



2009 TRUE/FALSE FILM FEST  
SPONSORSHIP OPPORTUNITIES



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# TRUE/FALSE FILM FEST

FEBRUARY 26 - MARCH 1, 2009

The True/False Film Fest returns to Columbia, Missouri for its sixth year. A bona fide “destination” festival, with a growing international reputation, True/False has wowed audiences, both local and international, with its cutting-edge programming and infectious spirit.

True/False 2009 will bring the liveliest new nonfiction films in the world to Columbia with virtually 100% of our directors from across the globe attending. Some of the films will be fresh from Sundance, Toronto, and other major international festivals. Others will appear mysteriously before their official premieres elsewhere.

All of the True/False venues are within blocks of each other and all of our events take place in the heart of downtown Columbia, an eclectic oasis of 100,000 residents, home to the University of Missouri (MU) and two private colleges.

True/False 2008 saw the addition of four venues on the Stephens College campus as well as a sold out closing night film at the 1800 seat Jesse Hall on the MU campus. The number of screens doubled in 2008. The festival’s attendance has grown by an average of 50% every year since its inception, with a captive audience of nearly 20,000 festival goers in 2008.

Venues at Stephens College and MU will be joined by the newly re-opened and beautifully restored historic Missouri Theatre allowing for unprecedented crowds in 2009.

Between the nonstop movies, we’ll eat, drink and dance, host panel discussions, encourage discussions and challenge filmmakers to re-imagine the possibilities of nonfiction filmmaking.

The True/False Film Fest is unlike any other festival – a creative blend of film, workshops, parties and exploration set in an eclectic college town smack dab in the middle of America and T/F 2009 promises to be the best yet.

**DATES:** February 26 – March 1, 2009

**LOCATION:** Columbia, Missouri

**2008 TICKET SALES:** 18,000 (the most highly-attended film festival in Missouri)

**VENUES:** The Missouri Theatre, The LRW Ballroom, Windsor Auditorium and Macklanburg Playhouse on the Stephens campus, Jesse Hall on the MU campus, The Blue Note, The new Ragtag Cinema (with two theatres), Cherry Street Artisan, Forrest Theater in the Tiger Hotel and the Bull Pen Cinema

## FILMS AND EVENTS:

More than 80 documentaries plus seminars and workshops, nightly parties, the exclusive Filmmaker Fete, Gimme Truth! Game show, the Reel Gone Round-Up cinematic field trip, Young Filmmakers Camp and more.

## DEMOGRAPHIC PROFILE:

Average Age: 33

Gender: 52% female, 48% male

Average Annual Income: \$50,724

82% of attendees are from the mid-Missouri area

18% were out-of-market visitors

97% of attendees surveyed said that they would return to the festival

## SOME OF OUR 2008 SPONSORS:

Adobe, Belvedere Vodka, Commerce Bank, Eyedentity Eyecare, IndiePix, Midwest Airlines, Schlafly Brewing, Sycamore, Sundance Channel

*“Not only is a successful film festival a convention and visitor’s boost, it bathes our town in a unique cultural glow. Columbia, home of the world famous True/False Film Festival!”*

**Hank Waters III, Columbia Daily Tribune**



## MARQUEE SPONSOR

**\$50,000**

*Category exclusivity  
for entire festival*

### PRINT EXPOSURE:

- Full-page four color ad in Official Festival Program (distribution 6,000)
- Logo displayed in all local and regional print media
- Logo on 5000 postcards
- Logo on Festival Poster

### RADIO AND TELEVISION EXPOSURE:

- Featured as sponsor in all local and regional radio ads
- Featured as sponsor in all local and regional television ads

### MEDIA EXPOSURE:

- Mentions in all film festival press releases
- Mentions in press conferences, media interviews and frequently from stage

### WEB EXPOSURE:

- Special recognition on festival home page, with link (100,000 unique visitors)

### THEATER EXPOSURE:

- Prominent Sponsor recognition with logo on individual screen in film festival trailer played prior to screenings (20,000 impressions)
- Logo and banner placement at all festival screenings, and table tents at parties, receptions and awards (provided by sponsor) (20,000 impressions)
- Opportunity for product distribution to festival attendees (10,000 impressions)
- Opportunity for Product placements in all Director Bags.
- Logo displayed on banner in 9th Street and Broadway windows of True/False office

### PROMO MATERIAL PARTICIPATION:

- Logo and/or Company name on all official T/F lanyards (6,000 impressions)
- Logo on all Official T/F Volunteer t-shirts which more than 200 volunteers will wear as they staff the festival all weekend



### DIRECT PARTICIPATION:

- 6 Silver Circle passes which can gain you entry to all festival screenings and filmmaker screenings, panels, receptions and parties, including opening/closing night film ceremonies in addition to “no wait privileges” for select films and first chance for tickets
- 4 Lux Passes
- 4 Passes to the private “Filmmaker Fete”
- 10 tickets to Opening Night
- 10 tickets to Closing Night
- Complimentary copies of festival posters and t-shirt/hats

WINDSOR  
CINEMA





## **BROADWAY SPONSOR**

**\$14,500**

*Category exclusivity  
within sponsor level*

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### **PRINT EXPOSURE:**

- Full-page four color ad in Official Festival Program (distribution 6,000)
- Logo displayed in all local and regional print media
- Logo on 5000 postcards
- Logo on Festival Poster

