

NEWPORT

INTERNATIONAL FILM FESTIVAL

June 3-8, 2008



Claire Danes & Mamie Gummer 2007

2008 SPONSORSHIP OVERVIEW



Jane Pickens Theater marquee, 2007



Director, Cast & Crew of Evening 2007

- Moving into a new decade, celebrating its 11th year in 2008
- New England's premiere film festival
- Over 10,000 in attendance in 2007
- Ticket sales increased 5% over 2006
- Screened over 80 films
- Feature length narrative films, documentaries and shorts
- Attended by 90% of featured filmmakers
- Daily panel discussions with key industry professionals
- NIFF is a 501(c)(3) nonprofit organization

2007 MEDIA HIGHLIGHTS

- Over 35 million media impressions from press coverage and media partnerships
- Television, Radio, Print Partners provided extensive exposure and advertising support for Festival and sponsors
- Media Partners included:
 - ABC 6
 - Cox Communications
 - Hollywood Reporter
 - Newport Daily News
 - Mercury
 - Motif Magazine
 - Newport Life Magazine
 - Local radio stations WADK/WJZS, WXHZ, and 92 PRO FM

2007 PRESS HIGHLIGHTS

Extensive editorial press coverage for the Festival

- Arts Editor Magazine
- Autism Bulletin
- Boston Globe
- Boston Jewish Advocate
- Cox Communications
- East Bay .com
- filmfestivals.com
- image
- In Touch Magazine
- Indiewire
- Jamestown Press
- MCA Voices
- Mercury
- Motif Magazine
- Narragansett Times
- Newport Life Magazine
- Newport This Week
- Philadelphia Inquirer
- Providence Journal
- Providence Magazine
- Boston Jewish Advocate
- Providence Phoenix
- Rhode Island Magazine
- South County Independent
- The Hollywood Reporter - East
- The Hollywood Reporter - National
- The Newport Daily News
- This is Cinevegas
- Upstage Magazine
- WADK AM
- WJZS 99.3 The Bridge
- WXHZ 105.9 LPFM
- New York Social Diary
- New York Times
- broadwaytovegas.com
- filmfestival.com
- autismbulletinblogspot.com

2007 New Programs & Special Events



Diet Coke Outdoor Screening



Cary Brothers @ The bluhammock Lounge

- Red Carpet Closing Night screening of the star-studded Hollywood Premiere of “Evening” directed by Lajos Koltai
 - Director and several of film’s stars were in attendance for two sold out screenings and Gala After Party at Oakwood Mansion
- Launch of the bluhammock Hospitality and Music lounge
 - A chill club like atmosphere, daily live musical performances with bluhammock artists Cary Brothers (Garden State), Swati and Jim Borgia, panels and Happy Hours
- Return of Outdoor Screening, hosted by Diet Coke Plus
 - Screening of family favorite “ET” at historic Ft. Adams State Park
- Celebrity Golf Tournament at the world renowned Newport Country Club hosted by Pravda Vodka

- Attracts a distinguished list of filmmakers, actors and studio executives



Saturday Night Lives, Rachel Dratch and guests @ Stella Artois Filmmaker Party 2007

