



FESTIVAL SPONSORSHIP

Media Coverage:

The Waterford Film Festival has so far and will continue to advertise on national and international websites. There will be radio spots on local and national radio guaranteeing coverage and exposure.

Print media ads will be published in the major national papers and the local Waterford-based media also. We also have been and will run advertising campaigns in film magazines and will have ads running up to the festival in November

Sponsorship Opportunities:

The Waterford film festival will provide the sponsor with opportunities to promote their products within its own advertising campaign and also during the festival itself.

All of these would grant a sponsor wide exposure to the public through media promotions, festival publications (catalogue, posters, flyers, etc.) website, sponsors' board in the venues and at the screenings themselves.

Individual film screenings — including the opening and closing films — in the festival's venues can be sponsored, for example *Name of Film' in association with ... (your company)*.

There are also opportunities to sponsor a distinct programme, which can be named in association with your company, e.g. *The Short film Programme in association with ... (your company)*.

A series of screenings can be named in accordance with your company e.g. *... (your company) early evenings at the Tower Hotel*.

Benefits to Sponsors:

There are other benefits, which your company would receive in return for being associated with the Waterford Film Festival

- Tickets for Screenings to all the events for your staff and clients
- Your logo will appear in the Sponsor's Page in the Festival Catalogue and alongside the relevant films.
- Advertising in the Festival Catalogue can be facilitated. The catalogue will have full colour pages and distributed to all those attending, also guests, Patrons and press as well as being sent to film organizations.

Sponsors logos are displayed prominently during the festival, both in the catalogue and at the venues. Brand recognition is also available through our advertising campaigns in the national print media, on our website and other opportunities during the festival.

Product sampling can, in most cases, be accommodated at the venues.

A link to your company website can be set up from the film festival's website. On-line competitions and promotions can be run in conjunction with the festival, which would direct patrons to your company's website and increase exposure of your company.

We would be happy to discuss opportunities to you in more detail.

For more information contact Stephen Byrne : 0866504967 : film@waterfordfilmfestival.com