

# Ojai Film Festival



## 2023

Live event: November 2-6

Digital festival: November 7-19

Sponsorship Opportunities



P.O. Box 1029 – Ojai, CA 93024  
[www.OjaiFilmFestival.com](http://www.OjaiFilmFestival.com) - 805.640.1947

## About our Film Festival...



In 1999 Steve Grumette, then Artistic Director of the Ojai Film Society, was invited to the Canyonlands Film Festival in Moab, Utah. With a comparable population and boasting both a vibrant arts community and a spectacular natural environment, Moab is similar to Ojai in many ways. On his return from Utah, it occurred to Steve that if Moab could support a thriving film festival, why not Ojai? From that idea, the Ojai Film Festival was born.

On November 15, 2000, nearly two years of intensive effort by more than a hundred volunteers culminated in the opening of the first Ojai Film Festival to an overwhelmingly enthusiastic response from filmmakers and filmgoers alike. The Ojai Film Festival launched with two goals in mind:

- To provide audiences with opportunities to see groundbreaking work that would be otherwise inaccessible,
- To provide filmmakers with an enthusiastic and knowledgeable audience.

In early 2002, the festival established itself as an independent nonprofit foundation. Now in its 23<sup>rd</sup> year, the festival continues its commitment of "Enriching the Human Spirit" by selecting important films that in some way uplift people, help audiences feel good about being members of the human race or encourage them to live meaningful lives, and/or reflect contemporary issues worthy of contemplation. Over the past few years, the Ojai Film Festival has expanded its creative platform with Focus Earth, a mini-festival of films and panels that focus on environmental issues integrating presentations by local and international filmmakers and community experts; the Gold Coast Series which showcases films created in Ojai and in Southern California, a Screenplay Competition, and mini-foci looking at diversity issues.

The Festival provides audiences a diverse lineup of titles from around the world. Each year the festival showcases films representing over 40 countries. The Ojai Film Festival gives filmmakers access to a highly appreciative audience of savvy and informed film fans. The Film Festival's Artistic Director, Steve Grumette, has served as a juror at the Moab and San Louis Obispo Film Festivals.

Amid a new era in film, video, and live-streaming media presentations, we presented our first virtual online Film Festival in 2020. Born from the Covid-inspired necessity of social distancing and health precautions, we created an event that showcased 87 films along with live, online Q&A's and special seminars. The 2023 festival will be a hybrid, with screenings, discussions and events both online and physically in Ojai's venues.

\* \* \* \* \*

As a sponsor, you will support a leading regional event while gaining recognition among an audience drawn from throughout Ventura and Santa Barbara counties as well as Los Angeles. Patrons throughout the United States and around the world access the Festival via the World Wide Web and social media.

The Ojai Film Festival has developed a highly visual and effective promotional campaign to build awareness of the festival and its workshops, youth educational opportunities, and to drive attendance. This program has grown to include media sponsorship from local media outlets. Through an extensive public relations campaign, stories and features about the festival have been published in the *Los Angeles Times*, *Ventura County Star*, *Santa Barbara New Press*, *Santa Barbara Independent*, *LA Weekly*, *VC Reporter*, *Ojai Quarterly*, *Ojai Valley News*, and other regional weeklies, regional television and radio plus a strong presence on PBS outlets throughout the Central Coast and Southern California. The Festival maintains an active presence on numerous social media platforms and has an email list of 6,000+.

## Sponsorship Levels:

### EXECUTIVE PRODUCER (\$20,000+)

- Named as "Festival Sponsor" of the festival on all promotional and marketing materials including all media advertising, website, email "blasts" video trailers, festival commercials, awards ceremony and festival sponsors' banner
- Welcome Message at the Festival Opening in Libbey Bowl and on Festival website and online streaming platform
- Full page color ad in festival program guide
- Up to a 30 second video commercial to be played before film screening of choice during festival (sponsor to provide video)
- Sponsor-provided banners displayed at venue(s)
- Booth/table in lobby at venue(s)
- 12 All Access passes and 20 6-Pack tickets
- Logo/name and link on website (one year)
- Logo and link to sponsor's website integrated into online streaming platform
- Sponsor provided company information in welcome gift baskets for all guests and filmmakers
- Access to Filmmaker lounge with signage
- "Premier Sponsor" placement on Festival Sponsors' banner at venues and online

### PRODUCER (\$10,000-19,999)

- Named as "Presenting Sponsor" of 2 films of choice or events at venue on promotional and marketing materials including some media advertising, video trailers, website, email "blasts," awards ceremony and festival sponsors' banner.
- Half page color ad in festival program
- Booth/table in lobby at venue(s)
- 8 All Access passes and 12 6-Pack tickets
- Logo/name and link on website (one year)
- Logo and link to sponsor's website integrated into online streaming platform
- Sponsor provided company information in welcome gift baskets for all guests and filmmakers
- Access to Filmmaker lounge with signage
- "Premier Sponsor" placement on Festival Sponsors' banner at venues and online

