

*I had a terrific time at your wonderful Tallgrass Film Festival! It was a true pleasure to meet and speak with all the warm and friendly folks who attended the affair, and the Ad Astra Award is stunning! It is proudly and prominently displayed in my home, and looking at it will always remind me of the outstanding event it represents. Thanks again for a memorable trip to charming Wichita!*

*~ Don Lafontaine, 2007 Ad Astra Recipient*



# TALLGRASS FILM FESTIVAL

OCTOBER 23RD - 26TH, 2008  
WICHITA, KANSAS

SPONSOR PRESENTATION

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*This is the first time in its five year history that I took in some festival fun... I watched the Spotlight on Kansas Filmmakers short films yesterday, and instantly wanted to make a movie....*

*~ Anita Cochran, Anchor, KSN-News*



## Festival At A Glance

**Background** Founded in 2003 by the late Timothy Gruver, the Tallgrass Film Festival is a program of the non-profit 501(c)3 organization Wichita Association For the Motion Picture Arts, which is dedicated to entertaining, educating and enlightening audiences in America's Heartland by showcasing the very best of independent cinema, including foreign, documentary, short, GLBT, retrospective and premiering films, through the annual film festival, the summertime Cinema Al Fresco Series, Film Education classes and Special Screenings throughout the year. The Tallgrass Film Festival showcases the city's venues, cultural attractions and artistic communities, with an emphasis on the burgeoning local film community by sparking dialogue amongst filmmakers and providing opportunity for artistic expression.

**Dates** October 23-26, 2008

**Location** Located in the South Central portion of Kansas, Wichita is known as the "Air Capital of the World." It is the largest city in the state in terms of both land area and population, with an estimated populace of more than half a million people in the greater metropolitan area. Known as a breeding ground of entrepreneurs,



Wichita is home to corporations including Pizza Hut, Koch Industries, Cessna and Coleman. Wichita is also home to a large artist community, a growing filmmaking community, and loyal patrons of the arts. A growing Midwestern city that truly represents the spirit and hospitality of America's Heartland, Wichita has been ranked among the top cities for jobs by Forbes, best place for relocating a family, strongest real estate market and 10 Best Big Cities to live in by Money Magazine, all within the last two years.

## The Festival

The Tallgrass Film Festival is a four-day, richly diverse independent film festival that screens over 100 of the best independent films from around the world, including features and shorts. Centered at the Warren Old Town Theatre in the heart of downtown, the festival is the largest of its kind in the state of Kansas. The festival features many awards and special events include the Opening Night Gala, Ad Astra Lifetime Achievement Presentation, Timothy Gruver Spotlight on Kansas Filmmakers, Joel Fein High School Shorts Program, and GREENGRASS, featuring environmentally friendly films and partners.

## Attendance

In its first five years, the Tallgrass Film Festival has been enjoyed by more than 20,000 local and regional attendees and by more than 200 filmmakers from around the globe, the region and city of Wichita. The 2007 festival was attended by more than 6,000 attendees, a record-breaking attendance. Special guests have included Ad Astra recipients DON LaFONTAINE-the King of Movie Trailers, Academy Award Winner CLORIS LEACHMAN, as well as Academy Award nominee GARY BUSEY, and baseball legend JOSE CANSECO.

Tallgrass attendees are educated, working adults, 18-54 with a broad range of interests. From high school and college students to young professionals, and patrons of the arts, the festival attracts supporters of arts culture and independent cinema and is quickly becoming the premier festival of its kind in the Heartland region.

## Media

Over the last five years the Tallgrass Film Festival and its sponsors have received extensive media coverage locally in media outlets like *The Wichita Eagle*, NPR affiliate KMUW, PBS affiliate KPTS; regionally in publications including *Midwest Living* and nationally in entertainment industry trades such as *The Hollywood Reporter* and *indiewire.com*.

## Sponsorship Benefits

The Tallgrass Film Festival offers many sponsorship opportunities for corporate sponsors and individual donors. As a 501(c)3 non-profit arts organization, your donation is completely tax deductible. Sponsorships can be in the form of cash, in-kind, products and services and media and promotional assets.

