



AMIA Festival of the Archives

Seattle: December 6-9, 2012

In the early part of the twentieth century, most people, even those in the film industry, considered movies to be only a cheap and disposable form of entertainment. Now we realize that a moving image is many things: a form of entertainment, an art form, an historical record, a cultural artifact, a commodity and a force for social change.

AMIA's Festival of the Archives celebrates the work done by media archives in their efforts to preserve history and cultural heritage. The festival offers attendees quality films that highlight preservation and restoration efforts a wide spectrum of archival materials - feature films, documentaries, animation, historical footage, and commercial video.

Produced by the Association of Moving Image Archivists (AMIA) in partnership with Seattle International Film Festival Cinema, the Festival can draw from archives of all types from around the world. Archives, studios, government archives, historical societies, universities, broadcasters, and libraries representing the broadest range of materials. By programming classic favorites with historical footage, trailers, newsreels and other archival materials, AMIA's Festival of the Archives offers a unique blend of media – some of it never screened in a public forum.

Become part of AMIA's inaugural Festival of the Archives!



AMIA Festival of the Archives

About AMIA

The Association of Moving Image Archivists (AMIA) is a nonprofit international association dedicated to the preservation and use of moving image media. AMIA supports public and professional education and fosters cooperation and communication among the individuals and organizations concerned with the acquisition, preservation, description, exhibition, and use of moving image materials.

About the Festival of the Archives

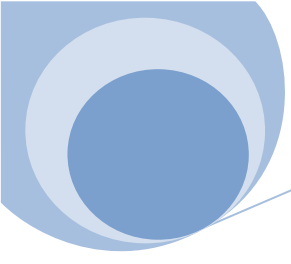
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Sydney Pollack has said that cinema is “the most vivid and valuable record of who we were and what we were, and what we thought and what we believed. And it continues to be that.”

2012: The Case for Sponsorship

- Partner with AMIA, representing the largest group of media archivists in the world
- Demonstrate support of making materials accessible to this and future generations
- Champion the work done to preserve our audiovisual heritage
- Ground-floor opportunity: Inaugural year sponsors can maintain Founding Sponsor status in subsequent years
- Reach a diverse, highly-educated, multi-generational audience with significant influence and disposable income
- Showcase brand to festival attendees, in promotional materials, online, & on screen
- Invest in a cause that economically and culturally enhances our entire community.

To find out what more about sponsorship opportunities contact Gwen Campbell at 310.704.9011 or gc@eventconnections.biz or the AMIA Office at 323.463.1500.



AMIA Festival of the Archives

Every organization is different. We will work with you to customize your sponsorship to meet your needs. From screening your own archival commercials before each presentation, to featuring your logo on festival badges, to highlighting your own archive!

Here are some basic sponsorship packages to give you an idea of what your sponsorship could include:

Presenting Sponsor (\$15,000)

- Exclusivity - there is only ONE PRESENTING Sponsor
- Name and logo placement of all FOTA materials, press releases, and promotions (i.e. AMIA's Festival of the Archives presented by ...)
- Year-Round Banner Ad placement on FOTA website
- Name recognition/logo placement on theater screens prior to every film screening
- 20 VIP Festival All Access Passes
- :30 Commercial to air before all festival screenings
- Opportunity to introduce films and guests
- First rights for sponsorship for the 2013 FOTA

Platinum Sponsor (\$6,000)

- Logo/Name Recognition on most FOTA Marketing Materials (newspapers, magazines, festival posters, event signage, etc)
- Your Logo/Name Recognition in most FOTA Electronic Marketing (including social media)
- :30 Commercial to air before the Opening and Closing Night screenings
- Platinum size logo and link to your website on www.FestivalofArchives.com through festival calendar year
- Name recognition/logo placement on theater screens prior to every film screening
- 10 VIP Festival All Access Passes
- Name Recognition in Thank You ads following the Festival
- First rights for sponsorship for the 2013 FOTA

Gold Sponsor (\$4,000)

- Logo/Name Recognition on most FOTA Marketing Materials (newspapers, magazines, festival posters, event signage, etc)
- Your Logo/Name Recognition in most FOTA Electronic Marketing (including social media)
- :30 Commercial to air before a film program.
- Gold size logo and link to your website on: www.FestivalofArchives.com through festival calendar year
- Name recognition/logo placement on theater screens prior to every film screening
- 7 VIP Festival All Access Passes
- First rights for sponsorship for the 2013 FOTA

Silver Sponsor (\$2,000)

- Logo/Name Recognition on most FOTA Marketing Materials (newspapers, magazines, festival posters, event signage, etc)
- Your Logo/Name Recognition in most FOTA Electronic Marketing (including social media)
- Silver size logo and link to your website on: www.FestivalofArchives.com through festival calendar year
- 4 VIP Festival All Access Passes
- First rights for sponsorship for the 2013 FOTA

Other Sponsorship Ideas

- Sponsor a block of tickets to be given away to your employees or to a charity.
- Promote a “Family Day Out” by sponsoring a block of tickets for our afternoon screenings to allow families that wouldn’t otherwise be able to attend, or sponsor a popcorn giveaway to kids under 10
- Get crazy with “Midnight Madness” and sponsor a block of tickets to give away.
- Sponsor a Program handout with information about a film, its preservation and restoration and comments from industry leaders.
- Sponsor an educational session by hosting a speaker before a film: a film historian, an archivist, a technician, or a celebrity
- Give everyone a discount – sponsor a discount program so when your name is mentioned the ticket is 10% off box office price.
- Make it a retro movie day! Do a giveaway to everyone who attends a screening.