### DIRECTOR (\$5,000-9,999)

- Named as "Presenting Sponsor" of specific film (1 film of choice) at venue and on promotional and marketing materials including website, video trailers, and festival sponsors' banner
- Quarter page color ad in festival program
- Banner placement at venue of choice
- 6 All Access passes and 5 6-Pack tickets
- Logo/name and link on website during festival
- Logo and link to sponsor's website integrated into online streaming platform
- "Major Sponsor" placement on Festival Sponsors' banner at venues and online

### SCREENWRITER (\$2,500-4,999)

- Named as "Sponsor" on promotional and marketing materials including website, video trailers, and festival sponsors' banner
- Quarter page color ad in festival program
- 4 All Access passes and 4 6-Pack tickets
- Logo/name and link on website during festival
- Logo and link to sponsor's website integrated into online streaming platform
- Placement on Festival Sponsors' banner at venues and online

### CINEMATOGRAPHER (\$1000-2,499)

- 3 All Access Passes and 4 6-Pack tickets
- Sponsor provided signage on display at Festival evening events and Awards Brunch
- Quarter page color ad in festival program
- Logo/name and link on website during festival
- Logo and link to sponsor's website integrated into online streaming platform
- Placement on Festival Sponsors' banner at venues and online

### ASSISTANT PRODUCER (\$500-999)

- 2 All Access Passes and 2 6-Pack tickets
- Logo/name and link on website during festival
- Placement on Festival Sponsors' banner at venues and online

### KEY GRIP (\$300-499)

- 1 All Access Pass and 3 6-Pack tickets
- Logo/name and link on website during festival

### STAGEHAND (\$150-299)

- 1 All Access Pass and 2 6-Pack tickets
- Logo/name and link on website during festival

### PATRON (\$100-140)

- 2 6-Pack tickets
- Logo/name and link on website during festival



*Enriching the Human Spirit through Film*

## SPECIFIC SPONSOR OPPORTUNITIES

**THE FILM FESTIVAL** – an internationally and regionally recognized event that focuses on new and emerging filmmakers with films that reflect important themes and issues reflective of today's world. [\$20,000]

### WITHIN THE FESTIVAL:

**FESTIVAL AWARDS BRUNCH** – the first Sunday of Festival, a brunch honoring the acting and cinematographer Distinguished Artist Awards and the winning filmmakers. [\$2500]

**FESTIVAL OPENING FILM** - Thursday night in Libbey Bowl. A family-friendly presentation free of charge to the Ojai community. [\$1000]

**"ENVIRONMENTAL FOCUS"** – a series of films and seminars looking at our world and its present condition. [\$750]

**"DIVERSITY FOCUS"** – a series of films and seminars looking at our world and its present condition. [\$750]

**"GOLD COAST FILMS"** - a day of films created in and developed by filmmakers of Ventura and Santa Barbara Counties. [\$750]

**SCREENPLAY LIVE TABLE READ** - the festival's winning screenplay receives a table read of the entire script by local Ojai actors, directed by a notable director. [\$500]

### ADDITIONAL OPPORTUNITIES:

**FESTIVAL RECEPTION** – Saturday evening "mixer" in which filmmakers, community hosts, volunteers and interested community members have an opportunity to 'connect.' [\$500]

**VOLUNTEERS THANK-YOU** - a post-festival party to thank the over 100 community volunteers whose contributions make the festival happen. [\$250]

**DISTINGUISHED ARTIST AWARD –ACTOR** - recognition by the festival of the professional body of work done by an actor. [\$500]

**DISTINGUISHED ARTIST AWARD –CINEMATOGRAPHER** - recognition by the festival of the professional body of work done by a cinematographer, representing all the professionals who work 'behind the camera.' [\$500]

**FESTIVAL APPAREL** - polo shirts and/or hats and other merchandise that are presented to all festival volunteers, festival awardees and VIPs. [\$500]

**EVENT** – sponsor chooses one event within the Festival. Name and logo displayed at event and in all advertising [\$250]

Sponsor's name and logo (when appropriate) will appear prominently at Festival event and on all marketing material developed for the event.

## Mission Statement

Dedicated to enriching the human spirit through film, the Ojai Film Festival celebrates the art of cinema and promotes its appreciation through year-round programming and an annual festival of film-related events. Our diverse offering of film screenings, workshops, seminars, tributes and social gatherings brings artists and audiences together for education, entertainment, conversation and inspiration.



For twenty-two years the Ojai Film Festival has sought to present high quality independent films from across the globe. Honoring its commitment to both the filmmakers and its patrons, the Festival has developed strong relationships with diverse groups that reflect major foci within the festival: the environment, diversity, and perspectives from around the world..

These groups work with the festival to advertise the screenings and programs offered each year. Using their contact lists coupled with the festival's list of over 8,000 emails and social media platforms, interest in the festival is generated on a regional, national and global basis.

To discuss this business opportunity:

## Ojai Film Festival

P.O. Box 1029 – Ojai, CA 93024

[OjaiFilmFestival.com](http://OjaiFilmFestival.com)

805.640.1947

[info@ojaifilmfestival.com](mailto:info@ojaifilmfestival.com)