

# 2017 MARKETING IMPRESSIONS BY THE NUMBERS

RIVERRUN INTERNATIONAL FILM FESTIVAL

11

days of RiverRun, the longest NC film festival and largest annual arts festival in the Piedmont Triad

16,798

total attendees, 93% from the Piedmont Triad area

60,000

distribution of the RiverRun Insider newspaper tabloid via Winston-Salem Journal and Greensboro News & Record

13,500

followers of RiverRun's social media platforms

5,000

subscribers to the RiverRun e-newsletter

**RIVERRUN INTERNATIONAL FILM FESTIVAL** is a non-profit cultural organization dedicated to the role of cinema as a conduit of powerful ideas and diverse viewpoints. Our mission is to foster a greater appreciation of cinema and a deeper understanding of the many people, cultures and perspectives of our world through regular interaction with great films and filmmakers.

RiverRun International Film Festival is a 501(c)(3) non-profit organization.

## SPONSORSHIP OF RIVERRUN INTERNATIONAL FILM FESTIVAL OFFERS

### RECOGNITION

Powerful year-round marketing exposure to enthusiastic, engaged, and receptive audiences

### UNIQUE EXPERIENCES

Exclusive opportunities to reward your employees and clients with tickets to Festival film screenings and VIP invitation-only events

### COMMUNITY INVOLVEMENT

Demonstration of commitment to the arts and quality of life in Winston-Salem and the Piedmont Triad



305 West Fourth Street #1A, Winston-Salem NC 27101  
www.riverrunfilm.com | 336.724.1502



2018  
**SPONSORSHIP  
GUIDE**

**RIVERRUN  
INTERNATIONAL  
FILM FESTIVAL**



## SPONSORSHIP BENEFITS

### TITLE \$50,000

- Full-page ads in Festival newspaper tabloid (60k+ distribution) & Film Guide
- Top-line Logo recognition: Festival trailer, posters, print materials, step & repeat backdrops, sponsor banners & website
- Verbal on-stage recognition before all Festival screenings
- Dedicated RiverRun e-newsletter & social media recognition
- Ticket vouchers, concierge service, VIP Sponsor credentials, event access & more

### PARTNER \$5,000

- Half-page ad in Festival newspaper tabloid (60k+ distribution)
- Logo recognition: Festival print materials, sponsor banners & website
- RiverRun e-newsletter & social media recognition
- Ticket vouchers, Sponsor credentials, event access & more

### BENEFACTOR \$2,500

- Quarter-page ad in Festival newspaper tabloid (60k+ distribution)
- Logo recognition on Festival website
- Listing in all Festival print material Sponsor rolls & banners
- RiverRun social media recognition
- Ticket vouchers, Sponsor credentials, event access & more

### PRESENTING \$25,000

- Full-page ad in Film Guide & 1/2 page ad in Festival newspaper tabloid (60k+ distribution)
- Logo recognition: Festival trailer, posters, print materials, sponsor banners & website
- Dedicated RiverRun e-newsletter & social media recognition
- Ticket vouchers, concierge service, VIP Sponsor credentials, event access & more

### ASSOCIATE \$1,000

- Eighth-page ad in Festival newspaper tabloid (60k+ distribution)
- Listing in all Festival Sponsor rolls: website, print materials & banners
- Ticket vouchers, Sponsor credentials, event access & more

### MARQUEE \$15,000

- Full-page ad in Film Guide & 1/2 page ad in Festival newspaper tabloid (60k+ distribution)
- Logo recognition: Festival posters, print materials, sponsor banners & website
- Dedicated RiverRun e-newsletter & social media recognition
- Ticket vouchers, concierge service, VIP Sponsor credentials, event access & more

### AFFILIATE \$500

- Listing in all Festival Sponsor rolls: website, print materials & banners
- Ticket vouchers, Sponsor credentials, event access & more

### PREMIER \$10,000

- Half-page ads & logo listing in Festival newspaper tabloid (60k+ distribution) & Film Guide
- Logo recognition: Festival print materials, sponsor banners & website
- Dedicated RiverRun e-newsletter & social media recognition
- Ticket vouchers, concierge service, VIP Sponsor credentials, event access & more



**RIVERRUN 2018  
SPONSORSHIP DEADLINE  
FEBRUARY 16, 2018**

*For more information about exclusive Sponsorship opportunities with RiverRun or to request a custom sponsorship proposal, please email [sponsor@riverrunfilm.com](mailto:sponsor@riverrunfilm.com) or call 336.724.1502*