



REEL VALUE

Annual Sponsorship Opportunities & Benefits

	\$20,000	\$ 10,000	\$ 5,000	\$ 3,000	\$ 2,000
	Producer	Director	Writer	Actor	Extra
Event Sponsorship					
Annual Industry/Brand Sponsor Exclusivity					
Reel Affirmations (RA) Opening or Closing Gala Sponsor					
Armchair Oscars					
Features Sponsorship					
Number of Specifically Sponsored Weekend RA Features & Events	ALL	8	4	2	
Number of Specifically Sponsored Weekday RA Features & Events	ALL			4	2
Advertising					
Back Cover of RA Program Ad					
Inside Front or Back Cover RA Program Ad					
Priority Placement Full Page Color RA Program Ad					
Opportunity to Screen Promo Trailer Prior to All RA Features					
Opportunity to Screen Promo Trailer Prior to 6 RA Features					
Listed in RA Program Advertisers Index					
Priority Placement Theater Banner Hung During RA Festival					
Tailored Message in Quarterly E-Newsletter					
Prominent Signage at Armchair Oscars					
Theater Banner Hung at RA Festival					
Recognition					
Mentioned in all Pride Press Repeats					
Mentioned in Year Round Email Marketing					
Verbal Mention before specifically sponsored RA Features					
Sampling					
Product Placement in RA Opening/Closing Party Gift Bags					
Product Placement at RA Festival Events					
Distribution of Promotional Items					
Distribution of Literature in Lobbies During RA Festival					
Logo Placement					
Logo Placed on Armchair Oscars invite and Promotional Material					
Logo Placed on Pride Promotional Materials					
Logo Placed on RA Program Cover					
Logo Placed on all ads prior to RA Festival					
Logo on RA and OIT web pages					
Logo Placed in Pre-screening Slide Show during RA					
Logo Attached to Specific Sponsored Film in RA program					
Logo on Appropriate sponsor level web page and link					
Tickets					
Number of RA VIP passed for ALL features and events	10	8	6	4	2
Number of event VIP passes	10	8	6		