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# Sponsorship Opportunities

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MAY 21, 2022 | EAGLE ROCK, CA

[WWW.EAGLEROCKFILMFESTIVAL.COM](http://WWW.EAGLEROCKFILMFESTIVAL.COM)

## SPONSORSHIP OPPORTUNITIES

# WELCOME

We invite you to be a sponsor of our 1st Annual Eagle Rock Film Festival, home of the best in new independent student film from the brightest minds in student film making.

The Eagle Rock Film Festival (ERFF) presents programming that celebrates and showcases films that are written, directed or produced by student filmmakers, films which prominently feature student actors, and films that address topics and issues relating to the youth community.

To discuss your activation opportunities, contact Michel Gerren, Executive Director of ERFF, at (323) 239-0201 or via email at [info@youthfilmproductions.com](mailto:info@youthfilmproductions.com)



## Why Sponsor the Eagle Rock Film Festival?

- More than 1,000 filmmakers, film fans and entertainment professionals are expected to attend ERFF in 2022
- Opportunities to increase your visibility through red carpet galas, product engagement, unique branding opportunities, and entertainment and hospitality events
- Network with industry influencers and decision-makers in intimate, relaxed settings
- Increase your visibility with a key consumer segment whose buying power is growing at a faster rate than the overall U.S. rate



## Audience Statistics

### REACH

Reach an audience with buying power growth that is outpacing the national average.\*

### RELEVANCE

Network face-to-face with high-profile entertainment industry professionals and decision-makers.

### REVENUE

Showcase products and services to gain new customers and build your bottom line.

- Purchase power of today's teens is expected to grow 21.6% between 2021 and 2022, \$44 billion in discretionary spending each year.
- The average teenager spends \$2,150 per year, spending their money on a variety of products. Teenagers are smart and they're learning from the struggles of those that came before them.
- More than 1,000 filmmakers, film lovers and industry professionals are expected to attend ERFF in 2022.
- Submissions to ERFF represent talented filmmakers from LA County Wide.





\*Teen Spending Habits in 2021 BY LEXINGTON LAW Report



Initial attendance in 2017 OF YFP's LHFF was 275 and has grown exponentially with an anticipated audience of 1,000 for 2022

## Demographics & Reach

### EAGLE ROCK FILM FESTIVAL ATTENDEES

-  48% Male
-  52% Female
-  24% are Families with children
-  39% Families with kids under 18

### SOCIAL MEDIA GLOBAL REACH

-  5,000+
-  2,500+

### EARNED MEDIA IMPRESSIONS

-  1.2 Million

The Eagle Rock Film Festival will screen more than 30 shorts and sports videos from across Los Angeles County

\*Eagle Rock, Los Angeles, CA Demographics Area Vibes





## KEYNOTE SPEAKER LINEUP

The keynote speaker for the 2022 Eagle Rock Film Festival will be presented by one of our sponsors. We are pleased to announce that the 1st annual Festival will launch its full day of film screenings and conference panels on May 21 with a keynote address from a industry insider.

Our speaker will offer a unique and highly-relevant perspective to this festival's audience, carrying with them a slew of unique accomplishments in the entertainment industry, as well as a professional skill set more important to this generation of filmmaking than any before. Their work to date will ascribe to an intrinsic desire to make a difference, and having created successful marketing campaigns for important films with limited resources, they will take on social media's relationship to film and speak volumes to today's rising teen storytellers and iimagemakers.



# Sponsorship Packages

## **PREMIER** | **\$25,000** *Exclusive Opportunity*

5 VIP Passes

20 Film Passes

### **BEFORE THE FESTIVAL**

- Exclusive event branding (e.g.: Eagle Rock Film Festival presented by [Sponsor])
- Sponsorship recognition on the ERFF website and in all Festival promotional material, social media, email marketing, press releases and advertising
- Amplify your brand message with 10 custom posts on our Facebook, Instagram and Twitter channels
- 

### **DURING THE FESTIVAL**

- Full-page, outside back cover color ad in Festival Program Guide
- Logo on all Festival Passes
- Co-branded Step-and-Repeat Banner
- Stand-alone, co-branded company screening trailer (provided by Sponsor) shown before each competitive film block
- 2 Branded signage placement opportunities at Festival (provided by Sponsor)
- 1 Prime display area for products and promotions
- Promotional items included in ERFF Swag Bag given to all attendees
- 5 minute remarks during Awards Ceremony
- Acknowledged during all Festival Special Events
- Preferred seating at all Festival Special Events

