

14th Annual
WOODS hole
film festival

Marketing &
Sponsorship
Information

filmmediate**technology**networking

july 29-august 6, 2005

woods hole, massachusetts

a wave

begins with one board



2005 The Woods Hole Film Festival Week

July 29 - August 6, 2005 □ Woods Hole, Massachusetts

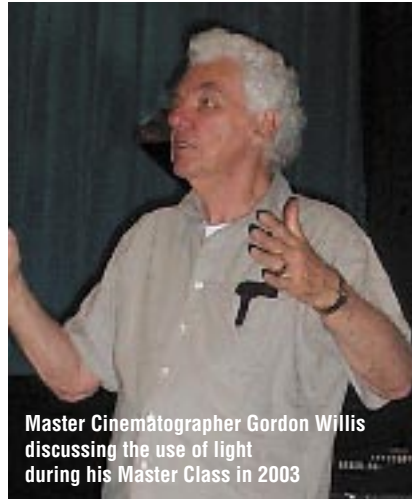
woodsholefilmfestival.org

“All you East Coast blue-staters just starting out take note: The 14-year old Woods Hole Film Festival is a pretty safe bet.”

- *MovieMaker Magazine*

“An event other area festivals could envy...”

- *The Boston Herald*



Master Cinematographer Gordon Willis discussing the use of light during his Master Class in 2003

Photo: Alex Rapp

The Woods Hole Film Festival brings screenings, workshops and socializing to one of the world's most active scientific and travel communities.

Now celebrating its fourteenth year, the Woods Hole Film Festival will present a eight day schedule largely devoted to first-time independent and New England filmmakers.

For the TOTAL Woods Hole Film Festival Experience, the **XWHAVES® Pass** is the best option. Good for all workshops, film screenings, music cafe and parties, the *All Events Pass* offers an excellent eight day opportunity to exchange ideas with the most talented and knowledgeable people in the region.

The oldest festival on Cape Cod and the islands,

Woods Hole offers something for everyone. Top flight cinema and instruction, food and environment surround the event's program. With this year's major screenings and social venues within walking distance of one another, our repeat patrons and newcomers alike will have an unforgettable experience in a truly wonderful setting.

We will also be bringing an incredibly exciting new two day kick-off with **XWHAVES®** - **your connection to the dynamic convergence of media.**

which will allow attendees to experience the dynamic convergence of of media. As Filmmaking enters new arenas with advances in HD, distribution, telephony and networking opportunities abound for the filmmaker, the producer and all related industries. **XWHAVES®** event will engage, inform and inspire. Past Contributors have been people like Leighton Pierce, Master Miniaturist, Gordon Willis, Master Cinematographer, and Kate Davis 2004 Emmy® winning Documentarist.

The Woods Hole Film Festival's reputation as a haven for creative members of the regional and national filmmaking community has attracted participants including:

- Laura Bernieri - Next Stop Wonderland**
- Chris Cooper - Seabiscuit**
- Tom Curran - Adrift**
- Kate Davis - Southern Comfort, Jockey**
- John MacNeil - Gift of the Game**
- Brian Meaney - Apple Computer**
- Gerry Peary - The Boston Phoenix**
- Marlo Poras - Mai's America**
- Bill Plympton - Hair High**
- Tony Shaloub - Monk, Men in Black, SPYKIDS**
- Gordon Willis - The Godfather, Manhattan...**

Woods Hole Film Festival 2004 Demographics

		Misc. Festival Facts	
Total Attendance		Age Breakout	
2500 +		25-34	20%
Top Ten Relevant Professions		35-44	22%
Filmmaker	Post Production	45-54	17%
Film Producer	Actor/Actress	Gender	
Attorney	Publicity	Male	37%
Media: Electronic	Media: Print	Female	63%
Consulting	Scientist/Researcher	Average Patron Income	
Geographic Breakout		<50	32.35%
NE 71%	SE 3%	50-99	25.00%
W 5%	NW 2%	100-249	30.88%
S 9%	Other 10%	250-499	8.82%
		>500	5.88%

marketing



the woods hole film festival



Supporting The Woods Hole Film Festival through Sponsorship support creates avenues for partnership building between buyer and seller. Your critical support transmits an all important presence in a vibrant, growing and passionate community. Within the Festival and its programs like XWHAVES, your organization will be seen as a major champion on the dynamic frontier of filmmaking, new media production and distribution.

important community benefits

Active financial participation of The Woods Hole Film Festival provides first-time and emerging New England filmmakers an opportunity to tell their stories to new audiences.

