June 3-8, 2008

2008 SPONSORSHIP OVERVIEW
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

- 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
NIFF Highlights

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

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 …
NIFF Highlights

DEMOGRAPHICS

2004 Attendee Survey
Results Compiled By
Performance Research

Impressions of Sponsors
after the Film Festival

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

Annual Household Income

- Under $25,000
- $25,000 - $34,999
- $35,000 - $49,999
- $50,000 - $74,999
- $75,000 - $99,000
- $100,000 - $149,000
- Over $150,000

Last Grade Completed

- Currently A Student
- Completed Grade School
- Some High School
- High School Graduate
- Some College
- College Graduate
- Some Post Grad Work
- Post Grad Degree
• 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

Newport’s amenities, attractions & natural beauty.
Brand Benefits

- 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
**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
Sponsor Levels

- **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
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:
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