

ROOFTOP FILMS

Sponsorship/Partnership Opportunities



“Each summer...numerous New York film programmers organize outdoor movie screenings in the hopes of attracting filmgoers who would otherwise rebuff the confines of a theater on a gorgeous summer night. But few of these groups have their sights set as high as Rooftop Films, which delivers to fans a summer-long schedule on a scale few others can match.” – The New York Sun

Rooftop Films is a non-profit film festival and production collective that supports, creates, promotes, and shows films in a weekly outdoor summer festival. Now preparing for our **14th annual Summer Series**, Rooftop Films has become a cultural institution, a festival that attracts large audiences and media attention for everything we do.

We screen a dazzling array of films in various stunning locations, primarily rooftops overlooking New York City. Each show is preceded by live music and most have free after parties following the screenings. Rooftop Films' Summer Series is the single most popular independent outdoor cinema attraction in all of New York. In 2010,

an anticipated 25,000 people will attend our weekly screenings and special events.

Association with Rooftop affords sponsors a highly targeted property for reaching their desired audience. Our unparalleled combination of entertaining films, stunning views, live music, after parties and convenient locations ensures that your participation will be seen by thousands of influential young New Yorkers.

Rooftop Films is more than a film festival; we are part community organization, part artistic collective, part style-makers' zeitgeist, making every screening a unique opportunity for sponsors to gain access to culturally connected audiences.

SUMMER SERIES 2010 AT A GLANCE

★ More than 50 shows,
screened over 3 months

★ 25,000 audience members

★ 11,000 e-mail newsletter
subscribers

★ 70,000 website visitors/month

CONTACT GENEVIEVE DELAURIER TO DISCUSS SPONSORSHIP OPPORTUNITIES: 718.417.7362 | genevieve@rooftopfilms.com

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“Rooftop Films is an annual film festival that focuses on the screening locations as much as the movies themselves. One of New York’s best attended film festivals, much of the draw involves the unique venues, which highlight New York’s unique urban landscape.” – PSFK Snapshot Brooklyn

Rooftop Films offers continuity for film-goers and advertisers alike. We enjoy a loyal and committed audience; most attend more than one screening per season and invite friends along throughout the summer. This offers our sponsors an opportunity to forge a relationship with audience members all summer long and generate valuable word-of-mouth advertising. With more than 50 shows throughout the summer, those are numbers no other film festival could possibly approach.

Sponsoring Rooftop Films is an effective way for your company to:

- * Increase positive recognition and brand loyalty in an exciting and interactive environment
- * Stimulate sales and trial usage of products or services
- * Demonstrate social responsibility and cultural involvement
- * Be affiliated with a hip, community-conscious, non-profit organization
- * Entertain clients, prospects, and employees in breathtaking outdoor cinemas across New York City

AUDIENCE

25,000 audience members throughout the summer:

- * Highly educated
- * Culturally involved
- * Artistic trendsetters
- * Typically between the ages of 21-38

PLUS: Different themes each week means different audiences: (youth, political, regional, hipster, etc.)

LOCATIONS/VENUES

At Rooftop, we don’t screen in theaters, we screen in communities. We establish collaborative partnerships with venues around the city to bring relevant films to local residents:

- * The Old American Can Factory; Park Slope, Brooklyn
- * New Design High School; Lower East Side, Manhattan
- * El Museo del Barrio and Historic Harlem Parks; East Harlem
- * Automotive High School; Williamsburg, Brooklyn
- * Brooklyn Technical High School; Fort Greene, Brooklyn
- * Solar One Green Energy, Arts & Education Center; Kips Bay, Manhattan
- * Mullaly Park; the Bronx
- * The Beach at Governors Island

And new venues in the works for 2010...

MEDIA COVERAGE

Screenings are held all summer long—which means a long boom of media spotlights and cultural listings (unlike traditional film festivals, which are over all too quickly after promotional materials are distributed).

Rooftop Films has been profiled in *Time Magazine*, *The New York Times*, *Time Out New York*, *The Independent*, *New York Magazine*, and elsewhere.



Live music before every show



Williamsburg, Brooklyn



4th of July, Manhattan



Panel discussions & Filmmaker Q&A's

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“You could molder on a blanket watching musty classics in Bryant Park, but the most provocative programming en plein air belongs to this nonprofit collective.” – Village Voice

SPONSORSHIP/PARTNERSHIP LEVELS

There are many ways to sponsor Rooftop Films. Our staff will work closely with you to create a sponsorship package to best suit your needs and budget. Each level is contingent on the number of shows sponsored (from one screening to the entire Summer Series). Please contact Rooftop for a customized proposal.