Funding gives participants the opportunity to learn additional skills within the craft of filmmaking and the chance to meet others working towards similar goals.

In helping to fund The Woods Hole Film Festival, participating firms are able to make an impact through product launches, demonstrations and seminars involving potential users of their tools.

Festival sponsors also gain access to regional and national industry press through Festival releases, web site and promotional exchange.

ONE FREE REGISTRATION WITH ADVERTISING PURCHASE OR PLEDGE.

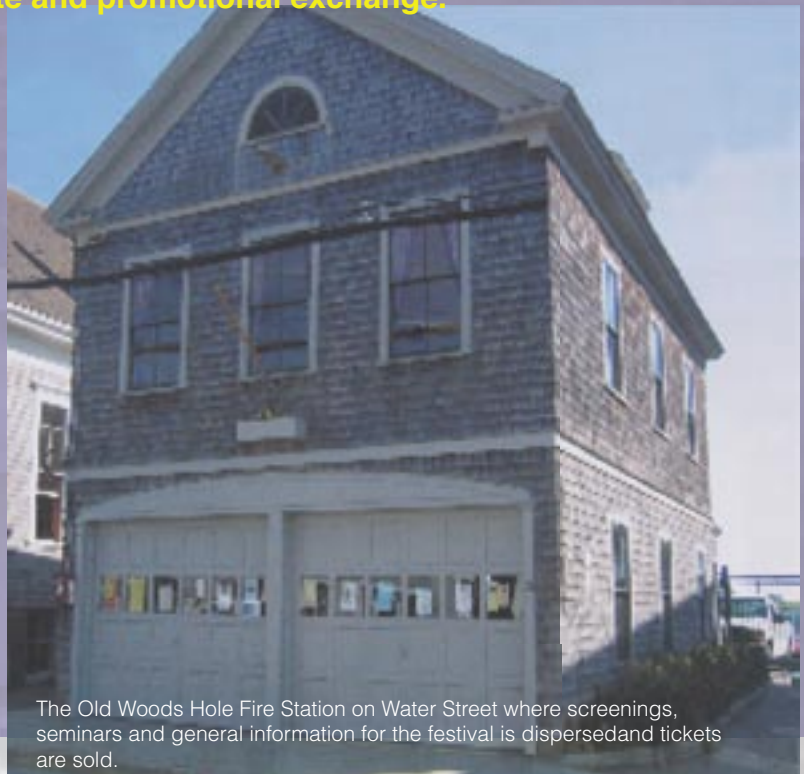
- More than 2500 attendees
- Email/Web center available
- Centrally located dining and bar
- Private screening room available

Filmmakers, producers and educators who will see and use your brands during Woods Hole events are spokesmen for your products.

Your audience is informed, highly educated, and brand aware.

past supporters include:

- Apple Computer
- Bogen/ Reflecmedia
- Discreet
- The Massachusetts Cultural Council
- Polar Beverages
- The Marine Biological Laboratories
- Toyota Motors of America
- Regal Entertainment Group
- Woods Hole Oceanographic Institution
- WGBH Select 44 - Boston



The Old Woods Hole Fire Station on Water Street where screenings, seminars and general information for the festival is dispersed and tickets are sold.

Further sponsorship details available by calling 508.495.FILM or emailing sponsorship@woodsholefilmfestival.org

get to know our festival.

