



**THIRD ACT**   
Film Festival

# **Sponsorship & Advertising Guide**

# 2018

**Festival Dates:  
June 8, 9 & 10**





# The Festival



## Embrace Life

THIRD ACTION will screen films from around the globe and is in its inaugural year. The festival will have 9 showings over 2.5 days featuring documentaries, short film, feature films and animation showcasing local, national and international filmmakers.

**Our inaugural event will be held June 8-10, 2018 in the Glenbow Museum Theatre** to capitalize and bring awareness to Calgary's Seniors' Week and Age-Friendly Calgary.

## Embrace Your THIRD ACT

THIRD ACTION Film Festival believes that like at all other stages of life, we must plan for the best third act possible. The best way to do this is create an open environment by entertaining and educating the public through film and talks in the hopes of helping to alter negative stereotypes and assumptions about the third act of life. As well as, create an atmosphere wherein discussion can be had, changes made and proactive planning can be the norm instead of the anomaly.

## Embrace Aging

THIRD ACTION will be the first film festival of its type in Canada and the world. In our second year, Calgary's event will be the premiere site and it will then be packaged to tour across Canada by partnering with local non-profits to raise awareness and funds for seniors' issues.

THIRD ACTION Film Festival is a non-profit located in Calgary, Alberta that celebrates aging and older adults. We want to empower everyone to embrace their best third act possible and help make an age-positive culture shift.





# Our Market

We are expecting over 1600 audience members to attend our inaugural festival. Our target demographic is 45+.

## Calgary

In a TeleFilm Canada report entitled “Audiences in Canada: Trend Report”, of those 55 and older, 14% watch movies at a theatre. Using the 2016 Census data, this would represent approximately 1.5 million Canadians. If we only look at Calgary, based on information provided on Calgary Economic Development’s website, in 2016 we had 342,200 citizens over the age of 55 which means that we would be drawing upon almost 48,000 citizens.

We do not believe that the TeleFilm Canada report includes statistics from film festivals and therefore believe the numbers to be higher. As well, we believe that our festival will have a bigger draw upon this group due to the subject matter

Your 40s are good. Your 50s are great. Your 60s are fab and 70is f\*@king awesome!  
~ Helen Mirren



## Canada

Based on data from Statistics Canada’s 2016 Census, our demographic of 45+ represented over 45% (15.9M people) of Canada’s population giving us a large pool to draw from and it will only be growing in the near future.



# Support Options



## Sponsorship

	Presenting Partner - \$10,000+	Premier Partner - \$5,000+	Benefactor - \$2,500+	Sustainer - \$1,000+	Patron - \$500+	Friend - \$250+
<b>ADVERTISING &amp; RECOGNITION</b>						
Two-week website banner ad*	✓					
Naming sponsor for select galas**	✓					
Repeated verbal recognition at special events & key films	✓	✓				
20 second commercial*	✓	✓				
Name on Volunteer T-shirt	✓	✓	✓			
Banner at Festival*	✓	✓	✓			
E-newsletter spotlight inclusion	✓	✓	✓	✓		
Social media mentions	✓	✓	✓	✓		
Logo placement on Pre-show Slide Presentation	✓	✓	✓	✓	✓	
Option to distribute literature at Festival*	✓	✓	✓	✓	✓	✓
Name/Logo on Sponsorship Webpage	✓	✓	✓	✓	✓	✓
Festival Program Guide Ad Size*	Full Page (back cover or inside front cover**)	Half Page	Quarter Page	Eighth Page	Logo (sponsors hip page)	Name (sponsors hip page)
<b>TICKETS</b>						
Complimentary Festival Passes (with Priority Member line-up)	6	5	3	2	0	0
Complimentary client tickets to selected screenings	10	8	6	4	4	2
Industry/Sponsor Networking Party	✓	✓	✓	✓	✓	✓

\* The sponsor must provide these items.

\*\* while available

Media in-kind sponsorship will be valued at 100% fair market value.

Sponsorships based on product donations receive up to Patron Level.

Sponsorship agreements are valid for 12-month period, with multi-year sponsorships available.

**We are happy to discuss customized packages tailored to your needs!**



# Support Options



## Advertising

### PROGRAM GUIDE ADS

<b>Full Page</b> (8.5w x 10.875h")	<b>\$700</b>
<b>Half Page</b> (Horizontal 7.5w x 4.5h" or Vertical (3.5w x 9.125h")	<b>\$450</b>
<b>Quarter Page</b> (3.5w x 4.5h")	<b>\$200</b>
<b>Eighth Page</b> (3.5w x 2.125h")	<b>\$100</b>
<b>Footer Ad</b> (8.5w x .5h")	<b>\$20/page</b>

### EVENT & AWARD NAMING

<b>Film Screening Naming</b> ("This film is sponsored by.....")	<b>\$250</b>
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Includes logo and name recognition, option to introduce the film and advertise in the lobby at the film

<b>Exclusive Special Event Naming</b> ("This is a ..... event")	<b>\$300</b>
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This event is organized by your business and speaks to your interests. Perhaps an exclusive pre or post-show event.

<b>Film Award Naming</b> ("The ..... Best of the Fest Award")	<b>\$1,000</b>
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Includes your name and logo on audience award ballots & award media

<b>Exclusive Gala Naming</b> ("The .....Opening/Closing Gala")	<b>\$1,500</b>
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Includes exclusive naming, logo recognition, and 6 VIP tickets to your gala.

### DONATIONS

This is ideal for individuals and small businesses wishing to contribute directly to the Festival. All donors gain website and program recognition. At this point we are unable to provide tax receipts as we are not a registered charity.

## Festival Guide Print Details

Our program guide is a 18 page 8.5" x 11" stapled guide printed full color, glossy front and back cover, on high quality paper stock. 1,000 copies will be distributed.

### AD Specs

- 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.
- ONLY full-sized/hi res files from an FTP file-sharing site will be accepted online.





# Key Dates & Details



**Festival Dates:**

**June 8, 9 & 10, 2018**

**Sponsorship Confirmation Deadline:**

**April 15, 2018**

**Advertising Print Deadline:**

**April 20, 2018**

## Contact

Sponsorship Contact  
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