



**SPONSORSHIP PACKAGE**

**2019**

# SPONSORING HYFF

## It's a win-win.

Sponsoring our youth film festival, gives you the unique opportunity to connect with the community, to build brand awareness, and to show your company's support for young filmmakers.

Each event reaches a different key audience and provides a fun, entertaining, and engaging way to "wow" clients, vendors, and employees. Feel good about supporting our youth film festival.



## We'll find the right fit.

Looking for the opportunity to become a part of one of the biggest events of the year? Want to show your employees and investors your dedication to the community? Consider a sponsorship at the **Hamilton Youth Film Festival**.



Promote your business at one of our visible points at the Hamilton Youth Film Festival. Fun theme decorations, swag with your logo, product samples, whistles, pens, buttons, pins, beach balls, balloons - whatever you want to promote your business!

Get your name in front of local filmmakers and their families, just another way to advertise your business!

## About HYFF

Founded in 2017, the **Hamilton Youth Film Festival** (HYFF) was created to give the youth of Hamilton a chance to shine. Now an annual event, HYFF is largely promoted to the young adults of the Hamilton community and beyond.

To date, HYFF has received over 1100 submissions from around the world, and the festival has featured guest speakers, such as Juno Rinaldi (Canadian actress and playwright) as well as Nathan Fleet (Hamiltonian and Hamilton Film Festival Founder).

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*"Very impressed with live-action & animated entries at first-ever Hamilton Youth Film Festival"*

**-Kurt Muller**

# SPONSOR TIERS

We offer five cash sponsorship levels to fit your marketing budget: Bronze (\$250), Silver (\$500), Gold (\$1,000), Platinum (\$1,500) and Presenting (\$2,000). The higher the sponsorship level, the more benefits for your business.

## Bronze Sponsor ..... \$250

### Benefits

- Company logo on festival website and HYFF social media.
- Company name announced during festival.
- Company logo on the back of the festival shirts.

## Silver Sponsor..... \$500

### Benefits

- Company logo on festival website and HYFF social media. Mentions on all HYFF social media sites.
- Company name announced during festival.
- Company logo on the back of the festival, above bronze sponsors



## Gold Sponsor..... \$1,000

### Benefits

- Company Banner at the event.
- Company logo on festival website and HYFF social media. Mentions on all HYFF social media sites.
- Company name announced during festival.
- Company logo on the back of the festival shirts, above silver and bronze sponsors
- Company logo on festival marketing materials
- Sponsor Table at the venue (promotional items, business advertising, and opportunity for outrageous fun!)

## Platinum Sponsor ..... \$1,500

### Benefits

- Company Banner at the event.
- Company name announced during festival.
- Company logo printed on back of festival shirts, below presenting sponsor and above all other sponsors in larger font
- Company logo on festival website and HYFF social media. Mentions on all HYFF social media sites.
- Platinum Sponsor Table at the venue (promotional items, business advertising, and opportunity for outrageous fun!)

## Presenting Sponsor ..... \$2,000

### Benefits

- Company name announced throughout the event.
- Company logo printed on back of festival t-shirts, located above all of the other sponsors in largest size
- Presenting Sponsor Table at the venue (promotional items, business advertising, and opportunity for outrageous fun!)

### Unique Benefits

- The Event Title: "Hamilton Youth Film Festival, presented in part by "Your Company Name" in all advertisements and marketing materials. (radio, newspapers, online media, posters, banners, etc.)
- Company Banner – primary positioning at the event
- Company logo signs on podium.
- All access passes for the event.
- Company logo on all marketing materials. Company logo on festival website and HYFF social media. Mentions on all HYFF social media sites.

# MEDIA REACH

Each event provides wide exposure through a variety of media outlets and marketing channels. The table below serves as a basic guide to the types of advertising, public and community relations opportunities afforded by an event sponsorship.\*

Hamilton Youth Film Festival	
Print Advertising	Davis Creek Locker, Hamilton Spectator, Stoney Creek News, Hamilton News, Mountain News and Snapd
Social Media	Facebook, Twitter, Instagram, Youtube, with a combined reach of over 400 followers
Posters	150 distributed locally
Postcards	5,000
Event Signage	Banners, Festival T-shirts



\* Each sponsor should provide a high-quality colour and black-and-white logo (.EPS or vector logos preferred) to Graphics at [sponsors@hamiltonyouthfilmfestival.ca](mailto:sponsors@hamiltonyouthfilmfestival.ca) with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.