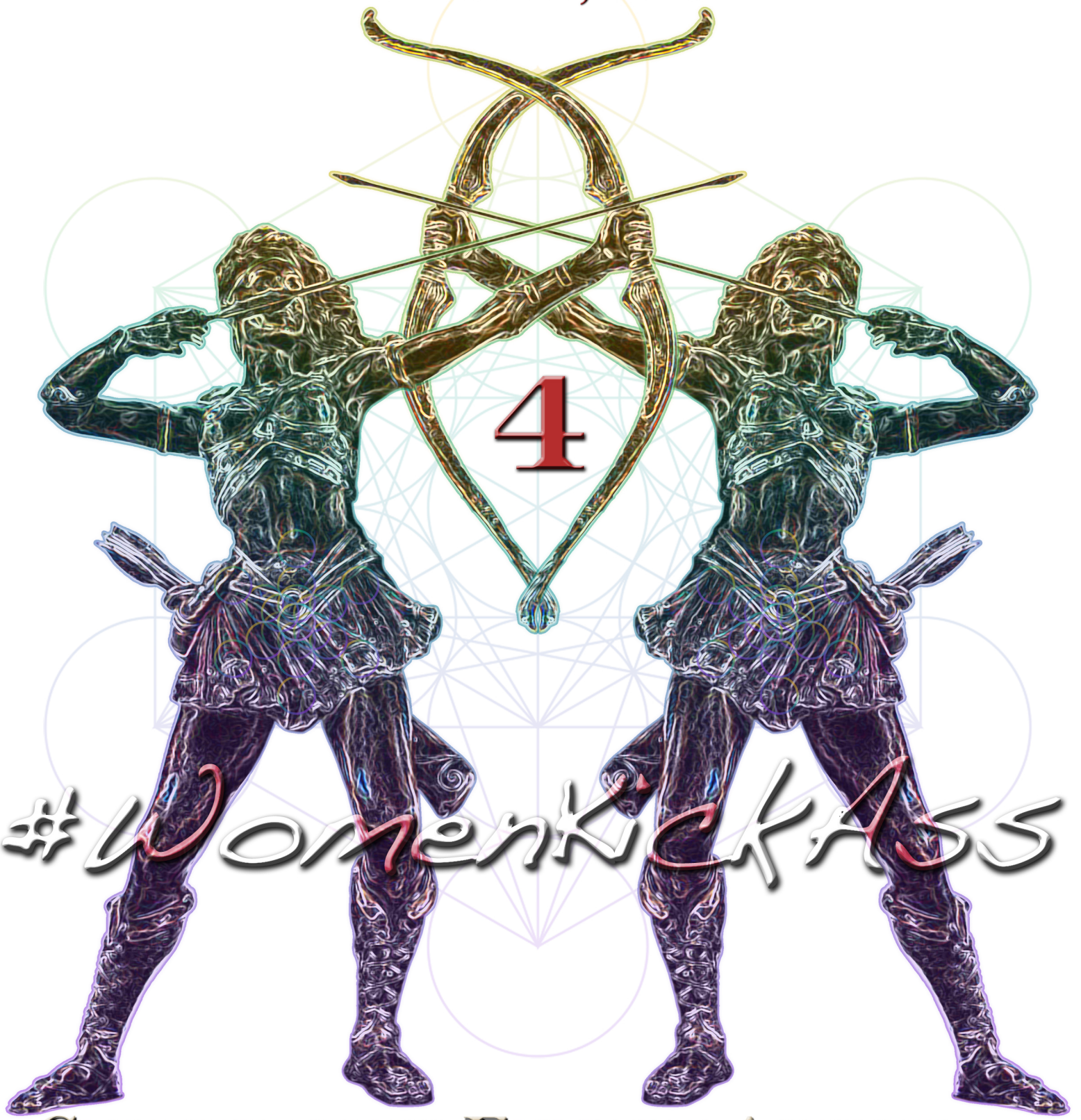
The Artemis Women in Action Film Festival

Apr 26-29, 2018



Celebrating Female Action & Empowerment Heroes

2018 Affiliate Sponsorship Opportunities

The Artemis Mission

The mission of The Artemis Women In Action Film Festival is to raise awareness of women's empowerment with special focus on women in action films and on films with strong female perspective woven in the narrative.

Through the powerful storytelling medium of film, we aim to spotlight women in leading roles in front of and behind the camera.

Fierce. Fearless. Revolutionary. Empowered female action heroes who can definitely kick ass, open minds and influence the social conversation.

Honoring Pioneers in Female Action & Empowerment

Artemis showcases and honors those who've pioneered and lead the way in the creation of films featuring empowered images of women in action.

Our past honorees include: Melissa McCarthy, Tom Cruise, Cynthia Rothrock, Nichelle Nichols, Gina Carano, Ingrid Bolsø Berdal, Paul Feig, Linda Hamilton, Kristanna Loken, Yancy Butler, Gina Torres, Andy Armstrong, Zoe Bell, Jennifer Caputo, Tammie Baird, Luci Romberg, Jessie Graff, Angela Meryl, Heidi Moneymaker, Dayna Grant, Maja Aro and Shannon Knapp.

