



12th ANNUAL Hell's Half Mile Film & Music Festival

DATES: September 28–October 1, 2017

PRESENTED BY: A dedicated group of local film and music lovers conceptualized the festival and brought it to the Bay Arts Council to get things rolling. And now, Hell's Half Mile Events is a stand-alone non-profit organization dedicated to celebrating and expanding the art of independent film, music, and entertainment. We strive to exceed expectations, while inspiring our community to participate in the arts. Provide the alternative, entertain & inspire!

FEATURES: In addition to **live original music performances** and **independent films**, Hell's Half Mile offers attendees and sponsors the opportunity to meet and interact with participating filmmakers about their work during **Q&A sessions**. **Panel discussions** allow for lively conversation among filmmakers, while unique industry led events, like our Crowdfunding Rally, create even more engagement. Hell's Half Mile offers low cost (often free) **creative workshops** on screenwriting, cinematography & other filmmaking topics. Topics change yearly.

ACHIEVEMENTS: We are celebrating our 12th year and continue to see tremendous audience growth. Our reach with filmmakers continues to grow as well. Throughout the year, we meet filmmakers at major festivals, like Sundance, SXSW and the Tribeca Film Festival, and hundreds more from around the world submit their films for consideration. Hell's Half Mile is helping to maintain Bay City's place on the pop-culture map (*next to Madonna, of course*).

AUDIENCE: Baby Boomers, Gen-X'ers and especially Millennials, yes the ever elusive Millennials, look to Hell's Half Mile as *the* cultural event of the year! It's truly **a multi-generational festival**. Night after night and day after day thousands of people return for great entertainment, which in 2016 resulted in 4,000 attendees over 4 days. Our audience ranges from compulsive cinephiles to college students looking for edgy entertainment to anyone craving a great entertainment experience that lies outside the mainstream.

SPONSORSHIP: Sponsors have the great opportunity to expose their brand to a varied and highly desirable audience, while supporting an eclectic arts event. Hell's Half Mile offers a wide range of sponsorship opportunities to meet any company's **community development** and **marketing** goals through customized programs of on-site branding, one-to-one marketing and extensive promotional exposure.

ABOUT THE NAME: In the late 1800's, a stretch of Bay City's riverfront was lined with raucous saloons and two-bit hotels where turn-of-the-century loggers and shipmen would go to blow off steam and take in more than a little local color. This strip was known to locals as Hell's Half Mile. We've adopted the name and more than a bit of that irreverent spirit.

PRESS!



GUESTS!



CROWDS!



PARTIES!



Supporting Hell's Half Mile is a fun and easy way for your company to play a role in bringing innovative arts programs to Bay City, while attracting a modern substance seeking audience.

Your business will be exposed to crowds of people doing something they enjoy—being entertained!!! On average, a Hell's Half Mile festival goer will attend at least 4-7 events and will browse our website and printed program numerous times throughout the course of the event, giving sponsors repeat exposure to attendees. **But we can't do it without you!**

Below are suggested levels of sponsorship. Some sponsor levels are limited, so please be sure to contact us to confirm that the level you want is available. **CUSTOM SPONSORSHIPS and MAJOR SUSTAINER levels available. [Let's talk!](#)**

Presenting Sponsor - \$5,000 (limit one)

This is the big one! Top dog! Our heroes!

- 1/4 Page Full Color Ad in program distributed throughout the Great Lakes Bay Region
- Premium logo placement in all promotional materials
- Presenting sponsor recognition in all media campaigns
- Logo on signs in each venue & mentions before screenings
- Banner placement at all venues
- Customized branding opportunity (Let's talk!)
- Invitation to sponsor event
- Ten (10) 2017/2018 film series season passes
- 50 Sponsor Passes & 100 film vouchers

Award Sponsor - \$3,000 (limit one)

Have your name associated with our awards and \$1,000 cash prize!

- Logo on signs in each venue & mentions before screenings, events & all media as the *official sponsor of the \$1,000 jury award cash prize!!!*
- 1/8 Page Ad in program distributed throughout the Great Lakes Bay Region
- Featured logo placement in most promotional materials
- Banner placement at all venues
- Customized branding opportunity
- Invitation to sponsor event
- Ten (10) 2017/2018 film series season passes
- 30 Sponsor Passes & 50 film vouchers

Filmmaker Sponsor - \$2,000 (limit three)

By plane, train, or automobile...help us bring in the guests!