### Benefits and Brand Impressions include: (depending on level of sponsorship)

- **Venue presence:** Your logo on the festival trailer, on-site signage, literature distribution, and direct marketing to the Wichita community.
- **Print recognition:** Your advertisement or logo in the Tallgrass program, guest guide, the poster, print advertising, special interest flyers, all-access passes and ticket backs.
- **Media:** Your name or logo in press releases, radio spots, TV spots, media wall, Tallgrass website and Myspace.
- **Public Acknowledgement:** Your name recognized at press conferences, Opening & Saturday night galas, general or individually sponsored screenings and events.
- **On-site Opportunities:** Your logo, information and presence at the VIP Filmmaker lounge, VIP filmmaker events, one-on-one engagement with Wichita movie-lovers.
- **Promotional Opportunities:** Your logo or information in filmmaker gift bags, Opening/Saturday night gift bags, the opportunity to donate your own promotional items to these giveaways.
- **Ticketing:** You will receive all-access festival passes, Opening/Saturday night gala tickets, exclusive invitations to VIP filmmakers events, general admission tickets and special discounts.

**OFFICIAL SELECTIONS OF THE TALLGRASS FILM FESTIVAL 2003-2007**
**2007:**

**GIRLS ROCK!**, Dir. Arne Johnson & Shane King - Winner: Audience Award, 2007 Tallgrass Film Festival



**ENTRY LEVEL**, Dir.

Douglas Horn - Cast:

D.B. Sweeney, Missi Pyle, Lisa Ann Walter

**TRAIL END**, Dir. Shannan Keenan - Cast: Barry Corbin

**OUTING RILEY**, Dir. Pete Jones - Cast: Pete Jones, Nathan Fillion, Michael McDonald

**TEN CANOES**, Dir. Rolf de Heer & Peter Djigirr - Winner: Special Jury Prize, 2006 Cannes Film Festival

**KHADAK**, Dir. Peter Brosens & Jessica Hope Woodworth - Winner: Luigi De Laurentis Award, 2006 Venice Film Festival

**I MET THE WALRUS**, Dir. Josh Raskin - Nominee: Best Short Film Animated, 2008 Academy Awards

**2006:**

**THE TRIALS OF DARRYL HUNT**, Dir. Ricki Stern & Anne Sundberg - Nominee: Best Documentary 2006 Independent Spirit Awards

**IRAQ IN FRAGMENTS**, Dir. James Longley - Nominee: Best Documentary 2007 Academy Awards

**THE SAVIOUR**, Dir. Peter Templeman - Nominee: Best Short Film Live Action, 2006 Academy Awards

**DREAMLAND**, Dir. Jason Matzner - Cast: Justin Long, John Corbett, Agnes Brucker

**THE BIG BAD SWIM**, Dir. Ishai Setton - Winner: Audience Award, 2006 Tallgrass Film Festival

**FAT GIRLS**, Dir. Ash Christian - Cast: Ash Christian, Jonathan Caouette, Robin de Jesus

**PLAGUES & PLEASURES ON THE SALTON SEA**, Dir. Chris Metzler & Jeff Springer - Narrator: John Waters

**2005:**

**CONVENTIONEERS**, Dir. Mora Stephens - Winner: John Cassavetes Award, 2006 Independent Spirit Awards

**2005 cont:**

**WATERBORNE**, Dir. Ben Rekhi - Cast: Christopher Masterson, John Gries, Lindsay Price

**PUNK: ATTITUDE**, Dir. Don Letts - Featuring: Chrissie Hynde, Jim Jarmusch, Henry Rollins

**39 POUNDS OF LOVE**, Dir. Dani Menkin - Winner: Audience Award, 2005 Tallgrass Film Festival

**THE REAL DIRT ON FARMER JOHN**, Dir. Taggart Siegel - Winner: Audience Award Best Documentary Feature, 2005 Slamdance Film Festival

**2004:**

**UP FOR GRABS**, Dir. Michael Wranovicks - with Special Guest Jose Canseco

**CAVEDWELLER**, Dir. Lisa Cholodenko - Cast: Kyra Sedgwick, Aidan Quinn, Kevin Bacon

**DOWN TO THE BONE**, Dir. Debra Granik - Winner: Special Jury Prize Directing & Acting (Vera Farmiga), 2004 Sundance Film Festival