Sponsorship

Morning coffee at pie in the sky

The Comfort Cafe at the top of Main Street in downtown makes a fine gathering spot during the festival. A great landmark to meet visitors from RT. 28 or the Vineyard ferry, our friends at Pie in The Sky make terrific baked goods and beverages. Sponsorship includes signage space and logo on all related materials for the week. *\$3000 cost may be split by up to three co-sponsors.*

Schedule one sheets

Convenient schedules are placed in all visible locations in and around Woods Hole and surrounding communities. As the sponsor, your logo will be placed on the front, black and white cover of the one sheet and you will be given the outside back cover for your own ad. *\$2000 sponsorship cost may not be split.*

Devil's Foot Kit bag

We provide all filmmakers, workshop participants and VIPs a complimentary grab bag full of goodies. Each is imprinted on one side with the sponsor's logo and sponsor name on the other. These types of bags are often seen over and over season and season again. *\$5000 cost may be split by up to two co-sponsors.*

Registration badge Lanyards

Also complimentary, badge lanyards are the loops that hold registration badges. Worn throughout the day and evening for the duration of each event, imprinting your logo or company name on the lanyards gives you day and night exposure all over the Woods Hole community. *\$3000 sponsorship cost may not be split.*



Sponsorship

Keep your current clients tuned-in, achieve brand awareness, and host the weeks 1 day/two night networking and educational event. *\$5000 cost may be split between two co-sponsors.*

Parties, reel blues fest and awards ceremony

Festival parties and gatherings are a huge draw and help put the Festive in Festival. This year, we continue our highly anticipated Opening and Closing Parties & Awards Ceremony and add The hugely popular Reel Blues Fest on Wednesday, August 4th at the Cape Cod Melody Tent. *\$6000 cost may be split by up to six co-sponsors.*

Music Cafe (Coffee Obsession)

Every day, some of the area's best singer-songwriters will come to town to let you hear their latest and greatest. *\$3000 cost may be split by up to three co-sponsors*

Presenting Sponsorship

Being the Presenting Sponsor gives your brand top bill for all Woods Hole screenings, events and parties. Your company name and logo appear on all related materials, including press releases and web pages and is highlighted in the festival catalog. You are given choice of time slot for seminar activity. *\$5000 cost of sponsorship may not be split.*

Further sponsorship details available by calling 508.495.FILM or emailing sponsorship@woodsholefilmfestival.org



Dave Kudrow of Boston Camera, Brian Meaney of Apple Computer, Chi Ho Lee of the Maine Workshops and David Bigelow of Element Productions discuss the evolution of HD in the industry.



A view of Woods Hole Harbor during the festival shot from beside Redfield Auditorium at Woods Hole Oceanographic, one of the Festival's main venues.



Canvas totes with the Woods Hole Film Festival logo are given to festival VIPs and are the hip satchel to carry your beach gear in season after season.

Devil's foot bag inserts

Small	8.5 x 11	\$200
Large	DVD, tape	\$350
Publication or special item		\$500

*One item per insert charge, multiple items must be prepackaged /wrapped.

*Important - please do not ship your items prior to July 1, 2005. You will receive detailed shipping instructions.

advertising

The Woods Hole Film Festival produces and distributes a festival catalog free of charge to all registrants. This catalog serves as a hard copy guide and schedule for the festival's events taking place throughout the week.

This 8.5" x 11" publication includes screening schedules, workshop details, roundtable panels, exhibitions and special events. The catalog will be distributed to surrounding markets, shops and venues in the village and throughout the town of Falmouth.

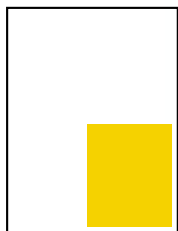
For the advertiser and sponsor, the catalog is a terrific opportunity both during and after the festival for your message, brand or product to be showcased.



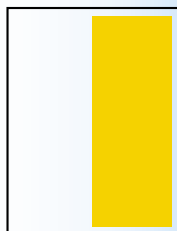
SATELLITE LINKS TO ANWR

XWHAVE comprises an exciting array of underwriting opportunities including an intermedia performance, a filmmakers lounge, special screenings and parties. The possibilities for brand awareness before a selective audience are exceptional.