### **AFTER THE FESTIVAL**

- Sponsor recognition in all post-Festival marketing for 2022
- Sponsor logo remains on Festival website throughout 2022



“Eagle Rock Film Festival Announces Panels,  
Sessions and Guests;





# Sponsorship Packages

**PRINCIPALS** | **\$15,000** 2 Packages Available

4 VIP Passes

15 Film Passes

## BEFORE THE FESTIVAL

- Sponsorship recognition on the ERFF website and in all Festival promotional material, social media, email marketing, press releases and advertising
- Amplify your brand message with 8 custom posts on our Facebook, Instagram and Twitter channels
- 

## DURING THE FESTIVAL

- Full-page color ad in Festival Program Guide
- Sponsor logo included on Festival step-and-repeat banner
- Sponsor logo included in Festival screening trailer shown before each competitive film block
- 1 Branded signage placement opportunity at Festival (provided by Sponsor)
- 1 Prime display area for products and promotions
- Promotional items included in ERFF Swag Bag given to all attendees
- Acknowledged during all Festival Special Events
- Preferred seating at all Festival Special Events

## AFTER THE FESTIVAL

- Sponsor recognition in all post-Festival marketing for 2021
- Sponsor logo remains on Festival website throughout 2021



# Sponsorship Packages

## PLATINUM | \$10,000 *4 Packages Available*

3 VIP Passes  
10 Film Passes

### BEFORE THE FESTIVAL

- Sponsorship recognition on the ERFF website and in select Festival advertising and promotions
- Amplify your brand message with 6 custom posts on our Facebook, Instagram and Twitter channels
- 

### DURING THE FESTIVAL

- Half-page color ad in Festival Program Guide
- Sponsor logo included on Festival step-and-repeat banner
- Sponsor logo included in Festival screening trailer shown before each competitive film block
- 1 Branded signage placement opportunity at Festival (provided by Sponsor)
- 1 Prime display area for products and promotions
- Promotional items included in ERFF Swag Bag given to all attendees
- Preferred seating at all Festival Special Events

### AFTER THE FESTIVAL

- Sponsor logo remains on Festival website throughout 2022

## PARTICIPATING | \$5,000 *5 Packages Available 2*

VIP Passes  
5 Film Passes

### BEFORE THE FESTIVAL

- Logo on the ERFF website and Sponsor mentioned in select Festival promotions
- Amplify your brand message with 4 custom posts on our Facebook, Instagram and Twitter channels
- 

### DURING THE FESTIVAL

- Quarter-page color ad in Festival Program Guide
- Sponsor logo included on Festival step-and-repeat banner
- Sponsor logo included in Festival screening trailer shown before each competitive film block
- 1 Promotional item included in ERFF Swag Bag given to all attendees
- Preferred seating at all Festival Special Events

### AFTER THE FESTIVAL

- Sponsor logo remains on Festival website throughout 2022



## 2 Film Passes

- Logo on the ERFF website
- Amplify your brand message with 2 custom posts on our Facebook, Instagram and Twitter channels
- 

- Color logo in Festival Program Guide
- Sponsor logo included on Festival step-and-repeat banner
- 1 Promotional item included in ERFF Swag Bag given to all attendees

- Sponsor logo remains on Festival website throughout 2022





## Additional Branding & Visibility Opportunities

### YOUTH FILM EXPERIENCE

Support young talent as we educate and encourage these next-gen filmmakers. High school students work together to create, film and edit content that will be posted on social media channels supporting your brand.

**EXCLUSIVE OPPORTUNITY**  
**\$5,000**

### YOUTH MONOLOGUE CONTEST

Support young thespians as they deliver their lines. High school students will perform and be recognized for their craft.

**EXCLUSIVE OPPORTUNITY**  
**\$5,000**

### FILMMAKER WELCOME RECEPTION

As the Host, your brand and company information will be the first seen by filmmakers, VIPs and movie industry influencers.

