



OCTOBER 17–21, 2018

## IMPORTANT DATES AND DEADLINES

September 5th: Ad Deadline

September 17th: Logo for Reel Deadline

October 5th: Gift Bag Insertions Deadline

## OFFICIAL FESTIVAL SPONSOR INFORMATION FORM

### PRESENTING Sponsor 20K+

- Logo on Website Homepage & Sponsor Page with Link
- 12 VIP Sponsor Pages
- 20 Tickets to Friday Night Lensic Screening
- Two Full Page Color Ads in Program
- Mention in SFIFF Newsletter
- Social Media Promotion
- Logo Listing on Screen
- Logo Listing on Festival Trailer
- Logo in Newspaper and Magazine Ads
- Logo on Festival Poster
- Venue Sponsorship
- Web Banner
- Video Ad on Website Homepage
- Trailer Before All Screenings
- Sponsor of Feature Film Screening with Private Reception
- Sponsor Signage
- Dedicated Page in Mobile App
- Sponsor of Feature Film Screening
- Logo in Mobile App
- Listed as Presenter of Film
- Opportunity for Premium Product Sampling in VIP Gift Bags
- Opportunity for Targeted Product Distribution at Official Festival Locations

### PREMIER Sponsor 15K+

- Logo on Website Homepage & Sponsor Page With Link
- 10 VIP Sponsor Passes
- 10 Tickets to Friday Night Lensic Screening
- Two Full Page Color Ads in Program
- Mention in SFIFF Newsletter
- Social Media Promotion
- Logo Listing on Screen
- Logo Listing on Festival Trailer
- Logo in Newspaper and Magazine Ads
- Logo on Festival Poster
- Venue Sponsorship
- Trailer Before All Screenings
- Sponsor Signage
- Dedicated Page in Mobile App
- Sponsor of Feature Film Screening
- Logo in Mobile App
- Opportunity for Premium Product Sampling in VIP Gift Bags
- Opportunity for Targeted Product Distribution at Official Festival Locations

### BRANDED SPACE

(OFFICIAL, DEBUT, PREMIER AND PRESENTING SPONSORS ONLY)

- Opportunity for Premium Product Sampling in VIP Gift Bags
- Opportunity for Targeted Product Distribution at official Festival Locations

### DEBUT Sponsor 10K+

- Logo on Website Homepage & Sponsor Page With Link
- 8 VIP Sponsor Passes
- 8 Tickets to Friday Night Lensic Screening
- Full-Page Color Ads in Program
- Mention in SFIFF Newsletter
- Social Media Promotion
- Logo Listing on Screen
- Logo Listing on Festival Trailer
- Logo on Newspaper and Magazine Ads
- Logo on Festival Poster
- Trailer at Selected Screenings
- Venue Sponsorship
- Logo in Mobile App
- Opportunity for Premium Product Sampling in VIP Gift Bags
- Opportunity for Targeted Product Distribution at Official Festival Locations

### OFFICIAL Sponsor 5K+

- Logo on Website Homepage & Sponsor Page With Link
- 6 VIP Sponsor Passes
- 6 Tickets to Friday Night Lensic Screening
- Full-Page Color Ads in Program
- Mention in SFIFF Newsletter
- Social Media Promotion
- Logo Listing on Screen
- Logo Listing on Festival Trailer
- Logo in Mobile App
- Opportunity for Premium Product Sampling in VIP Gift Bags
- Opportunity for Targeted Product Distribution at Official Festival Locations

### COMMUNITY Sponsor \$2,500+

- Logo on Website Sponsor Page With Link
- 4 VIP Sponsor Passes
- 4 Tickets to Friday Night Lensic Screening
- 1/2 Page Color Ads in Program
- Mention in SFIFF Newsletter
- Social Media Promotion
- Name Listing on Screen
- Name Listing on Festival Trailer
- Logo in Mobile App

### SIGNATURE Sponsor \$1,000+

- Logo on Website Sponsor Page With Link
- 2 VIP Sponsor Passes
- 1/4 Page Color Ads in Program
- Name Listing on Screen
- Name Listing on Festival Trailer

