

*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

Contact:

Lela Meadow-Conner, Festival Director  
Tallgrass Film Festival  
lela@enzymeent.com  
323.810.6909

Ann Keefer, President  
WAMPA Board of Directors  
ann@downtownwichita.org  
316.264.6005

*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*

## What is an independent film?

An independent or indie film, is a film that is produced outside of the Hollywood Studio system. Additionally, the term is used to describe less commercially-driven art films which differ markedly from the norms of plot-driven, mainstream classical Hollywood cinema. In 2005, about 15% of the U.S. domestic box office revenue was from independent studios. Independent films are often distinguishable by their content or style. The writer or director's original authorial intent or personal creative vision is usually maintained in the final film. Over the last two decades, the art and business of independent film has been stimulated by a range of factors, from the development of and accessibility to high-definition DV cameras that can rival the quality of 35 mm film, to user-friendly editing software, and the increasing visibility of independent film festivals like the Sundance Film Festival, Austin's South x Southwest Festival and Wichita's own Tallgrass Film Festival.

Some examples of independent films that were eventually shown in wide release: *Pulp Fiction*, *Good Will Hunting*, *My Big Fat Greek Wedding*, *Little Miss Sunshine*, and *Juno*. Official selections of the Tallgrass Film Festival have included: *2007 Oscar nominee - Iraq in Fragments*, *The Trials of Darryl Hunt* - nominated for Best Documentary Independent Spirit Awards and Winner of Best Documentary at Seattle International Film Festival.

## What is WAMPA?

Wichita Association for Motion Picture Arts (WAMPA) is a 501(c)3 non-profit organization. Created in 2003 by the late Timothy Gruver, WAMPA presents ongoing, film-related special events and educational programs in the Wichita area, culminating in the **Tallgrass Film Festival**, a four-day festival of independent film programming. **WAMPA's Mission:** To foster community appreciation of the motion picture arts, provide education and entertainment through an annual film festival and year-round events, and to support motion picture production by sparking dialogue among filmmakers and by providing opportunities for artistic expression.



## What is the Tallgrass Film Festival?

- Four-day, richly diverse independent film festival, open to the public
- Screens approximately 50 shorts and features each year
- Scheduled for Oct. 23-26, 2008 at the Warren Old Town Theatres and other downtown venues in Wichita
- Largest film festival in Kansas
- Special events where fans can interact with writers, directors, technicians and performers:
  - Opening Night Gala, Screening and Party
  - VIP Filmmaker & Sponsor Retreat
  - Ad Astra Award Presentation for a lifetime dedication to the cinematic arts.
  - Timothy Gruver Spotlight on Kansas Filmmakers
  - Presentation of the Audience Award-Winning Short and Feature
  - Joel Fein High School Shorts Film Program
  - GREENGRASS program, featuring environmentally friendly films and partners

## Who Attends the Tallgrass Film Festival?

- Upscale, educated, working adults 18-54 with a broad range of interests
- High school and college students
- Supporters of arts, culture, and the Wichita community
- 6,000+ area citizens attended in 2007
- With the inclusion of volunteers and out-of-town visitors, the total attendance to date (since 2003) is 20,000+, with approximately 200 filmmakers and guests coming in for the festival, from all over the world

## Why Support the Tallgrass Film Festival?

- Positive impact to Wichita's tourism industry
- Unique and dynamic entertainment option
- Attendees spend dollars in hotels, area restaurants and at local businesses
- Gives visitors the opportunity to experience the community
- Positions Wichita as a progressive community with cultural vitality
- Recruiting tool for area businesses seeking young professionals
- Enhances Wichita's self-image as a hip, cutting-edge community

As the festival grows, WAMPA seeks to establish Tallgrass as the Midwest's pre-eminent film festival and a popular tourism destination.