\$100,000+	ROOFTOP PRESENTING SPONSOR
\$50,000+	PENTHOUSE SPONSOR
\$20,000+	UPPER DECK SPONSOR
\$10,000+	MEZZANINE SPONSOR
\$5,000+	LOBBY SPONSOR

Depending on level of investment, benefits can include:

- * High profile customized branded events tailored to meet your needs and to maximize your integration in the Summer Series
- * Integrated branded contests, giveaways, or promotional opportunities
- * Trailer/commercial on screen before films
- * Customized targeted emails to our mailing list
- * Direct marketing (product sampling to attendees)
- * Recognition on all printed material (Programs, Postcards, Individual Flyers and Posters)
- * Recognition in weekly emails (over 11,000 names)
- * Logo on Rooftop Films website (70,000 unique visitors/month) with hot links
- * Full page ads in printed programs (20,000 circulation)
- * Logo projected on screen before all screenings
- * Branding in all Rooftop Films press materials
- * Public recognition in opening and closing remarks at each screening
- * Recognition in additional Rooftop outlets (bside.com, going.com, myspace.com, facebook.com and twitter.com)
- * Banner/signage in theaters
- * Provide event gift bags for attendees
- * Provide promotional material for display on sponsorship tables
- * Free passes to shows and other events

Other Promotional Opportunities:

- * Participate in the Rooftop Filmmakers Fund
- * Partner in Rooftop Films Youth Education Program
- * Official host of post screening after-parties
- * Sponsor the Rooftop live music program

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MORE THAN A FILM FESTIVAL...

Rooftop Films shows are not merely film screenings, they are film events - the venues, films, filmmakers, partners, audience members and musicians work in concert to create a holistic participatory experience. When working with sponsors we strive to maintain that same creative and collaborative spirit. Whenever possible, we work to move beyond basic sponsor packages to develop lasting partnerships that thoroughly integrate our partners and their brands into the Rooftop Films community. Here are some different ways we have integrated sponsors into our events:

ONLINE SHORT FILM PROGRAMMING

Rooftop has programmed and cleared the rights for hundreds of films that have been featured on websites like Salon, IFC, and the Sundance Channel. If you are looking to have short film content on your website we can assist you to track down the best new films in the world.

THEMED SCREENINGS

Rooftop Films will present more than 50 shows over the course of 2010, and many of these can be tailored to fit particular themes that your brand may be looking to highlight. In the past we have put together programs of *Romantic Short Films* that were sponsored by KY and Babeland, *Environmental Shorts* that were sponsored by Kiehl's, *Surreal Short Films* that were sponsored by MoMA's Salvador Dali exhibit, and many other targeted programs. With a library of more than 1300 films and more than 2000 submissions every year, Rooftop can tailor a program to your brand's specific needs.

MUSIC

There's live music at every Rooftop show and our sophisticated and fun music programming offers a great opportunity for sponsors. Since 2008, we have partnered with Sound Fix Records to bring to our audiences emerging musicians such as Chairlift, Deer Tick, O'Death, and more. Many of the bands that have played at Rooftop have gone on to great success, including The Mountain Goats, Fugazi, Califone, The Bravery and TV on the Radio.

EDUCATION, THE ENVIRONMENT AND THE ROOFTOP FILMMAKERS FUND

Rooftop Films is as much a community organization as it is a film festival, and there are several opportunities for sponsors to assist in our efforts to improve the city and the world.

- *Since 2005, Rooftop has been hosting screenings at Automotive High School and teaching film production and media literacy to students. We have also helped raise money for school arts programs.
- *Many of our screenings take place at Solar One, a non-profit, solar-powered arts and education center along the water at East 23rd Street. Many of these screenings are environmentally themed and offer a great opportunity to sponsors looking to express their concern for the environment.
- *Rooftop Films earmarks \$1 from every regularly-priced ticket sold and every submission fee received for filmmaker grants. In 2009, we gave away \$11,000 in grants to fund new productions.



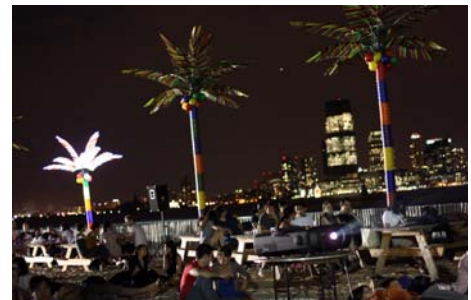
Park Slope, Brooklyn



Lower East Side, Manhattan



Gowanus, Brooklyn



The Beach at Governor's Island