**DiG!**, Dir. Ondi Timoner - Winner: Grand Jury Prize Documentary, 2004 Sundance Film Festival

**CHISHOLM '72**, Dir. Shola Lynch - Nominee: Best Documentary, 2005 Independent Spirit Awards

**SPEAK**, Dir. Jessica Sharzer - Cast: Kristen Stewart, Elizabeth Perkins, Steve Zahn

**THE BUDDY HOLLY STORY**, Dir. Steve Rash - with Special Guests Maria Elena Holly & Gary Busey

**THE LAST PICTURE SHOW**, Dir. Peter Bogdanovich - with Special Guest Cloris Leachman

**2003:**

**CAMP**, Dir. Todd Graff - Nominee: Grand Jury Prize, 2003 Sundance Film Festival

**BUS 174**, Dir. Jose Padilha & Felip Lacerda - Nominee: Documentary Directing, 2004 Directors Guild of America Awards

**BOMB THE SYSTEM**, Dir. Adam Bhala Lough - Nominee: Best First Feature, 2004 Independent Spirit Awards

**PREY FOR ROCK & ROLL**, Dir. Alex Steyermark - Cast: Gina Ger-shon, Drea de Matteo, Lori Petty



## SPONSORSHIP LEVELS AND BRANDING OPPORTUNITIES

### STUDIO HEAD: \$10,000

Logo on poster, trailer, media wall, print advertising, program, home page on Tallgrass website (w/link), MySpace, inclusion in press releases, public acknowledgement at all screenings, 1/2 page ad in festival program, opportunity for inclusion in VIP & attendee gift bags & 16 all-access festival passes.

### EXECUTIVE PRODUCER: \$5,000

Logo on poster, trailer, print advertising, program, home page on Tallgrass website (w/ link), inclusion in press releases, 1/4 page ad in festival program, opportunity for inclusion in VIP & attendees gift bags & 10 all-access festival passes.

#### Options:

- **Branding Sponsor for WAMPA Filmmaking Classes - (\$5,000 - cash only)** Become an Executive Producer of your own short film! This special branding opportunity is to sponsor an educational short filmmaking class presented by WAMPA and taught by local filmmakers. Classes start periodically throughout the year. Movie will screen at the 2009 Tallgrass Film Festival. Screen credits included. Includes all Executive Producer level benefits.

### PRODUCER: \$2,500

Logo on trailer, program and Tallgrass website sponsor page (w/ link), inclusion in press releases, option to buy advertising space in Program Guide, opportunity for inclusion in VIP & attendee gift bags & 8 all-access festival passes.

#### Options:

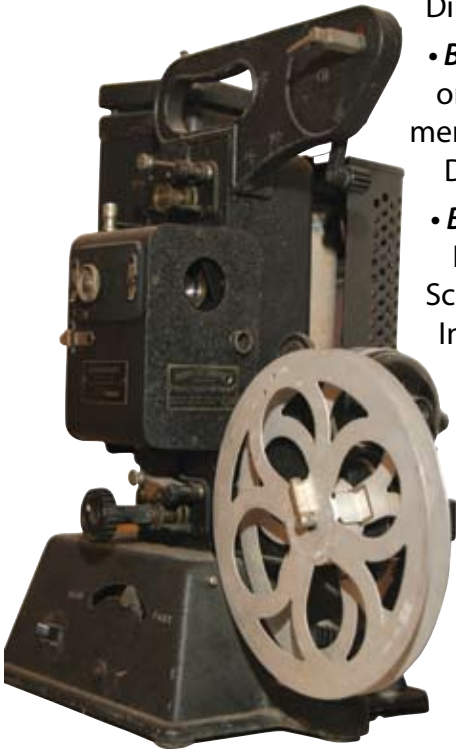
- **Branding for Opening Night/Saturday Night Galas (\$2,500 per each)** Take advantage of this branding opportunity to sponsor one of these special events. The Opening or Saturday Night Gala are two of the highest attended events of the festival. Includes all Producer level benefits.
- **Branding for VIP Filmmaker Reception (\$2,500)** An official welcome to Wichita for filmmakers, sponsors, press and other VIPs on Friday evening, featuring Mayor Carl Brewer on the BBQ. Includes all Producer level benefits.
- **Branding for VIP Filmmaker Lounge (\$2,000)** Let your company name welcome the VIPs to the Filmmakers Lounge at CityArts. The lounge serves as a retreat for sponsors and filmmakers during the festival frenzy! Includes all Producer level benefits.
- **Branding for 2007 Festival Trailer (\$2,000 - cash only)** Your brand or logo will be featured exclusively in the trailer as part of the "story." Trailer will be written and directed by Tallgrass alumni filmmaker. Includes all Producer level benefits.
- **Branding for VIP Filmmaker Dinner (\$2,000)** Hosted by the WAMPA Board of Directors for Filmmakers, includes exclusive event invite. Includes all Producer level benefits.
- **Branding for Cinema Al Fresco Series (\$2,500 - cash only)** Be the presenting Sponsor of the popular 2008 outdoor summer screening series. Includes all Producer level benefits.
- **Branding for GREENGRASS:** New to this year's festival is the environmentally conscious GREEN GRASS category, which will screen films pertaining to environmental issues. Become the official GREEN SPONSOR of the 2008 Tallgrass Film Festival by donating a green service to help Tallgrass reduce its carbon footprint!

