

Great Lakes Film Association

2010 Sponsorship Package

About The Association

- **Mission**

Dedicated to presenting the works of independent filmmakers, artists, and musicians.

- **Association**

The Great Lakes Film Association is a 501(C)3 non-profit organization that relies on contributions, sponsors, and the hard work of its volunteers, hosting many events through out the year benefiting not only the arts community, but the tourism and economy of our city as well.

Founded by Steven M. Opsanic, the Association strives to accomplish their mission by showcasing new independent films, recognizing outstanding filmmakers, conducting screenplay competitions, and hosting public workshops and events.

The Great Lakes Film Association has a strong commitment to our community, presenting film exhibitions in local arts and music festivals such as "Celebrate Erie Days" and "Blue Cat Stew" and hosting benefit fundraisers for such organizations as the "Hospice Of Metropolitan Erie" and "Gifts For Kids" and the "Erie Food Bank"

Association Events

- **Great Lakes International Film Festival**

Now considered among the top 100 most popular films fests in the world, the Great Lakes Independent Film Festival was started with only imagination and vision, dedicating itself to presenting the works of independent filmmakers and outstanding achievements in cinema. The Great Lakes Independent Film Festival showcases the hybrid of filmmaking in the digital age.

- **ERI Jams Arts & Entertainment Magazine**

Dedicated to presenting, promoting and preserving all of the culture of our city and the works of independent filmmakers, writers, artists and musicians in the Erie area.

- **Writersblock International Writing Competition**

Our writing competition was founded with the cornerstone belief that writing is one of our fundamental art forms and writers along with their work should be looked upon in that way and be evaluated not upon the length of their project, but on the quality of the words and story contained within the pages however many pages there may be.

The written word when combined with the visual power of media has the power to move us to tears, laughter, fear, exaltation, and countless other emotions all within the span of a few moments. The right words can literally change the world.

-- The art of the story.

Community Analysis

- **Demand**

With minor exceptions, Erie's theaters virtually ignore foreign, independent, and documentary films despite the fact that there is a large art and cultural community in Erie County, which seems to demand independent film.

Over the years we have seen both the attendance and support of the local Erie community grow substantially from only 1,500 attendees of our inaugural festival in 2002 to almost 4,000 in 2006. This is a considerable increase in a short time period and certainly indicates an interest, demand, and need for independent film to be offered to the people of Erie on a regular weekly basis.

The Great Lakes Film Association offers alternative cinema allowing the Erie public a chance to see these popular artistic movies locally, instead of traveling to Pittsburgh and Cleveland as they would have to do so normally.

Competitive Analysis

● Program Evaluation

On-going analysis and evaluation of results take place on a weekly basis, providing directors with important feedback. Weekly Operations Management meetings are held to review attendance patterns against budget and attendance demographics with a view to closely monitoring how the theatre is tracking against its set financial and community objectives. These weekly meetings analyze attendance patterns, cash flow, and community participation for the week, Wednesday thru Saturday.

In tandem with the review of past attendance and analysis of future attendance (e.g. advance bookings for schools and attendance projections for new films) is a fundamental part of the financial planning process. These 'feed forward' controls enable changes to be made quickly if indicators show that a film is not performing to expectation or performing above expectations. Because of the tight margins and the numerous external factors which can impact on theater program revenues and attendance, constant feedback and feed forward controls are an integral part of the Association's planning.

Like any plan, the Great Lakes Film Association evaluation plan is a working process which is constantly being fine-tuned to ensure the desired outcomes are being met.

Technology

- **New technology being used**

The Great Lakes Film Association was the first to host a film festival, world wide, to be on the cutting edge of film presentation, completely utilizing the DLP™ technology by Texas Instruments.

Our association believes that in the near future filmmakers and movie-goers alike will not only want such technology, but will demand the DLP™ technology, and that is why we are bringing it to the filmmakers and the public now.

In 2009 our festival broke new ground by being the first in the world to offer all of its films, including full feature lengths, online in a completely secure setting.

2010 will mark the return of a live two day event where the winners, nominees and local films will be presented.

The event will include the best films of the festival but will also, as other traditions are revived, feature a world premiere of Erie filmmaker Len Kabasinski's new film *Wendigo: Bound By Blood* as well as a weekend of music with Stiletto featuring Monica Lewis and Lindsay Vendetti on Saturday night September 25th and the Bryan Burton Band on Friday night September 24th, for the *Wendigo After Party*.