- 1/8 Page Ad in program distributed throughout the Great Lakes Bay Region
- Featured logo placement in most promotional materials
- Logo on signs in each venue & mentions before screenings
- Banner placement at all venues
- Customized branding opportunity at your sponsored venue
- Invitation to sponsor event
- Six (6) 2017/2018 film series season passes
- 25 Sponsor Passes & 50 film vouchers

Opening Night Reception Sponsor - \$1,250 (limit one)

It's the first party of the fest. Help us get the party started!

- Promotion on website, program and signs at reception, as reception sponsor for Opening Night
- Listing in program
- Invitation to sponsor event
- Four (4) 2017/2018 film series season passes
- 15 Sponsor Passes & 30 film vouchers

Friday or Saturday Reception Sponsor - \$1,000 each (limit one)

Help us keep the parties rolling all weekend long.

- Promotion on web site, program and signs at each reception, as the reception sponsor for Friday or Saturday night
- Listing in program
- Invitation to sponsor event
- Four (4) 2017/2018 film series season passes
- 15 Sponsor Passes

Music Festival Sponsor - \$1,000 (limit four)

Help us bring great music to the festival.

- Promotion on web site, program and signs at reception as the exclusive music sponsor
- Signage or banner presence at music venues
- Invitation to sponsor event
- Six (6) 2017/2018 film series season passes
- 15 Sponsor Passes

Film Sponsor - \$1,000

Your support gets the films on screen (and helps get the screens)

- Logo on web site, in program, on poster and signs in each venue as film sponsor
- Featured mention at selected film screening and on screen
- Invitation to sponsor event
- Four (4) 2017/2018 film series season passes
- 15 Sponsor Passes, 30 film vouchers

Ticket Sponsor - \$800 (limit one)

Have your logo or business name on our tickets and passes.

- Your business name on all tickets and passes
- Listing on web site
- Invitation to sponsor event
- Two (2) 2017/2018 film series season passes
- 8 Sponsor Passes, 25 film vouchers

Film Co-sponsor - \$525

One of the more common levels of support for small businesses.

- Logo in program, on posters and signs as film co-sponsor
- Listing on web site
- Featured mention at selected film screening and on screen
- Invitation to sponsor event
- Two (2) 2017/2018 film series season passes
- 8 Sponsor Passes, 20 film vouchers

Half Mile Race Sponsor - \$500

The race is only a half-mile, but your support takes us a long way.

- Logo in program and signs as race sponsor
- Listing on web site
- Invitation to sponsor event
- Two (2) 2017/2018 film series season passes
- 8 Sponsor Passes, 15 film vouchers

Program Ad - \$400

Got a message for our audience? Place it in our program.

- 3" x 3" (approx.) full color ad in program distributed throughout the Great Lakes Bay Region
- Invitation to sponsor event
- 4 Sponsor Passes, 10 film vouchers

INDIVIDUAL MEMBERSHIPS

also available for under \$300.

Ask for more info.

NOTE: Sponsor Passes include entry into all general receptions, all films, all music events and the exclusive pre-fest cocktail party. Film vouchers include entry into one screening of select films with available seats.

Sponsorship contact:

Alan LaFave / 989.225.3689 / alan@hellshalfmile.com

Visit our website at www.hellshalfmile.com

**Music is as POWERFUL
as any medicine.**



Sponsorship Agreement

12th Annual Hell's Half Mile Film & Music Festival
September 28 –October 1, 2017

BUSINESS NAME _____

CONTACT NAME _____ PHONE # _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP CODE _____

EMAIL _____

SPONSORSHIP LEVEL (CHECK ONE)

Presenting (\$5,000) Award (\$3,000) Filmmaker (\$2,000) Music Festival (\$1,000)

Opening Reception (\$1,250) Reception (\$1,000) Film (\$1,000) Ticket (\$800)

Film Co-Sponsor (\$525) Half Mile Race (\$500) Program (\$400)

SPONSOR WILL RECEIVE ALL BENEFITS OF THE AGREED UPON LEVEL AS DESCRIBED IN THE SPONSORSHIP PACKAGE. ANY ADJUSTMENTS TO THE SPONSORSHIP PACKAGE WILL BE NOTED BELOW AND MUST BE AGREED TO BY BOTH PARTIES AT SIGNING.

PAYMENT INFORMATION

SPONSORSHIP INVESTMENT \$ _____

INVOICE ME I'LL USE THIS FORM AS MY INVOICE AND SEND A COPY WITH MY CHECK

MAKE CHECKS PAYABLE TO: HELL'S HALF MILE EVENTS (memo: FEST 2017)

SPONSOR SIGNATURE

PRINT NAME _____ POSITION _____

SIGNATURE _____ DATE _____

Mailing address: Hell's Half Mile Film & Music Festival
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www.hellshalfmile.com

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