**TWO NON-COMPETING OPPORTUNITIES**  
**\$2,500**

### FESTIVAL LANYARDS

These lanyards are used by all attendees to hold and display their badges. Your company name will be seen throughout the Festival.

**EXCLUSIVE OPPORTUNITY**  
**\$2,500**

### SCREEN NAMING RIGHTS

Host a screen for the entire Festival run for a highly visible opportunity to promote your company. Rights include a 60-second trailer to run before each screening (provided by Sponsor).

**PER SCREEN - MULTIPLE OPPORTUNITIES**  
**\$3,500**

### OPENING NIGHT RECEPTION

Showcase your brand to all Festival film-makers, artists, fans and VIPs in an exciting atmosphere of celebration as we kick off the Festival.

**EXCLUSIVE OPPORTUNITY**  
**\$3,500**





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## Additional Branding & Visibility Opportunities

### DIRECTIONAL SIGNAGE

Your organization's logo will be featured on directional signs placed throughout the Festival venue in high-traffic areas.

**PER SIGN - MULTIPLE OPPORTUNITIES**  
**\$500**

### STANDING ADVERTISING BOARD

Advertise your company on a six-foot, double-sided, freestanding poster board. Boards are placed in main walkways throughout the Festival venue.

**PER BOARD - MULTIPLE OPPORTUNITIES**  
**\$1,500**

### FESTIVAL PROGRAM ADVERTISING

Place your logo or an ad in the Festival Program Guide which is given out to all Filmmakers, Festival attendees and VIPs.

**QUARTER-, HALF-AND FULL-PAGE OPPORTUNITIES**  
**\$250/\$375/\$500**

### REFRESHMENT BREAKS

From popcorn service inside the screening rooms to water, coffee and treats in the hospitality areas, attendees will see your brand at every refreshment break during the entire Festival.

**MULTIPLE OPPORTUNITIES**  
**\$1,500**

### FILMMAKER FAREWELL BRUNCH

The Filmmaker Farewell Brunch is an invitation-only event where our filmmakers and VIPs gather for a final opportunity to hear from a special guest speaker as well as net-work and exchange ideas before the journey home.

**EXCLUSIVE OPPORTUNITY**  
**\$2,500**

### FILM FESTIVAL SWAG BAG

Place your logo on the official Eagle Rock Film Festival bags given to every Filmmaker, film fan and industry professional who attends the Festival. Or, drop your product in the bag (items supplied by Sponsor).

**EXCLUSIVE OPPORTUNITY**  
**\$2,500**  
**PRODUCT DROP**  
**\$250 PER ITEM**

*Costs for visibility opportunities are separate from sponsorship packages.*

# About ERFF

ERFF is going to be more than a Film Festival. For five years, we have been creating valuable experiences for filmmakers. We are intentional about offering programs, speakers, workshops, events and support systems to enhance teens creative careers, businesses and brands.

The Eagle Rock Film Festival partners with industry professionals, corporations, nonprofit organizations and leading high schools to...

- Facilitate workshops and panels to educate emerging student filmmakers in the areas of film production, distribution and marketing.
- Educate student artists on the extensive film resources available in the city of Los Angeles and throughout the state
- Create opportunities for industry experts and student filmmakers to network, share ideas and enhance creative careers.

## YOUTH FILM PRODUCTIONS

Youth Film Production (YFP) is the fiscal sponsor of the Eagle Rock Film Festival. Founded in Lincoln Heights, Ca Youth Film Productions is a 501(c)(3) non-profit organization dedicated to Give all youth and their communities an outlet and an opportunity to create and produce independent film, journalism and digital media from conception to distribution, while learning the industry with hands on experience and be given the resources to fulfill their passion and purpose in life.

[youthfilmproductions.com](http://youthfilmproductions.com) [mvpchannel.net](http://mvpchannel.net) [thelincolnstar.news](http://thelincolnstar.news)



RED Digital Camera Shoot



Acting Workshop





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Eagle Rock Film Festival is made possible through the generosity of our sponsors and partners.

This project is supported in part by the the  
Lincoln Star Newspaper



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email at [info@youthfilmproductions.com](mailto:info@youthfilmproductions.com)

2022 Eagle Rock Film Festival  
Saturday May 21, 2022  
Eagle Rock High School  
1750 Yosemite Dr. Los Angeles, CA 90041-2899;