### CONTRIBUTING Sponsor \$500+

- Logo on Website Sponsor Page With Link
- 4 Tickets to Friday Night Lensic Screening
- Logo in Program
- Name Listing on Screen
- Name Listing on Festival Trailer



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SPONSOR REGISTRATION FORM

CONTACT INFORMATION

Business or Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook/Twitter: \_\_\_\_\_

COMMUNITY BUSINESS CATEGORIES

(Check those that apply)

- Accommodations     Professional Services
- Bar/Lounge         Santa Fe Home
- Beverage             Host Program
- Entertainment       Restaurant
- Equipment           Transportation
- Event Venue         Other: \_\_\_\_\_
- Gifts & Products    \_\_\_\_\_
- Food & Hospitality \_\_\_\_\_
- Media                \_\_\_\_\_
- Production         \_\_\_\_\_

IN-KIND CONTRIBUTIONS OR GIFT CERTIFICATES

Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Value: \_\_\_\_\_

CASH CONTRIBUTIONS

Contribution Amount: \_\_\_\_\_

Credit Card: Type: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**Make Checks Payable to:**  
Santa Fe Independent Film Festival  
418 Montezuma Ave. Suite 22  
Santa Fe, NM 87501

INN DONATIONS

Festival Dates: October 17-21, 2018

# of Rooms: \_\_\_\_\_ Value: \_\_\_\_\_

Dates: \_\_\_\_\_



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## PROGRAM AD SIZES AND SPECIFICATIONS

### 2-PAGE SPREAD



**FULL SIZE W/ BLEED**  
8.25"W X 9.25"H

**TRIM**  
8"W X 9"H

**LIVE AREA**  
7.5"W X 8.5"H

### FULL PAGE

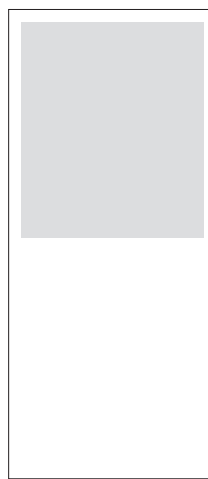


**FULL SIZE W/ BLEED**  
4.25"W X 9.25"H

**TRIM**  
4"W X 9"H

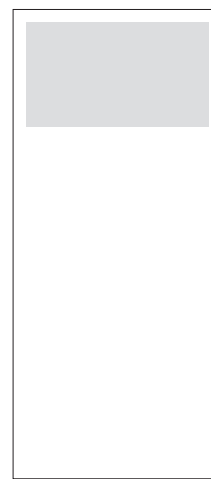
**LIVE AREA**  
3.5"W X 8.5"H

### 1/2 PAGE



3.5"W X 4.125"H  
NO BLEED

### 1/4 PAGE



3.5"W X 2"H  
NO BLEED

**PDFs must be prepared WITHOUT crop marks but should include bleeds when necessary**

## TECHNICAL SPECIFICATIONS

### FILE FORMAT

Ads should be submitted as PDFs. When creating your PDF, choose PDF-X/1A. Please be sure your PDF files are sized correctly and include image area for bleed when necessary.

### DIGITAL IMAGES

Ad images must be high resolution—a minimum of 300 dpi/ppi.

### MARKS & BLEEDS

**IMPORTANT:** Omit all printer's marks—including crop and registration marks, color bars and file names—but please include the 1/4" bleed for 2-page spread and full page ads.

### COLOR

Convert all photos and spot colors to CMYK prior to writing the pdf. Ads not submitted in CMYK format may cause colors to print differently than expected.

## AD SPECIFICATIONS

### AD DEADLINES

Program ads are due on **September 5th**. Ads received after the September 5th deadline date may not be included in the printed program, but will be included online.

Submit ads to: [Liesette@santafeindependent.com](mailto:Liesette@santafeindependent.com) and [alliesalazar00@gmail.com](mailto:alliesalazar00@gmail.com)