



Sponsorship pack



web: www.macedonianfilmfestival.com.au | email: info@macedonianfilmfestival.com.au



welcome in brief

Welcome to the Macedonian Film Festival 2011. The festival aims to promote the vast artistic and cultural landscape that is Macedonian cinema.

OUR VISION

Our vision is to showcase films by Macedonian film makers and films promoting Macedonia from around the world, to the Australian and New Zealand public. We also encourage new and emerging talent by offering them the opportunity for their films to be shown during the festival.

Having run the festival successfully for the past 2 years in Melbourne, this year we are looking to expand to other cities and regional centres within Australia including, Sydney, Canberra and also internationally to Auckland.

SPONSORSHIP CONTACTS

All correspondence to be sent to:

Macedonian Film Festival Inc

Level 7, 492 St Kilda Rd, Melbourne, VIC 3004, Australia

For more information contact us on info@macedonianfilmfestival.com.au or phone:

- Sotir Stojcevski, Tel: (+61) 0420 976 847 (Chairman – Australia and NZ)
- Beti Necovski, Tel: (+61) 0407 363 492 (Treasurer – Australia and NZ)
- Zore Zulumovska, (+61) 0410 481422 (Sponsorships – Australia)
- Betty Babamovski, (+61) 043 888 9935 (Sponsorships – Sydney)
- Peter Bosevski, Tel (+61) 0411 679 547 (Sponsorships – Sydney)
- Bojan Suleski, Tel, (+64) 021 848 775 (Sponsorships – Auckland)

Funds Utilisation

100% of all sponsorship funds will be allocated to the costs of running the festival. All profits from this event are distributed back into the organisation to fund future festivals.



facts about mff

The only Australian based film festival dedicated to showcasing films by Macedonian film makers.

Films are provided by the Film Fund of Macedonia. We are supported by the Ministry of Culture of Macedonia, Consulate General of Macedonia in Melbourne and the Macedonian Embassy in Canberra.

>> Celebrating our **3rd year** on the back of 2 successful festivals in Melbourne, Australia

>> Since **2009** we have showcased a total of **15 films** by Macedonian film makers worldwide and films promoting Macedonia over **15 screenings** across **3 theatres**

>> Over **700 people** attended a screening *

>> Over **750 facebook** fans worldwide

>> **3870 visitors** to our website generating **13,760 page views** **

* Combination of sold tickets, sponsor and promotional tickets, competitions and giveaways.

** Unique visitors and page views (1st September 2010 – 28th April 2011).



about us mission and vision

About the MFF

The Macedonian Film Festival group is a not for profit organisation comprised of enthusiastic volunteers with a common interest in supporting the art of cinematography from Macedonia, both locally and abroad.

The group was originally formed by Macedonian expats who now call Australia home. Originally consisting of 4 members, the group has grown to a complete operational committee of 12, with volunteers on event day surpassing 30.

Since its inception, the committee has had the support of the Macedonian Consulate General in Melbourne, Ministry of Culture of Macedonia, Film Fund of Macedonia and Cinemateque of Macedonia.

Mission

Our mission is to honour, promote and nurture Macedonian cinema from local and international artists, while fostering cross-cultural communication

Vision

Our vision is to showcase films by Macedonian film makers and films promoting Macedonia from around the world, to the Australian and New Zealand public. We also encourage new and emerging talent by offering them the opportunity for their films to be shown during the festival.

Having run the festival successfully for the past 2 years in Melbourne, this year we are looking to expand to other cities and regional centres within Australia including, Sydney & Canberra and also internationally to Auckland.

“What once began as an idea, continues as a tradition!”



the festival story

We are pleased to announce that the annual Macedonian Film Festival will be held in Melbourne for its 3rd consecutive year, in October/November 2011. This year we are looking to extend our coverage, and in addition to the Melbourne screenings we are in the planning stages of running the festival in Sydney, Canberra, Newcastle and Auckland.

Over the course of the festival, a variety of Macedonian films, contemporary feature films, documentaries and short films will be screened in the multicultural landscapes of Australia and New Zealand. Together with other Macedonian Film Festivals held in Toronto, London and New York, the Macedonian Film Festival has the opportunity to celebrate some of the best cinematic achievements to come from Macedonia.

