

THIRD
ACTION

FILM
FESTIVAL



2019 PARTNERSHIP DECK

FESTIVAL FACTS

- **1** Sneak a Peek Networking Event
- **3** Day Festival
 - **9** Screenings
 - **30+** Films
 - **4+** Speakers
 - **600+** Audience
 - **80+** Volunteers

**“I think the whole concept is very exciting. I like the idea that people, people of our age are being celebrated and shown in so many lights.
~Susanne, Audience Member”**

- All films feature older adults in leading roles or explore issues that seniors experience.
- Festival dates are chosen to align and bring awareness to Alberta's Seniors' Week celebrations.



A MESSAGE FROM OUR EXECUTIVE DIRECTOR,

Western society and our mass media feed us negative stereotypes of aging and older adults. For many, this has resulted in a fear and dread of the third act of life. In reality, this stage of life holds so much potential. Science has shown, it is when we arc towards becoming our happiest since early childhood.

Through film, talks and art, THIRD ACTION is endeavoring to make an age-positive culture shift by reframing the discussion around aging and older adults.

With 25% of Canada's population set to be over the age of 65 by 2036, now is the time to make this change.

By partnering with the festival, you will help to create an atmosphere wherein the third act of life is free of ageism.

And.....isn't it fun that we do it all while having a great time at the movies!

MITZI MURRAY
THIRD ACTION FILM FESTIVAL,



Susan is a retired university professor that enjoys making the most of her retirement. She is viewed as a leader in her social circle and has a thirst for knowledge. She is a member of the Calgary Association of Lifelong Learners (CALL) and is a Sage-ing mentor.

**Susan (71)
Early Adopter**

“The experience of growing older is changing. Its not what it once was and people need to know that. I think it is great that the festival is spreading that message. I loved Sharon Butala’s talk about ageism!”

She loves reading and belongs to a book club through CALL. She enjoys CBC Radio 2, Margaret Atwood’s Massey Lecture is one of her favourites and enjoys creating soul collages.

She sees herself as a change-leader and our festival appeals and fulfills this for her.

Her post retirement household income is \$60,000/year.

OUR AUDIENCE

Marlene is a Program Officer at the University of Calgary and creates a home for her husband and 22 year old son, who is attending Dalhousie University. She is a workaholic that is striving to find time to focus on her family, friends and her personal pursuits.

When she can, Marlene likes to relax by knitting or doing yoga. When she goes out for walks, she takes her camera along.

She and her husband like to attend the arts and be exposed to new and interesting ideas.

Marlene’s Mom is recently widowed. When Marlene saw the festival, she thought it was

a great event to take her Mom to. They both love film and she thought it could stimulate a conversation about what the future held for both of them.

Her household income is \$140,000/year.

**Marlene (48)
Adult Child**

“I got to see some great films and my Mom really liked the speakers. It was a wonderful way to spend the morning with my Mom and now we are headed out to lunch and I know we will be talking about our morning.”



PROGRAMMING

Be the catalyst for change.
Support the core
programming components
of the festival.

	Contribution	Available Opportunities	Naming Rights	Logo Placement						Commercial	Verbal Recog	Your Banner	Comp.		Advertisement in Program
				Website	Fest Program	Pre-show Slide	Solo Pre-Show Slide	Oth. Print Mat	Volunteer T-shirt				Tickets	Passes	
Art Show	\$500	1		X	X	X					X	6	--		
ReCast Screening ¹	\$500	5		X	X	X	X				X	X	6	--	
Marquee Screening ¹	\$1,000	4		X	X	X	X				X	X	12	--	
Sneak a Peek Networking Event ¹	\$3,000	1	X	X	X	X	X				X	X	10	2	
Closed Captioning	\$3,000	1		X	X	X	X						10	2	1/4 page
Premiere Partner ²	\$20,000	1	X	X	X	X		X	X	X	X		30	4	Full page

1. One of your representatives introduces the screening to the audience.
2. Logo paired/integrated into Festival logo on all printed material, pre-show slides and digital signage. Partner is responsible for supplying commercial to Festival. Verbal recognition is at all Marquee screenings.

All partnership include an invitation to our Sneak a Peek Networking Event and the ability to place awareness material on our Resource Table.

AUDIENCE ENRICHMENT

Build the foundation
of the festival.

	Contribution	Available Opportunities	Naming Rights	Logo Placement						Commercial	Verbal Recog	Your Banner	Comp.		Advertisement in Program
				Website	Fest Program	Pre-show Slide	Solo Pre-Show Slide	Oth. Print Mat	Volunteer T-shirt				Tickets	Passes	
ATM	Contra	1		X	X	X						4	--		
Popcorn	\$350	1		X	X	X		X				4	--		
Print at Home Tickets	\$500	1		X	X	X		X				6	--		
Stations	\$1,000	4	X	X	X	X					X	8	--		
Printing	\$2,000-\$6,000	1		X	X	X		X				14	2	1/2 page	
Cinema	\$3,000	1	X	X	X	X					X	10	2	1/2 page	
Technical	\$5,000	1		X	X	X						14	2	1/2 page	
Super Power Bestower	\$5,000	1		X	X	X	X					14	2	1/2 page	

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COMMUNITY PARTNER

Help extend the reach of the festival within Calgary and surrounding area. Bring a piece of the festival to the audience.

