



# The Atlantic Highlands One Minute Film Festival

*17 July 2010, Atlantic Highlands, NJ*

Produced by the Atlantic Highlands Arts Council

a non-profit 501(c)3 organization whose mission is to increase access to the arts  
and bring contemporary art and music to Atlantic Highlands and the Bayshore region.



This program is made possible in part by the Monmouth County Arts Council through funding from the Monmouth County Board of Chosen Freeholders, the County Historical Commission, and the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts

# *Sponsorship Opportunities*



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[www.FilmOneFest.org](http://www.FilmOneFest.org)

[www.AtlanticHighlandsArtsCouncil.com](http://www.AtlanticHighlandsArtsCouncil.com)

Dear prospective sponsor,

The second annual FilmOneFest (the Atlantic Highlands One-Minute Film Festival) will be presented July 17, 2010 at the Atlantic Highlands Marina in historic Atlantic Highlands, NJ. The Festival will feature one-minute films and videos from local, national and international film and video makers. The event promises to be one of the premier summer events of the Bayshore region and includes film screenings, live music and more.

This event provides a unique opportunity to distribute your marketing communications message to the business and consumer public before, during and after the Festival. Marketing and advertising plans call for an aggressive campaign utilizing radio, television, outdoor media, newspapers, the Internet and magazines. There will be ample opportunity for focused articles and interviews for those who become sponsors. Our objectives include:

- Ensuring sponsors' Return on Investment are met through this event
- Support of local businesses
- Holding filmmaking workshops for students and others to increase their involvement in the arts
- Showcasing the best of contemporary film making to the Bayshore community
- Raising awareness of the social, cultural, and environmental issues of the Bayshore region

*We are also holding food drives at all festival events for the Atlantic Highlands Food Pantry to raise awareness and collect much needed supplies for this important charitable organization.*

We have made a concerted effort to keep sponsorship levels as low as possible as we realize the financial crisis has impacted the entire business community. If you cannot join us as a sponsor, please consider advertising with us in our event program with listings starting at just \$25. We also welcome in-kind contributions and donations. We would consider any product or service in exchange for sponsorship or advertising. We will follow up with you in the next few weeks to see how we can work together to make your company's participation in the event a success.

Regards,

John Page  
*Fundraising Committee Chair*

[pageface@aol.com](mailto:pageface@aol.com)

**Atlantic Highlands Arts Council**

P.O. Box 236, Atlantic Highlands, NJ 07716

[info@atlantichighlandsartscouncil.com](mailto:info@atlantichighlandsartscouncil.com)

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# About Us

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**The Atlantic Highlands Arts Council** is comprised of a team of dedicated volunteers who include professional artists, educators, business leaders and community organizers. We are a volunteer, non-profit 501 (c) 3 organization whose mission is to increase access to and bring contemporary art and music to Atlantic Highlands and the surrounding area. For more information about us, check out our website at [www.atlantichighlandsartscouncil.com](http://www.atlantichighlandsartscouncil.com)

## FilmOneFest is a production of the Atlantic Highlands Arts Council. The volunteers and their participation include:

**Robert O'Connor** the FilmOneFest Co-Director, is a practicing artist, lecturer and filmmaker who exhibits his work nationally and internationally. He has participated and shown work in several film festivals including, most recently, the Chicago Underground Film Festival. He holds an MFA from Vermont College and has taught at SUNY Rockland and the The Cooper Union for the Advancement of Science and Art.

**Julie Gartenberg** the FilmOneFest Co-Director, holds a BA in Education. She has owned and managed numerous businesses in the printing and health fields.

**Robert Bond**, the Atlantic Highlands Arts Council's Treasurer, is a lawyer and the Broker of Record and Business Manager at Better Homes Realty.

**Christina Cowell**, Co-Chair of our Benefit Dinner is a consumer lawyer and ballet dancer. She is a Trustee of the Atlantic Highlands Arts Council.

**Amy Felton-Toth** the festival's Social Media Coördinator, is an installation artist and film maker.

**Lynn Fylak**, the festival's Marketing Director, is the Senior Art Director at Christie's Auction House in New York City. Her work has been published and has received many awards, including a Certificate of Excellence from the American Institute of Graphic Arts. She is a Trustee of the Atlantic Highlands Arts Council.

**Kathleen Ligon**, the festival's Communications Director. She is the Coördinator of Adult Programming at Middletown Library and a Trustee of the Atlantic Highlands Arts Council.

**Barbara Lipton** organized and is Co-Chair of our Silent Auction. She is an art historian, curator and prior Museum Director of the Jacques Marchais Museum of Tibetan Art,. She is a Trustee of the Arts Council.

**Mike Scherfen**, an art director, is the festival's webmaster.

**Susan Sodon** is serving as a design and marketing consultant. She has over 20 years experience as a graphic designer and holds a BA in Art, and a MEd in e-Learning Technology.

**Norma Turini**, Atlantic Highlands Arts Council Secretary, handles the festival's correspondence.

**Victor Zak**, journalist, a former movie critic in New Jersey and former travel editor for Gannett's New Jersey newspapers, is the festival's Food Donations Coördinator with the Atlantic Highlands Food Pantry.