The Program will run for three weeks, commencing in **Melbourne on the 21st of October**, with screenings in **Sydney and Canberra the weekend of the 28th-30th of October**, and closing in **Newcastle and Auckland on the 6th of November 2011**.

Hoyts cinemas will host the event across the nominated cities and provide MFF with support via its technical personal and on-line content.

Tickets for the event will be sold via a multitude of channels including, Hoyts website, MFF website, Sales teams and selected outlets across Melbourne, Sydney and Geelong.

The MFF aims to:

- Provide Macedonian filmmakers, local and abroad, an opportunity to be represented in Australia's multicultural and artistic cities.
- Create a premier Macedonian cultural event in Australia and New Zealand.
- Bridge communication between Macedonian and other cultural communities, while promoting cultural diversity and appreciation of art and cinema.
- Have concurrent events in: Melbourne, Sydney, Canberra, Brisbane, Perth, Adelaide, Geelong, Wollongong, Newcastle & Auckland, New Zealand.



sponsorship options

Naming Rights Sponsor \$10,000

This package is only available to one organisation and provide a unique opportunity to reach a self-selecting target audience- a group of people with an interest in the arts and culture of other countries, as well those pertinent to that genre. In addition to a potential audience of 4,000, the festival provides the following benefits to our naming rights sponsor:

- Priority placement of your logo in all publicity, programs and signage for the 2011 event
- Priority placement of your logo on the front MFF's website and Facebook page, with a link to your own website
- Recognition plaque and exclusive use of any MFF photos and video for promotional purposes
- Complimentary festival passes to distribute throughout your organisation potentially for rewards and recognition of employees
- Attendance at the Opening Gala night, including the display and distribution of promotional material
- Opportunity for executive remarks at the film festival VIP opening night gala
- Feature in press releases and radio interviews
- Prominent advertisement on the Festival catalogue/program
- Commercial spots screened opening night and before each screening
- Opportunities to sponsor individual programs
- Ten (10) VIP tickets to opening night gala, where an array of traditional Macedonian cuisine and drinks will be served
- Two (2) full-page advertisements of your company in the Film Festival booklet
- Your company advertisement in 30 - 60 second clip prior to screening of all movies and documentaries*

* Sponsor is responsible for production and providing video for screen advertisement



Platinum Sponsor \$5,000

- Ten (10) VIP tickets to opening night gala, where an array of traditional Macedonian cuisine and drinks will be served
- Complimentary festival passes to any session (excluding opening night). Number of tickets is negotiable with sponsor.
- Two (2) full-page advertisements of your company in the Film Festival booklet
- Company logo displayed prominently on marketing material and web
- Your company advertisement in 30-second clip prior to screening of all movies and documentaries*
- Major advertisement on Macedonian Film Festival website and Facebook page, with link through to your website.

Gold Sponsor \$2,500

- Six (6) VIP tickets to opening night gala, where an array of traditional Macedonian cuisine and drinks will be served
- Twenty (20) festival passes to any session (excluding opening night).
- One full-page advertisement of your company in the Film Festival booklet
- Company logo displayed prominently on marketing material and web
- Your company advertisement in 15-second clip prior to screening of all full-feature movies*
- Major advertisement on Macedonian Film Festival website, with link through to your website.

Silver Sponsor \$1,000

- Four (4) VIP tickets to the opening night gala, where an array of traditional Macedonian cuisine and drinks will be served
- Ten (10) festival passes to any session (excluding opening night).
- One-third page advertisement of your company in the Film Festival booklet
- Company logo displayed prominently on marketing material and web
- Major advertisement on Macedonian Film Festival website, with link through to your website.

* Sponsor is responsible for production and providing video for screen advertisement



Local Sponsor \$500

- Two (2) VIP tickets to opening night gala, where an array of traditional Macedonian cuisine and drinks will be served
- 4 festival passes to any session (excluding opening night).
- Acknowledgement on Macedonian Film Festival website and festival booklet.
- Company logo displayed on the Macedonian Film Festival website

Individual Sponsor \$500

- Two (2) VIP Tickets to opening night gala, where an array of traditional Macedonian cuisine and drinks will be served
- Four (4) festival passes to any session (excluding opening night).
- Acknowledgement on Macedonian Film Festival website and festival booklet.