	Contribution	Available Opportunities	Naming Rights	Logo Placement						Commercial	Verbal Recog	Your Banner	Comp.		Advertisement in Program	Social Media Exposure
				Website	Fest Program	Pre-show Slide	Solo Pre-Show Slide	Other Print Mat.	Volunteer T-shirt				Tickets	Passes		
Festival Shorts Package (1 hour)	\$500	5		X	X	X					X	X	4	--		X
Private Screening Package (2 hours)	\$500-\$1,000	3		X	X	X					X	X	4	--		X
Private Sneak a Peek Screening	\$2,500	1		X	X	X	X				X	X	8	--		X
Full Festival Experience (3 hours) ¹	\$10,000	3		X	X	X	X			X	X	X	14	--		X

1. Partner is responsible for supplying commercial to Festival. Verbal recognition is at all Marquee screenings.

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FILM

Let the filmmakers know they are making a difference by making a difference for them.

	Contribution	Available Opportunities	Naming Rights	Logo Placement						Commercial	Verbal Recog	Your Banner	Comp.		Advertisement in Program	Social Media Exposure
				Website	Fest Program	Pre-show Slide	Solo Pre-Show Slide	Oth. Print Mat	Volunteer T-shirt				Tickets	Passes		
Adopt a Film Award	\$1,000	2	X	X	X	X					X		6	2		X
Create a Film Award	\$1,000	3	X	X	X	X					X		6	2		X

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Take care of the people who make the festival possible, the volunteers.

	Contribution	Available Opportunities	Naming Rights	Logo Placement						Commercial	Verbal Recog	Your Banner	Comp.		Advertisement in Program
				Website	Fest Program	Pre-show Slide	Solo Pre-Show Slide	Oth. Print Mat	Volunteer T-shirt				Tickets	Passes	
Volunteer Food	\$350	8		X	X	X		X				4	--	Banner Ad	
Volunteer Lounge	\$500	1	X	X	X					X	X	4	--		
Volunteer Appreciation	\$750	1	X	X	X	X		X		X	X	8	--		
Volunteer T-shirt	\$2,500	1		X	X	X			X			8	2		

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MEDIA PARTNER

Spread the word,
empower the
movement!

	Contribution	Available Opportunities	Naming Rights	Logo Placement						Commercial	Verbal Recog	Your Banner	Comp.		Advertisement in Program
				Website	Fest Program	Pre-show Slide	Solo Pre-Show Slide	Oth. Print Mat	Volunteer T-shirt				Tickets	Passes	
Newspaper, Radio, TV, Social Media	Negotiated	5	X	X	X					X		20	0	1/4 page	

All partnership include an invitation to our Sneak a Peek Networking Event and the ability to place awareness material on our Resource Table.

Our program is a 20 page 8.5" x 11" stapled guide printed full color, glossy front and back cover. 1,000 copies will be distributed.

FULL PAGE	(8.5" w x 10.875" h)	\$700
HALF PAGE	(Horizontal 7.5"w x 4.5"h or Vertical 3.5"w x 9.125"h)	\$450
QUARTER PAGE	(3.5" w x 4.5"h)	\$200
FOOTER BANNER	(8.5" w x .5" h)	\$25/page

Specifications

- All ads must have a least 1/8" margin. This means that any text must be no less than 1/8" from the edges.
- Text must be embedded and converted to curves/outlines to prevent font issues.
- Acceptable ad/logo formats: CMYK 300 dpi, TIFF/JPEG (at proper size), EPS, PDF.

PROGRAM ADVERTISING

FRIEND OF THE FESTIVAL

\$200

A great way for individuals to support the festival.

Because you are an agent of change, we want your thoughts and ideas so you will receive an invitation to the Sneak a Peek Networking Event to mix and mingle with players from the seniors industry and non-profit industry, academic researchers and the arts community. Enjoy a free drink on us while you share your ideas.

Your name will be listed on the sponsor webpage, sponsor page of program and on pre-show slide. You will also receive a Friend of the Festival t-shirt and a complimentary festival pass!

Partnership Confirmation Deadline:

April 12, 2019

Advertising Print Deadline:

April 19, 2019

Sneak a Peek Networking Event:

May 10, 2019

Festival:

June 7, 8 and 9, 2019



KEY DATES

PARTNERSHIP CONTACT

Mitzi Murray, Executive Director
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