

Sponsorship Information

THE WOMEN OF COLOR ARTS & FILM (WOCAF) FESTIVAL– ATLANTA

March 20th – 22nd 2008

Produced by:



In collaboration with
The Auburn Avenue Research Library on
African American Culture History

CONTACT

Mojisola Sonoiki

Festival Director

Email: moji@iyalodeproductions.com

Tel: (404) 453.1053

URL: <http://www.iyalodeproductions.com>

The Women of Color Arts & Film (WOCAF) Festival/Atlanta -- Sponsorship Information --

4th FESTIVAL AT A GLANCE

What: The three-day festival comprises of a series of film screenings and a music showcase. The film festival will showcase films from Africa, America, Asia, the Caribbean, the Middle East, and Europe by women of color filmmakers in key creative positions. The music showcase will feature Atlanta-based Women of Color Artists.

Where: **Film Festival:** The Auburn Avenue Research Library on African American Culture and History.

Music Concert: Venue TBD

When: March 20th - 22nd , 2008.

Attendance: 2005: 800+.
2006: 1500+.
2007: 2000+

Tickets: **Film Festival:** Auburn Avenue Research Library:
Free and open to the public.

Music Concert: \$15.00

Producer: The Women of Color Arts & Film Festival is produced annually by **Iyàlódè Productions**, an arts service and production company that promotes activism through the arts.

ABOUT THE 4TH WOMEN OF COLOR ARTS AND FILM FESTIVAL

Film Festival

Over three days, audiences will attend more than twenty films, panel discussions, and have opportunities to network with various women in the moving media industry.

The producer, **Iyàlódè Productions** prides itself for being involved in bringing innovative events never before seen in the city of Atlanta. The name **Iyàlódè** is actually a title bestowed on the leader of women amongst the Yoruba tribe of Nigeria, West Africa. In the spirit of its name, Iyàlódè Productions has been producing groundbreaking events that empower women of color artists. The 2005 and 2006 Atlanta Women of Color International Film Festival received critical acclaim and all screenings had a capacity audience. Films were screened by women-of-color filmmakers from: Africa, The Caribbean, China, Europe, India and The Middle East.

The 1st WOCAF Festival (2005) hosted:

- Renowned actress Barbara O from Julie Dash's "Daughters of the Dust" (Daughters of the Dust is considered to be the first feature length film directed by an African American woman to be theatrically released)
- Award winning Filmmaker Dr. Yvonne Welton (Director, Sisters in Cinema),
- Coquie Hughes – named as the 1st African-American female to direct three feature length films and the 1st African-American woman to ever write, produce and direct a digital feature (*source: American Institute of Film and Video*)

Lord Have Mercy by Frances-Anne Solomon (Toronto, Canada) which screened at the 1st WOCAF Festival was nominated for 2 Gemini Award's (The Canadian equivalent of the Oscars).

The 2nd WOCAF Festival (2006) hosted:

Canadian Filmmakers Zoë Naomi Bridgeman and Shelly Ross (Director & Producer of Souls) and several Atlanta based Women of Color Filmmakers.

God Sleeps in Rwanda by Kimberlee Acquaro & Stacy Sherman (Rwanda) screened at the 2nd ATL Women of Color International Film Festival was nominated for an Academy Award for Best Documentary Short.

The 3rd WOCAF Festival (2007) hosted:

Atlanta native, actress Tangi Miller (of Madea's Family Reunion) producer of one of the Atlanta premiers "Hurricane in the Rose Garden".

Women of Color Arts & Film Festival (WOCAFF)/Atlanta -- Sponsorship Information --

Music Concert

Book and confirmed performance artists:

N.a.i.r.a - <http://www.myspace.com/prolyfikmusicwerks>

Algebra - <http://www.myspace.com/algebrablessett>

Julie Dexter - <http://www.myspace.com/ketchavibe>

Editorial Coverage

Thanks to several of our media sponsors (Rolling Out, The African Magazine, Mimi Magazine) will provide in-depth coverage of the festival. Other Atlanta and regional publications will be targeted.

Importance to the Community

The Women of Color Arts & Film Festival is the only cultural event in Atlanta sponsored by and focused on women of color's achievement in the media. The festival has attracted an audience locally, nationally and as well as from abroad.



