunity for promotional item give-aways (ie bags, t-shirts, hats, pens)



*Hal sparks with America Young  
and festival founder Kristen  
Flores*

### PRESTIGE AND POSITIONING

- ☀ Verbal recognition at the Opening & Closing Night key screenings
- ☀ 10 complimentary tickets to any film or 2 VIP All Access Passes
- ☀ All money and services donated to FGFF are tax-deductible

## DAFFODIL SPONSOR

**\$500**

### PRINT EXPOSURE

- ☀ Logo and name on program sponsor page under “Daffodil Sponsor” level
- ☀ 1/8 page advertisements in 3,000 festival programs

### ONLINE RECOGNITION

- ☀ Logo and hot link on festival’s sponsor page under “Daffodil Sponsor”

### ONSITE VISIBILITY

- ☀ Company provided signage at booth for duration of festival
- ☀ 50% off Promotional Booth rental throughout the duration of the festival
- ☀ On-screen company slide advertisement at all screenings on both screens
- ☀ Opportunity for promotional item give-aways (ie bags, t-shirts, hats, pens)

### PRESTIGE AND POSITIONING

- ☀ Verbal recognition at the Opening and Closing Night key screenings
- ☀ 8 complimentary tickets to any film
- ☀ All money and services donated to FGFF are tax-deductible



# Feel Good SPONSORSHIP OPPORTUNITIES

Contact:  
Stacey Griffen  
Sponsorship Director  
[sponsor@fgff.org](mailto:sponsor@fgff.org)  
(949) 291-6981



*Comedian Andy Dick poses with a Corkology mouse pad.*



*Sponsor Audio Rents shines on the screen in the Spielberg Theatre.*



*Carlos Mencia of Mind of Mencia poses with a bottle of Blue Angel Vodka.*