



**exhibition
marketing
sponsorship**
2006

**august 11 - 12
lubbock tx**

flatland film festival

flatland weekend: august 11 - 12, 2006

Flatland Film Festival cultivates an appreciation for film, video and digital moving-image expression. Based in Lubbock, Texas, Flatland Film Festival serves the citizens of this region and encourages artists working in this mode of expression.

F³ combines the art of independent filmmaking with the business of independent filmmaking, shuffling the emerging with the established in terms of vision, passion and technology and dealing new directions for all.

demographics

PROFESSIONS REPRESENTED*	AGES*		INCOME*	
Actor/Actress	Under 21	2%	Under \$35,000	21%
Educator	21 - 30	37%	\$35 - 50,000	18%
Film student	31 - 40	39%	\$51 - 70,000	26%
Film director	41 - 50	16%	\$70 - 100,000	17%
Film commission	50+	6%	\$100,000+	18%
Non-profit organization				
Post production				
Producer				
Screenwriter				
Television				

*based on comparable festivals in comparable markets

advertising & inserts

flat bag inserts:

To make sure everyone takes f³ home, each full festival pass holder receives this nominally flat bag (bound to become a collector's item and used year-round) filled with goodies:

- magazine
- discounts coupons
- brochures
- freebies
- any flatly cool stuff

program directory:

This is the f³ survival guide. It flatly and completely lists all of the programs and events and the people who braved the flatness of Lubbock to participate. Being flat itself, it will be seen by everyone attending f³ and will be used as the essential reference guide to those who support film on the llano estacado and beyond.

- 1/4 page ad: **\$75 B&W**
- 1/2 page ad: **\$125 B&W - \$200 COLOR**
- full page ad: **\$225 B&W - \$300 COLOR**
- inside front cover: **\$325 B&W - \$400 COLOR**
- inside back cover: **\$425 B&W - \$500 COLOR**
- outside back cover: **\$525 B&W - \$600 COLOR**

ad art & payment deadlines:

- program directory: **July 1, 2006**

Trim size is 8.5 x 11 (215.9c279.4mm). Image must stay within specified dimensions. Ads may be delivered via email and ftp. Submit ads in eps, tiff or pdf formats. No film or Quark files accepted.

To discuss this and other marketing opportunities, call 806.762.8606.

f³ sponsorships

f³ flat lanyards: Flatly, this just hangs around the neck of all festival registrants with your logo visibly printed. (\$1,000)

f³ film awards: f³ ends with this ceremony recognizing the best at this fest in the west. (\$2,500)

f³ opening party: f³ kicks off with this traditional West Texas celebration. (\$2,500 each)

f³ projection booth: Reap the glory of your business name in the credits for screening programs of competition and invitational films.

- 3 shorts screening blocks (\$1,000 each)
- 2 feature screening blocks (\$2,500 each)

f³ film panel: Bring home the film professionals who have stood tall in this flat land to share their two bits on who's who and what's what in making independent film. (\$2,500)

f³ closing party: f³ ends with this flatly fond farewell to the sights, sounds and souls that have made it a success. (\$2,500)

f³: f³ credits for the full festival run-time, flatly the festival top dog. (\$5,000)

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f³ sponsorship rewards

\$5,000: Putting it flatly, this is the top spot.

- 4 festival passes
- 1 flat bag
- 1 flat t-shirt
- 4 festival programs
- festival signage
- program ad
- VIP seating at special events

\$2,500:

- 2 festival passes
- 1 flat bag
- 1 flat t-shirt
- 2 festival programs
- festival signage
- program ad
- VIP seating at special events

\$1,000:

- 1 festival passes
- 1 flat bag
- 1 festival program
- festival signage
- program ad
- VIP seating at special events

\$500:

- 2 invitations to closing party
- program ad

\$250:

- program ad

\$100:

- program listing