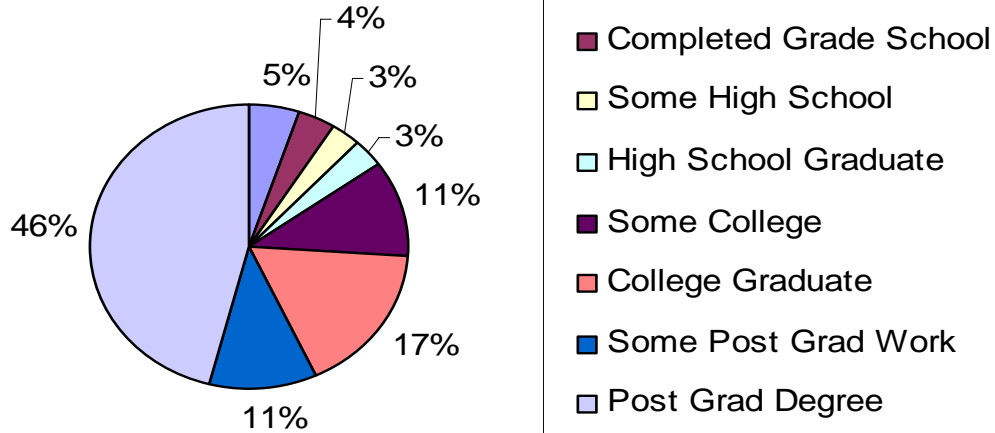


NIFF Panel discussion @ Filmmaker Lounge

- Claire Danes
- Mamie Gummer
- Rachel Dratch
- Steven Fry
- Peter Gabriel
- Diane Ladd
- Brian Dennehy
- Tina Fey
- Kenneth Branagh
- Luke Wilson
- Harvey Weinstein
- Nick Nolte
- Tim Daly
- Billy Zane
- The Farrelly Brothers
- Liev Schreiber
- And more ...

DEMOGRAPHICS

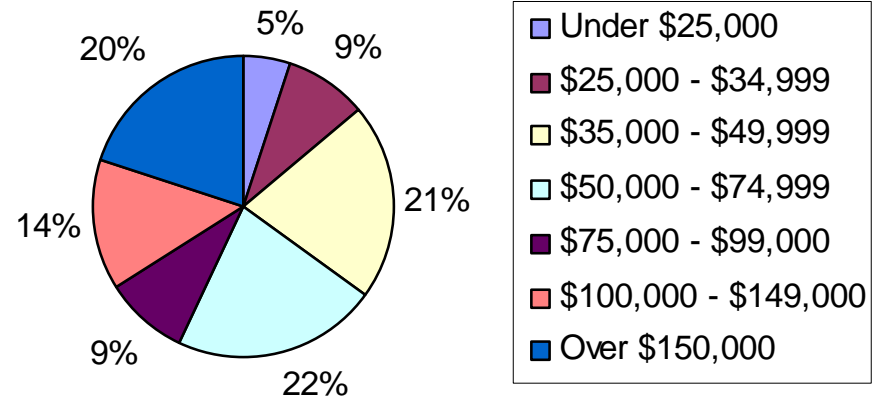
Last Grade Completed



Impressions of Sponsors after the Film Festival

More Positive	64%
More Negative	6%
No Different	30%

Annual Household Income



*2004 Attendee Survey
Results Compiled By
Performance Research*





Newport's amenities, attractions & natural beauty.

- Location, Location, Location
 - Easy access of New York, Boston, Providence and Connecticut
 - One of America's leading regional destination Film Festivals
 - Newport, RI; one of the most famous historical, cultural and entertainment capitals in America
 - Stunning vistas and views



Jane Pickens Theater



Opening Night Party @ Colony House



bluhammock Filmmaker & Music Lounge

- Reach an affluent and educated audience of film enthusiasts
- Interact with key industry professionals, filmmakers and celebrities
- Multitude of integrated events to showcase your brand and products
- Proximity of events maximizes brand exposure
- Stunning location offers fantastic opportunities for hospitality
- Customized events to best meet your marketing objectives and fit your budget

2007 SPONSORS

- Nortek
- Delta
- Pravda Vodka
- Stella Artois
- Diet Coke
- Hershey's Cacao Reserve
- Volvo
- Kodak
- Amtrak
- US Trust
- Sony
- Chanler Hotel
- Newport Harbor Corp.
- And more



Cacao Tasting Bar @ Filmmaker Lounge



Golf Tournament Newport Country Club



Awards Brunch - Chanler Hotel

- **Industry and Filmmakers**

- Nightly Filmmaker Parties at spectacular Newport mansions and restaurants
- Panel Discussions
- Filmmaker Awards Brunch

- **Hospitality**

- Celebrity Golf Tournament at world famous Newport Country Club
- Hospitality Lounge
- Special screenings and receptions
- Exclusive Festival Parties
- Opening & Closing Night Premiere and Gala
- Corporate Citizens Package