Summary of Sponsor Levels

Presenting Sponsor \$10,000

Gold Sponsor: \$5,000

Silver Sponsor: \$2,500

Bronze Sponsor: \$1,000

All sponsorships include a package of marketing opportunities, logos, and VIP passes to the film festival. Sponsorships are negotiable, but must include 50% cash contribution. WOCAF is able to tailor existing sponsorship levels to best suit your organization/company or individual needs.

Presenting Sponsor \$10,000

1. Opportunity for Presenting Sponsor's 30-second commercial promotional trailer to be screened before each film.
2. Opportunity for Presenting Sponsor products to be distributed at the festival (product sampling).
3. Opportunity for a company representative to address an audience of their choice
4. Consumer data capture.
5. Prominent placement (inside front cover or back cover) of a full-page color ad in the official Festival brochure.
6. Presenting Sponsor logo on a slide promoting the festival shown before every screening at main Festival venues.
7. Company logo on all promotional materials and advertisements prior to festival, (newspapers, radio and TV).
8. Eight reserved VIP seating for all screenings.
9. Banner or other corporate signage (provided by company) on display during the festival.
10. Company listed as presenting sponsor in all press releases.
11. Prominent placement on our website cross-linked and promoted all across the Internet.

The Women of Color Arts & Film (WOCAF) Festival/Atlanta -- Sponsorship Information --

Gold Sponsor: \$5,000

1. Prominent placement (inside back cover) of a full-page color ad in the official Festival brochure.
2. Opportunity for Presenting Sponsor products to be distributed at the Festival (product sampling).
3. Presenting Sponsor logo on a slide promoting the festival shown before every screening at main Festival venues.
4. Company logo on all promotional materials and advertisements prior to festival, (newspapers, radio and TV).
5. Four reserved VIP seating for all screenings.
6. Banner or other corporate signage (provided by company) on display during the festival.
7. Company listed as Gold sponsor in all press releases.
8. Prominent placement on our website cross-linked and promoted all across the Internet.

Silver Sponsor: \$2,500

1. Full-page B&W ad in official festival brochure.
2. Company logo on all promotional materials and advertisements.
3. Two reserved VIP seating for opening and closing night only.
4. Company listed as silver sponsor in all press releases.
5. Placement on our website cross-linked and promoted all across the Internet.

Bronze Sponsor \$1,000

1. 1/2 -page B&W ad in official festival brochure.
2. Company listed as bronze sponsor in all press releases.
3. One reserved VIP seating for opening and closing night only.
4. Placement on our website cross-linked and promoted all across the Internet.

In-Kind Goods or Services

The Women of Color Arts & Film Festival/Atlanta may be willing to trade your company's goods or services in exchange for a festival sponsorship. Please contact us to discuss this option.

The Women of Color Arts & Film (WOCAF) Festival/Atlanta -- Sponsorship Information --

FESTIVAL ATTENDEE PROFILE:

AGE

Median Age	31 years
18-24	11.5%
25-34	32.6%
35-49	44.3%
50-65	11.6%

EDUCATION

Attended some college	5%
Trade/Technical school	10%
College Graduate	55%
Advanced College Graduate	30%

PERSONAL INCOME

\$30,000 plus	33.8%
\$50,000 plus	42.7%
\$75,000 plus	23.5%

RACE

Asian	2%
Black	47%
Latino	9%
White	30%
Other	2%

GENDER

Female	70%
Male	30%

Personal Status

Single	66.3%
Married	33.7%

Occupation

Professional/Managerial	60%
Media, Arts, Entertainment	40%

Source: Festival Attendee Survey, 2005, 2006 and 2007

2008 FESTIVAL PROGRAM ADVERTISEMENT RATES

Full-page color: \$500 (Limited Number available)

Full-page B/W: \$400

1/2 page B/W: \$250

Ad sizes

Full Page (5 1/2" x 8 1/2")

1/2 Page (5 1/2" x 4 1/8")

Specifications:

- No bleed
- All ads must be high-resolution (300 dpi or better) with support files embedded.
- Materials must be provided on disk in one of the following formats: PDF (preferred); Tiff/GIF; JPG. Formats must include all supports embedded.

Please email ad layouts

Mojisola Sonoiki

moji@iyalodeproductions.com

iyalodeproductions@yahoo.com