### **RADIO EXPOSURE:**

Featured as sponsor in local and regional radio ads

### **TELEVISION EXPOSURE:**

- Featured as sponsor in local and regional television ads

### **WEB EXPOSURE:**

- Recognition on festival home page, with link (100, 000 unique visitors)

### **THEATER EXPOSURE:**

- Prominent Sponsor recognition of logo on film festival trailer played prior to screenings (20,000 impressions)
- Potential for Logo and banner placement (provided by sponsor) at all festival screenings, and table tents at parties, receptions and awards (15,000 impressions)
- Opportunity for product distribution to festival attendees (10,000 impressions)
- Opportunity for Product placements in all Director Bags

### **DIRECT PARTICIPATION:**

- 8 Lux passes which gain you entry to all festival screenings and filmmaker screenings, panels, receptions and parties, including opening/closing night film ceremonies
- 2 tickets to the private “Filmmaker Fete”
- 10 tickets to Opening Night
- 10 tickets to Closing Night
- Complimentary copies of festival posters and t-shirts/hats

*“Without a doubt TRUE/FALSE is my favorite film festival ever anywhere. The high quality of the films, the sold out shows — screening after screening filled with an audience that is hungry for intelligent work, the high quality of musicians performing before each screening, and busking on the street. You kind of swear they put ecstasy in the town water or something.”*

**Vanessa Renwick**

*“I have now returned to Denmark from what I would consider the best film festival ever.... I have to get back to True/False!”*

**Pernille Rose Gronkjaer, director, The Monastery**



## 9TH STREET SPONSOR

**\$7,500**

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### PRINT EXPOSURE:

- Full-page four color ad in Official Festival Program (distribution 6,000)
- Logo displayed in local print media
- Logo on 5000 postcards

### RADIO EXPOSURE:

- Featured as rotating sponsor in local radio ads

### WEB EXPOSURE:

- Recognition on festival home page, with link (100,000 unique visitors)

### THEATER EXPOSURE:

- Sponsor recognition on film festival trailer played prior to screenings (20,000 impressions)
- Product placements opportunity in all Director Bags

### DIRECT PARTICIPATION:

- 4 Lux passes which can gain you entry to festival screenings and filmmaker screenings, panels, receptions and various parties, including opening/closing night film ceremonies
- 6 tickets to Opening Night
- 6 tickets to Closing Night
- Complimentary copies of festival posters and t-shirts/hats

## CHERRY STREET SPONSOR

**\$3,500**

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### PRINT EXPOSURE:

- 3/4-page ad in Official Festival Program (distribution 6,000)

### RADIO EXPOSURE:

- Rotated as sponsor in all radio ads

### WEB EXPOSURE:

- Recognition on festival home page, with link (100,000 unique visitors)

### THEATER EXPOSURE:

- Product placements opportunity in all Director Bags

### DIRECT PARTICIPATION:

- 4 Lux Passes to all festival screenings and filmmaker screenings, panels, receptions and parties, including opening/closing night film ceremonies
- 4 tickets to Opening night film
- 4 tickets to Closing night film



*"True/False is one of the smartest and most original festivals in the U.S. More curated than programmed, it reminds me of a young Rotterdam Film Festival."*

**Kirby Dick, 2006 True Vision Award winner and director of This Film is Not Yet Rated**

*"A real achievement — and judging by the turn out at the films, one which the town embraced with open arms. It was an honour to be associated with the True/False festival."*

**Kevin Macdonald, Oscar-Winning Director**



## LOCUST STREET SPONSOR

\$1,500

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### PRINT EXPOSURE:

- 1/2-page ad in Official Festival Program (distribution 6,000)

### WEB EXPOSURE:

- Recognition on festival home page, with link (100,000 unique visitors)

### THEATER EXPOSURE:

- Product placement opportunity in all Director Bags

### DIRECT PARTICIPATION:

- 2 Simple passes
- 2 tickets to Opening night film
- 2 tickets to Closing night film



## ELM STREET SPONSOR

\$750

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### PRINT EXPOSURE:

- 1/4-page ad in Official Festival Program (distribution 6,000)
- Logo on sponsor page in Festival Program

### WEB EXPOSURE:

- Recognition on festival home page, with link (100,000 impressions)

### DIRECT PARTICIPATION:

- 2 tickets to Opening night film
- 2 tickets to Closing night film

## LOCAL CONTRIBUTOR

\$300

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### PRINT EXPOSURE:

- Recognized in Festival Program (distribution 6,000)

### WEB EXPOSURE:

- Recognition on festival home page, with link (100,000 unique visitors)



*"Three things that make True/False the best US documentary festival. First, the perfect number of films. Second, a collegial, egalitarian, non-competitive environment for all the filmmakers. Third, the most stylish hooded sweatshirt."*

**John Pierson, independent film guru**

*"When a friend called and said, 'You want to go to Missouri with me?' I was like, 'Uh...I don't know...do I?'" But who knew that such a cool, fun, artistic and intelligent place existed? I loved Columbia, I loved the festival, I fully intend on finding my way back there next year."*

**Maia Rossini, New York author**