

# BENEFITS GUIDE

**The VC Film Fest's comprehensive promotional materials reach an aggregate audience of well over four million movie-goers throughout the Greater Los Angeles Area, making your program sponsorship a smart investment. In addition to mainstream and ethnic print and broadcast outlets, your company's support of the Festival is also highlighted through:**

## **Festival Catalog:**

Description: Complete with detailed program notes, essays, general info and indexes.  
Print Run: 5000  
Pages: 80+  
Color: 4-color on selected pages  
Distribution: Opening Night Audience, available to entire Festival audience.  
Used year-round by programmers, curators and community organizations.  
Ad deadline reservation: March 15

## **Calendar of Events:**

Description: Complete description and schedule of Festival's many programs and special events  
Print Run: 25,000  
Pages: 25+  
Color: 4-color on selected pages  
Distribution: Members, VC Mail list, community centers, community events, universities, community businesses  
Deadline for inclusion: March 1

## **Festival Posters/Flyers/Postcards:**

Description: Various, including program schedules, ethnic specific screenings, gala announcements  
Print Run: 25,000  
Color: 4-color on selected poster/flyers  
Distribution: Members, VC Mail list, community centers, community events, universities, community businesses  
Deadline for inclusion: April 1

## **Print Advertising:**

Description: Festival's program schedule presented in prominent display advertising running in major local and national publications such as the LA Weekly  
Distribution: Potential readership of over 1 million  
Deadline for inclusion: April 1

## **Marquee:**

Description: Name billing on the marquee at the Union Center for the Arts in Little Tokyo

## **Public Service Announcements:**

Description: KSCI-TV/Channel 18 airs the Festival's public service announcement throughout the day and evening for one week prior to the festival.

## **Festival website:**

Description: An attractive and indispensable Festival resource  
Visits: Over 3,000 visitors per day  
Deadline for inclusion: April 1

## **Pre-screening Trailer:**

Up to 60 second company provided 35mm ad screened prior to the opening and closing nights. Company provided slides presented prior to screenings  
Deadline for inclusion: March 1

## **Ticket Advertising:**

Description: Theatre name billing will be printed on select theatre tickets  
Print Run: 15,000  
Distribution:  
Deadline for inclusion: March 1

## **Invitations:**

Description: The Festival's exclusive announcement of its Opening Night event is printed on high – quality paper  
Print Run: 5,000  
Distribution: 5,000  
Deadline: February 1

## **VIP Festival Badges:**

Good for all programs except for Opening and Closing Gala.

## **Festival Goodie Bags:**

Distributed to all Opening Night Guests