Catalog Advertising Rates and Specifications



1/4 Page
3.25 w x 4.625 h



1/2 Page Vert.
3.25 w x 9.75 h

Advertising Size

Quarter Page

\$150

Half Page

\$250

Full Page

\$400

Inside Front Cover

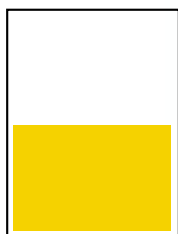
\$650

Inside Back Cover

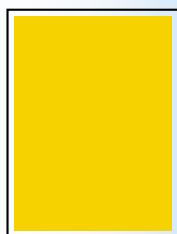
\$550

Outside Back Cover

\$800



1/2 Page Horiz.
7.25 w x 4.625 h



Full Page
7.25 w x 9.75 h

All ads are black and white except cover placement (4 color). All art should be set to 300 dpi and print ready elements including fonts should be provided.

All work must be received by FTP or mail no later than June 10, 2005. A data sheet with all advertising details will be provided upon purchase.



XWHAVE is the Woods Hole Film Festival's two day networking and kick-off event open to the public. Events include special screenings, special performances, interactive lounge, roundtable panels called XWHAVE TRANSMISSIONS including access to internet2 content, satellite-based conversations and parties with experienced and passionate working members of the global film community.

As an XWHAVE SPONSOR, your company materials are automatically included in the Devil's Foot Kit bag and your logo is included on the Festival Internet site. Custom Wave event sponsorship is also available to promote company good will and support in an ever more challenging creative environment.

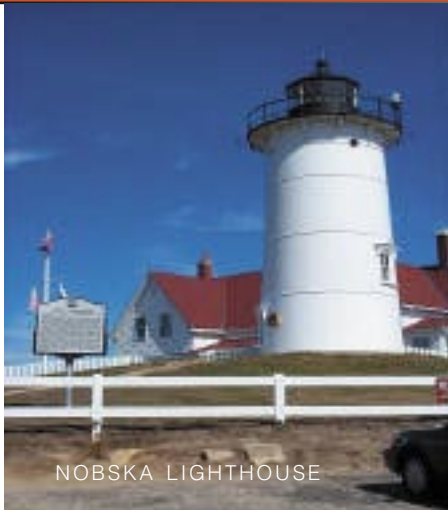
For additional details on sponsoring XWHAVE, contact: Michelle Ferullo at: michelle@woodsholefilmfestival.org



Above: Don Berube of noisybrain. with Dave Kudrow of Boston Camera Rental Company showcasing tools for digital cinema.

Left: Don Peebles of Apple Computer talks about editing techniques with filmmakers Frank Diaz-Balart and John Müller of *Oldest Gig in Town* at one of the sponsored events.

Lodging, ticket and registration information



NOBSKA LIGHTHOUSE

The Inn on the Square
 (508) 457-0606
 \$139 single
 \$169 double



Woods Hole Passage
 800.790.8976
 \$165 for double
 \$120-160 single



Cape Wind Motel
 800.267.3401
 Standard \$115
 5 night special \$485



ShoreWay Acres Resort Inn
 800.352.7100
 \$129-184
 Petite \$115-163



CapeSide Cottage B&B
 978.548.6218
 \$139-179



Red Horse Inn
 (508) 548-0053
 \$130 single
 \$160 double



Sands of Time Motor Inn & Harbor House
 800-841-0114
 \$130-180



Best Western Marina Tradewinds
 800-341-5700



Cape Cod and Woods Hole in particular offer many wonderful opportunities for adventure beyond the Festival itself. Accommodations fill up quickly. Once you make your arrangements to attend, reserving lodging should be the next item on your list.

The list to the left offers contact information for a few of the many lodging opportunities in the Falmouth and Woods Hole areas. Prices and information are subject to change. The Internet and AAA are good sources of information regarding potential lodging and sightseeing opportunities during your visit.

Tickets and Festival Passes

Festival Tickets **\$9**
All Day Pass **\$20**
Festival Pass **\$250**

Tickets may be reserved via TicketWeb
<http://www.ticketweb.com>

Tickets may be purchased up to
 1 hour prior to screening time.

Day and Festival Passes may be purchased
 only at the Festival
 Headquarters above the Woods Hole Market
 or downstairs at the
 Old Woods Hole Fire Station.

The Woods Hole Film Festival is a 501c(3) non-profit

Donations made to the Woods Hole Film Festival are tax deductible to the extent allowed by law. Please make checks out to:

The Woods Hole Film Festival, Inc.

The Woods Hole Film Festival Headquarters

508.495.FILM (3456)