Demographics

AGE

< 20	8%
21 - 30	46%
31 - 45	34%
> 45	11%

SEX

Male	61%
Female	39%

Testimonials

- "This is a festival where people who are passionate about films get a chance to show their work before the public and get some feedback. And both sides can talk to each other about movies, the business, or whatever's on their mind
Dave Richards - Erie Times News
- The digital focus puts this festival on the cutting edge. This is really sort of a film festival for the new millennium.. I find that remarkable.
Catherine Malcolm, Consultant, who has worked with Sundance, Vancouver, and San Francisco Film Festivals
- Personally, I was proud to be a part. You had great films, trophies and impressive participation from LA.
*Brian Kreider,
Ex-Pennsylvania Film Commissioner*
- CONGRATS. SOUNDS LIKE YOU MADE THIS THING A REAL DEAL. BESTS,
OTTO FELIX – Filmmaker/Producer
- I was a script writing participant and one of the winners in the Great Lakes Film Fest. I went to Erie for the occasion and found it to be a delightful town with many wonderful sights and great dining places. The officials at the Festival were helpful and courteous at all levels and made my visit a pleasure. They had time for their guests even while conducting the major task of keeping things running smoothly. I take my hat off to Steve Opsanic, his hard working assistant, Kelly, and to all of the others at GLFA who helped make this event such a success.
Bill Wellborn - Scriptwriter

Past Sponsors

**Erie Times News
Velocity.Net/Softek
Calamari's Squid row
Arby's Restaurant
Erie Arts Council
Moonsense Café
GoErie.com
Edinboro University of PA
Edinboro Giant Eagle
Coca-Cola
Hershey
Grise Audio Visual
Dave Hallman Chevrolet
Froggy 94 Radio
Poppa Ropp's Video
Variety
35 WSEE-TV**

**Summit Film Lab
Eastman Kodak
PA Film Commission
Visceral Films
Analog Digital International
Screen Actors Guild
Computer Videomaker
The Independent Magazine
Film Festival Today
Withoutabox.com
Filmmakers Alliance
Focal Press
Good Resolutions
Civic Coordinating Committee
Progeny Corporation
InFocus General Electric Corporation**

Many More....

Why Sponsor the Great Lakes Film Association?

- People love movies and the movie making process.
- Show your support for the arts.
- Local, National, and International press coverage.
- High visibility before thousands of prospective customers and clients.
- Worldwide exposure from our website.
- Publicity to future entertainment industry professionals, and the general movie going public through our workshops, competitions, and festival.
- Based on research compiled from various film and entertainment industry, trade organizations and film festivals, we anticipate (and our demographics prove) our target audience to be: Producers, Directors, Writers, Editors, Celebrities, Distributors, Studio executives, Actors, Casting agents, Film critics, Education Professionals, College students, Other entertainment professionals, and of course, the general movie going public.
- According to a recent study, 56% of those with an interest in the Arts say they would "Almost always" or "Frequently" buy a product sponsoring Arts or Cultural events over one that does not (source: Performance Research)

Sponsorship Levels

Schedule of Benefits	<u>Patron</u> \$500	<u>Bronze</u> \$1,000	<u>Silver</u> \$2,500	<u>Gold</u> \$3,500	<u>Platinum</u> \$5,000
Logo on Event Posters		4th tier	3rd tier	2nd tier	1st tier
Logo on film trailer at events	Name	4th tier	3rd tier	2nd tier	1st tier
Website banner ad on our sponsor's page	Name	4th tier	3rd tier	2nd tier	1st tier
Logo on all print ads				2nd tier	1st tier
Logo placement on all of our Myspace.com pages	Name	4th tier	3rd tier	2nd tier	1st tier
Website banner ad on all of our sponsor pages	Name	4th tier	3rd tier	2nd tier	1st tier
Booth space for all of our events		Yes	Yes	Yes	Yes
Flyers and/or ads distributed to all event attendees	Yes	Yes	Yes	Yes	Yes
Recognition in all newsletters		Yes	Yes	Yes	Yes
Radio spots on Rocket101		5 spots	15 Spots	20 Spots	30 Spots
All Access Event passes	2	4	10	15	20
Invite to Exclusive Parties			Yes	Yes	Yes
Extras not listed				Yes	Yes