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**Contact information:**

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# Sponsorship Benefits

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## ALL SPONSORS RECEIVE

- Listing on the FilmOneFest Web site
- Listing in the FilmOneFest program booklet
- Complimentary “premium” seating tickets for the film screenings and Awards Ceremony
- Complimentary entry badges for the “Hospitality Tent”
- A FilmOneFest poster with letter acknowledging sponsorship
- FilmOneFest flyers to display and distribute
- Inclusion of company name in all press releases and promotional materials
- License to use the FilmOneFest logo in company promotion
- A commemorative FilmOneFest T-shirt

## Feature Sponsorships

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### LEVEL 5 TITLE SPONSOR

Brand FilmOneFest with your company name and logo—the festival title becomes “*Corporate Name’s* FilmOneFest”. Every time the Festival is mentioned, your name is prominently displayed. Your company name will be disseminated throughout the region as part of the aggressive advertising program for the Festival.

#### SPECIAL FEATURES:

- Have the top billing position before, during and after the event
- A 30 second video ad at the beginning of the film screenings

### LEVEL 4 PRESENTING SPONSOR

Second only to the Title Sponsor, your company name will be associated with the festival title in the extensive marketing material and advertising campaign. Your company name will be part of the “Presented By” video ad and placed in prominent positions in all print media as a Presenting Sponsor. Sponsorship of the Festival at the Presenting Level gives you a special advertising opportunity that enables you to reach a demographic community of affluent families and individuals. This is an opportunity to promote your organization through media as well as through personal meet-and-greet opportunities at the event.

### LEVEL 3 FESTIVAL SPONSOR

The Festival Sponsor level provides ample opportunity to keep your company name and logo prominently displayed and associated with the Festival. You will be part of the “Festival Sponsor” video ad and listed in all print media as a Festival Sponsor. You will have an opportunity to meet and greet Festival attendees at the Sponsors’ Tables. People will be continuously reminded of your commitment to the arts and associate your company with this premier arts event.

*comparison chart on the next page*

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# Sponsorship Levels

	<b>Level 1</b> \$250-\$499	<b>Level 2</b> \$500-\$999	<b>Festival Sponsor Level 3</b> \$1000-\$1499	<b>Presenting Sponsor Level 4</b> \$1500-\$2499	<b>Title Sponsor Level 5</b> \$2500+
<b>Video Ads During Film Screening</b>	Name	Name & Logo	Name & Logo Included in "Festival Sponsor" video ad	Name & Logo Included in "Presenting Sponsor" video ad	Name & Logo 30 sec video ad
<b>Promotion in Festival Advertising*</b>	Name	Name & Logo	Name & Logo credited as "Festival Sponsor"	Name & Logo credited as "Presenting Sponsor"	Name & Logo will be added to the beginning of the FilmOneFest title
<b>Premium Ticketed Seats</b>	2	4	6	8	10
<b>Hospitality Tent Badges</b>	2	4	6	8	10
<b>Sponsors' Tables</b>	Listed on the "Sponsor's Easel"	Listed on the "Sponsor's Easel"	Included as part of the Festival Sponsor Table (3'x8')	Included as part of the Festival Sponsor Table (3'x8')	Included as part of the Festival Sponsor Table (3'x16')
<b>Event Program</b>	1/4 Page	1/2 Page	Full Page	Full Page**	Name/ Logo on Cover & Full Page Inside Cover
<b>Name on Venue Banners</b>	no	no	Yes!	Yes!	Yes!
<b>Name on T-Shirt</b>	Name	Name	Name & Logo	Name & Logo	Name & Logo
<b>Complimentary T-Shirts</b>	2	4	6	8	10
<b>Festival Website</b>	Name	Name, Logo & Link	Name, Logo & Link	Name, Logo & Link	Name, Logo & Link
<b>Tickets to Awards Party</b>	-	-	2	4	6

\* Includes all press releases, email blasts, and print media

\*\* Back cover will be given to 1st Presenting Sponsor signed, inside back cover to 2nd Presenting Sponsor signed, all others to receive full page ad inside the Event program  
For those wishing to support us below the \$250 level, you can be listed in our events program for as little as \$25. Please see our Advertising Form on our Web page. We also accept donations in any amount—donations are tax deductible. See our Donations Form on our Web site.



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# Sponsorship Form

## CONTACT INFORMATION

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COMPANY NAME

ADDRESS

CITY

STATE

ZIP CODE

CONTACT PERSON

TITLE

TELEPHONE

OFFICE

CELL

FAX

EMAIL

WEBSITE ADDRESS

## SPONSORSHIP LEVEL

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**Level 5**  
**Title Sponsor**  
**(\$2500+)**



**Level 4**  
**Presenting**  
**Sponsor**  
**(\$1500-\$2499)**



**Level 3**  
**Festival Sponsor**  
**(\$1000-\$1499)**



**Level 2**  
**(\$500-\$999)**



**Level 1**  
**(\$250-\$499)**

Please make check out to **Atlantic Highlands Arts Council**,  
and mail to FilmOneFest c/o AHAC, PO Box 236, Atlantic Highlands, NJ 07716.

We will call you as soon as we receive your Sponsorship Form. If you have questions,  
please call John Page at (732) 872 7349 or email him at [pageface@aol.com](mailto:pageface@aol.com).



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