## DIRECTOR: \$1,000

Logo on program and Tallgrass website sponsor page (w/ link), inclusion in press release, option to buy advertising space in Program Guide, opportunity for inclusion in attendee gift bags & 6 all-access festival passes.

### Options:

- **Branding for Tallgrass Coming Attractions VIP Reception (\$1,500 - cash only)** Held prior to the festival, an exclusive event for Sponsors, Press and VIP's to get a sneak peek at what the '08 festival has in store! Includes all Director level benefits.
- **Branding for VIP Filmmaker Brunch (\$1,500)** Held on Sunday, a wonderful way to wrap up a week-end of movies & parties and to mingle with new friends. Includes all Director level benefits.
- **Branding for VIP Ad Astra Reception (\$1,500)** An exclusive VIP cocktail reception in honor of the 2008 Ad Astra recipient, for filmmakers and sponsors. Includes all Director level benefits.
- **Branding for Festival T-Shirts/Festival Gift Bags/Festival Passes or Lanyards (\$1,250 - cash only)** Your logo appears on official festival T-shirt, gift bag or festival pass or lanyard. Includes all Director level benefits.
- **Branding for High School Shorts/Midnight/Audience Award Screenings (\$1,000 - cash only)** Sponsor of one of these screenings includes public acknowledgement at event. Includes all Director level benefits.
- **Branding for Festival Guest Guide (\$1,000 - cash only)** Your logo appears on the front cover of the festival guest guide, along with an advertisement inside. Includes information on local places of interest. Includes all Director level benefits.
- **Branding for Tallgrass Special Screenings (\$1,500 each - cash only)** Be a Presenting Sponsor for one of the three Tallgrass Film Festival Special Screenings or events throughout 2009, the first of which is the Independent Spirit Awards party to be held in February, 2009. Includes all Director level benefits.
- **Branding for a Tallgrass Theatre (\$1,500 each - cash only)** Be a Theatre Sponsor for one of the Tallgrass Film Festival Screens. Your company logo will be displayed on the screen preceding each film shown in your sponsored theatre. Includes all Director level benefits.



## CO-PRODUCER: \$500

Special Thanks in the program, logo on the Tallgrass website sponsor page (w/link), option to buy advertising space in Program Guide, opportunity for inclusion in attendee gift bags & 4 all-access festival passes.

*Become the Official Sponsor of the Official Tallgrass Film Festival Chili (\$500 - cash only)* which earned high marks at the 2007 Wagonmaster's Chili Cook Off. The booth will be co-branded with your company logo and the festival logo. A great way to promote your business and the film festival, in front of over 5,000 attendees.

## PRODUCTION ASSISTANT: \$250

Logo on Tallgrass website sponsor page (w/ link) & 2 all-access festival passes.

## SPECIFIC IN-KIND SPONSORSHIP OPPORTUNITIES

The benefits for the following Sponsorship Opportunities vary depending on donation amount. To discuss a specific sponsorship, please contact us.

**Beverage Sponsor:** Be an official sponsor for the 2008 Tallgrass Film Festival. Specifically wine/beer/water/soda/coffee.

**Food:** Cater or host one of our exclusive parties or VIP events (see Sponsorship Levels and Branding Opportunities above).

**Hospitality:** Become one of the official hospitality sponsors of the 2008 festival.

**Tech:** Donate your equipment, expertise and services to the 2008 festival.

**Media/Advertising Partners:** Create a mutually beneficial media or advertising partnership with the 2008 Tallgrass Film Festival.

**Community Partners:** An opportunity for regional small businesses to develop in kind/trade sponsorship based on goods and services.

**GREEN Sponsors:** Partner with the Tallgrass Film Festival to reduce our carbon footprints by donating environmentally friendly products and services.