## 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.

## 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:

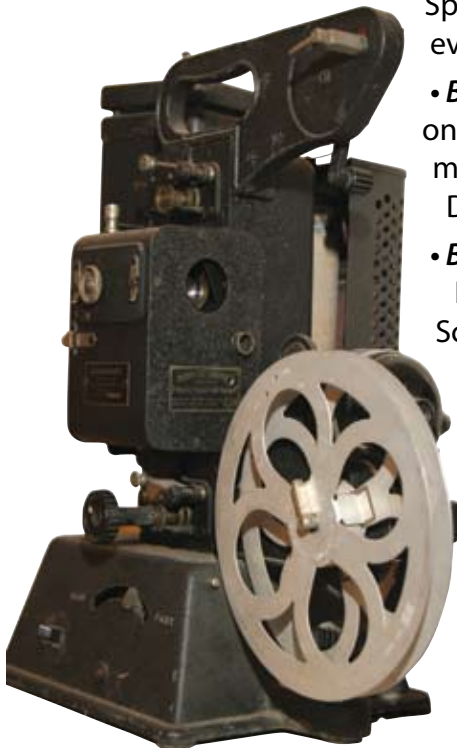
- **Branding for Opening Night/Saturday Night Galas (\$2,500 per each)** Take advantage of this branding opportunity to sponsor one of these special events. The Opening or Saturday Night Gala are two of the highest attended events of the festival. Includes all Producer level benefits except Ticket Vouchers.
- **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 Director level benefits.
- **Branding for VIP Filmmaker Lounge (\$2,000)** Let your company name welcome the VIPs to the Filmmakers Lounge at CityArts. The lounge offers 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.



## CELEBRITIES THAT HAVE APPEARED IN TALLGRASS FILMS

### TALLGRASS 2007

#### NARRATIVE

##### ENTRY LEVEL:

- D.B. Sweeney - Lonesome Dove, Eight Men Out
- Missi Pyle

#### DOCUMENTARY

##### SCREAMING MASTERPIECES:

- Bjork

#### SHORTS

##### TRAIL END:

- Barry Corbin

#### SPECIAL SCREENINGS – 2007

##### CAR BABES:

- Jon Gries - Napoleon Dynamite
- Ben Savage - Boy Meets World (TV)

##### ONLY THE BRAVE:

- Tamlyn Tomita - Joy Luck Club
- Pat Morita - The Karate Kid

### TALLGRASS 2006

#### NARRATIVE

##### DREAMLAND:

- John Corbett - My Big Fat Greek Wedding
- Gina Gershon - Showgirls, P.S. I Love You
- Agnes Bruckner

##### BIG BAD SWIM:

- Padget Brewster - Criminal Minds (TV)

#### DOCUMENTARY

John Waters - Narrator - Plagues and Pleasures of the Salton Sea  
 Annabeth Gish - Narrator - America's Lost Landscapes

#### SHORTS

##### GILLERY'S LITTLE SECRET:

- Annabeth Gish

### SHORTGRASS 2005

#### NARRATIVE

##### WATERBORNE:

- Jon Gries - Napoleon Dynamite
- Mageina Tovah - Spiderman

#### DOCUMENTARY

##### PUNK ATTITUDE:

- Don Letts - Legendary DJ

#### SHORTS

##### JUST PRAY:

- Tiffani Amber Thiessen - Director

### TALLGRASS 2004

#### NARRATIVE

##### DEATH & TEXAS:

- Steve Harris - The Practice (TV)
- ##### Cavedweller:
- Kyra Sedgwick - The Closer (TV)
  - Aidan Quinn - Bury My Heart at Wounded Knee
  - Kevin Bacon - Footloose
  - Sherilyn Fenn - Twin Peaks (TV)

##### SPEAK:

- D.B. Sweeney - Eight Men Out
- Elizabeth Perkins
- Steve Zahn

#### DOCUMENTARY

Gena Rowlands - Narrator - Z Channel: A Magnificent Obsession  
 Annabeth Gish - Narrator - America's Lost Landscapes

#### VISITING CELEBRITIES – 2007

Cloris Leachman - Ad Astra Recipient  
 Gary Busey - Buddy Holly Story