- **Newport Community**

- Monthly screening series @ Jane Pickens
- Outdoor Screening
- Music Events
- Children's Film Program
- Host an individual film or film category
- Audience Award

- **Presenting/Title** - Highest level of sponsorship NIFF presented by “your brand”, included all Festival communication, maximum exposure
- **Premiere** - Significant presence, high level of exposure across entire Festival
- **Producing** - Exposure at hosted event, includes some overall Festival exposure
- **Directing** - Exposure at hosted event, minimal overall Festival exposure
- **Contributing** - Exposure through distribution of product or services least amount of overall Festival benefits
- **Angel Sponsorship** - Donation and sponsorship of a single Festival Screening
- **Corporate Citizen Hospitality** - alternative to sponsorship; allows companies to play a valuable supporting role, use the Festival to entertain clients, reward employees, and support the Arts
- **Media Partner** - rights and benefits commiserate with level of media exposure provided

NEWPORT

INTERNATIONAL FILM FESTIVAL



PureLeaf Living

A fresh look at living healthy.



SPONSORSHIP PACKAGE
for
PURE LEAF TEA

The Opportunity

- Newport International Film Festival invites Pure Leaf Teas to be a sponsor of the 2008 Festival
- Pure Leaf has the opportunity to maximize their exposure during the Festival through exposure and sampling opportunities at key venues and events throughout the 6 days
- NIFF will also make best efforts to provide Pure Leaf with local business contacts for assistance with additional distribution opportunities in the market - e.g. restaurants, hotels etc.

Producing Sponsor

- Pure Leaf Producing Sponsorship package would include the following
 - Café Pure Leaf Tasting Bar in Key Locations
 - Pure Leaf Signature Cocktails
 - Pure Leaf Sampling Opportunities
 - Producing Sponsor Rights and Benefits

Café Pure Leaf

- Café Pure Leaf Tasting Bar to be featured in the Hospitality Lounge located at the Colony House
 - Hospitality Lounge will be free and open to the public from Wed. - Sat.
 - Hospitality Lounge will host panel discussions, music, Happy Hours and a place for Festival attendees to relax and chill out between films
- Opportunity to have Café Pure Leaf at the Opening Night party
 - Opening Night party will be hosted by the Newport Harbor Corp.
 - Tented venue on the wharf adjacent to The Mooring
 - Expected attendance 500-600

Pure Leaf Signature Cocktails

- Pure Leaf Signature Cocktails to be featured at a majority of events at the Festival
 - Opening Night
 - Wed. night Filmmaker Party @ Fluke
 - Sat. Closing Night Party
 - Fri. and Thurs. party TBD and contingent on approval of existing sponsors
- NIFF to partner Pure Leaf and spirits sponsor or caterer to create the cocktails
- Pure Leaf provide tasteful merchandising e.g. table tents, cocktail menus etc. to be featured at events promoting the cocktails

Additional Sampling Opportunities

- Pure Leaf has additional opportunities for sampling during the Festival
 - Box Office/Filmmaker Lounge
 - Filmmaker/VIP Gift Bags
 - Filmmaker Awards Ceremony - Sunday June 8 - 100-150 attendees
 - Festival staff and volunteers

Producing Sponsor Benefits

- Category Exclusivity
- Shared Producing sponsor slide to run at load in prior to films
- Inclusion in rotating sponsor button on website
- Mention in Festival press releases
- Logo inclusion on local print ads
- Logo inclusion on Newport Daily News Festival Insert
- Logo on Festival window posters around Newport - approx. 500
- Logo on all Festival sponsor boards
- Full page B&W ad in Festival catalog forward placement
- Logo on Festival sponsor page in catalog
- Logo and link on NIFF website
- Banners, signage and display at hosted event
- Product display
- Gift Bag Sampling (Filmmaker, VIP) - approx. 200-250
- Producing Hospitality package for Festival screenings and parties

Sponsor Provisions

- Sponsor Fee - \$10,000
- Provide all product for parties & sampling
- Provide branded signage, merchandising etc.
- Provide additional mixing ingredients if needed for Signature Cocktails

For more information please contact:
Gail Silverman
gsilverman@newportfilmfestival