In-Kind Sponsor

Supporters who donate goods and services to the value of one of the sponsorships options will also receive the following benefits:

- Two (2) VIP Tickets to opening night gala, where an array of traditional Macedonian cuisine and drinks will be served
- 4 festival passes to any session (excluding opening night)
- Acknowledgement OR advertisement on Macedonian Film Festival website and festival booklet (depended on value of support)
- Company logo displayed on the Macedonian Film Festival website (depended on value of support).

Level of exposure

As well as national recognition of supporting the community, cultural diversity and the arts, the festival will provide sponsors with the following community exposure:

- Various advertising sites across multiple community festivals with exposure to over 300,000 participants
- Direct marketing exposure to an estimated 4,000 festival participants across, Melbourne CBD, Geelong, Western Melbourne, Northern Melbourne, Canberra, Sydney, Newcastle and Auckland through featuring in all Macedonian Film Festival promotional items, an example of which is enclosed
- Feature on the MFF website, including links to their websites or promotional items.



sponsorship agreement

Be a part of the 2011 Macedonian Film Festival.
Please respond by Friday 26th August 2011.

Name of sponsorship contact:

Recipient of sponsorship

Macedonian Film Festival Inc. (A0053081L)
Level 7, 492 St Kilda Road, MELBOURNE
PO Box 3388, MELBOURNE VIC 3004

Company / Organisation:

Event

3rd Annual Macedonian Film Festival

Commencement Date

As per below

Mailing Address:

End Date

31st December 2011

Phone:

Sponsorship option

(Please tick)

- Naming rights sponsor \$10,000
- Platinum sponsor \$5,000
- Gold sponsor \$2,500
- Silver sponsor \$1,000
- Local sponsor \$500
- Individual sponsor \$500

Email:

Website:

Signature of authorised person

I have read the terms and conditions and agree to enter into this sponsorship.

_____ Date _____

Note: Please forward us a legible high resolution logo of your organisation on info@macedonianfilmfestival.com.au to be included in our marketing material and the web.



sponsorship terms

TERMS AND CONDITIONS

1. This Sponsorship Agreement starts on the Commencement Date and ends on the End Date.
2. The Sponsor must provide to the MFF the Sponsorship Contribution set out in the Table upon signing by way of:
 - 2.1 cheque made payable to "Macedonian Film Festival Inc.";
 - 2.2 deposit at a Commonwealth Bank of Australia branch into the following account:
Name: Macedonian Film Festival Inc.
BSB: 063 114
Account Number: 10388093
 - 2.3 electronic deposit into the following account:
Name: Macedonian Film Festival Inc.
BSB: 063 114
Account Number: 10388093
3. The Sponsorship Contribution is to be used towards and in association with the organisation and running of the Event including but not limited to administration, programming, marketing, production, transport and venue hire costs.
4. The MFF must provide the Sponsorship Benefits set out in the Table to the Sponsor.
5. The Sponsor acknowledges that the sponsorship is not exclusive, and the MFF has the right to enter into other sponsorship agreements.
6. The MFF has the right to use the Sponsor's logo to publicise the sponsorship for the event including advertisements and media releases. The Sponsor provides the logo royalty free for this purpose.
7. Each party must promptly do all things and provide all relevant assistance and information reasonably required by the other party to enable the performance by the parties of their obligations under this Agreement.
8. This Agreement continues from the Commencement Date until the End Date unless the MFF cancels the Macedonian Film Festival. If the MFF is cancelled, then the MFF will notify the Sponsor in writing and will refund the Sponsorship Contribution to the Sponsor as soon as the MFF is in a position to do so, such repayment is not to be unreasonably delayed.
9. Any notice between the parties is to be in writing and delivered by hand, post, fax or email to the other party. Notices by post will be taken to have been served 3 days after posting.
10. The parties acknowledge that this Agreement does not create any relationship of agency, partnership, joint venture or employment between the parties.
11. The rights under this Agreement cannot be assigned, subcontracted or otherwise divested.
12. This Agreement may only be changed in writing signed by each party to this Agreement.
13. This Agreement is governed by the law in force in the State of Victoria.