Why Sponsor

- *The Artemis Women in Action Film Festival is the only global film event focused exclusively on female action and female empowerment heroes.*

- *In 2016, Hollywood saw a record number of female lead roles in films like "Rogue One: A Star Wars Story," "Hidden Figures," and "Arrival."*

- *In 2017, "Wonder Woman" bowed, breaking many venerated box office records previously only held by superhero films with male leads while garnering overwhelming critical acclaim. Currently, Wonder Woman is 24th in Box Office All-Time Domestic Gross Revenues, is 65th in Box Office All-Time Worldwide Grosses, and is still in theaters.*

- *Females made up 29% of protagonists in the top 100 films at the U.S. box office, according to a new study by San Diego State University's Center for the Study of Women in Television & Film.*

- *These films showed that strong female leads can not only break the box office, but can make waves in awards season. "Rogue One," the top film of the year, saw Felicity Jones' Jyn Erso lead a pack of rebels against the evil Empire in Disney's first "Star Wars" spinoff. The film went on to make more than a $520 million domestically.*

- *Other female led films like "Hidden Figures" and "Arrival" saw impressive box office totals, and both garnered various awards and nominations by the Academy Awards, Golden Globes, to name a few.*

Who Attends

The Artemis Women In Action Film Festival has consistently attracted a diverse global audience with :

- *coveted consumer demographic profile comprised of 58% female, 42 % male, 75% aged 18-55, 60% single.*
- *well educated professionals, with over three quarters holding a 4-year or post graduate degree*
- *income figures indicate that over half earn $75,000+*
- *most importantly, 60% are repeat patrons who love the arts, recreational sports, travel and fine dining.*

Typical Artemis' attendees are avid film buffs, film industry professionals, producers, directors, agents, stunt performers, martial arts aficionados, extreme sports fans, extreme sports professionals, local and foreign media, publicists, distributors, cinematographers and pop culture taste makers and influencers from all across America and around the world.

Superb Film Programs & Amazing Special Showcases

Attendees are entertained with highly curated, entertaining and diverse film presentations comprised of amazing feature narratives, live action and animated shorts, documentaries and student films.

Artemis Reaches a Global Audience

Media Types

- Newspapers • Syndicated Print • Terrestrial Radio Shows
- Non-Terrestrial Radio Shows • Film & Entertainment E-Zines
- Luxury, Culture E-zines • Podcasts • Gamers • Film Blogs
- Sports Blogs • Female Empowerment Blogs • Film Review Blogs

Media Reach

- Newspapers on both coasts & The UK • Prominent Industry Periodicals
- Largest news syndicator in LA • Largest media conglomerate in NY
- Local news & newspaper articles • L.A.'s #1 culture & lifestyle periodical
- E-zine articles in many countries • Articles in E-zines & Blogs with millions of monthly readers.

Engaged Community

- Crowd-sourced festival - 3 years in row
- Submissions from over 30 countries
- 3 day film festival - 18 screenings, 42 films, 2015/16
- 4 day film festival - 26 screenings, 68 films, 2017
- Honored icons of Women in Action in each year
- Our most common compliment: "I'm so inspired."

Social Media Reach

- Twitter engagement rate - 73%; 3 of 4 tweets lands fan interaction
- Many influential celebrity followers
- Facebook - 185K Average Monthly Impressions & 112K Average Monthly User Reach
- Artemis' hashtag #womenkickass trends regularly
- Weekly Twitter Parties - Premium Social Media Exposure & Expansive Social Footprint

2017 Twitter Monthly Metrics

- Potential reach: 69.3 M; up from 23.1 M in 2015
- Organic Impressions: 1.3 M; up from .666 M in 2015
- Unique Users: 3.7 K; up from 1.1K in 2015
- Interactions: 37.9 K; up from 10.3K in 2015
- Link clicks: 3.5K; up from 1K in 2015

Because #WomenKickAss

Join us! Be Part of the Celebration

Be a friend. Be a Sponsor. Whether you sponsor a film screening, a workshop or host a super fun star studded event like The Artemis Awards Gala or Closing Night Awards Presentation, we have a myriad of exciting opportunities for you to get involved.

Sponsor Benefits

Our Sponsorship benefit packages offer a variety of branding and advertising opportunities customized to meet your marketing and sales objectives. Depending on the level you choose, our sponsorship benefits may include a combination of the following elements:

- *Signage and collateral* • *Opportunity to show a :30 commercial*
- *Branding on all tickets* • *Hospitality Suite Access*
- *Exclusive theater branding and product placement in seats*

AWIAFF is produced by Artemis Motion Pictures in partnership with Cinefemme, a 501(c)3 non-profit organization.

Prime Branded Custom Sponsorship

Presenting, Producing and Platinum sponsorships are given top tier recognition with major festival wide exposure and exclusive access throughout the Festival. Presenting, Producing and Platinum Sponsorships may be applied to any of the prime and highly visible event components below. Benefits are custom tailored to include: Exclusivity, naming rights, ownership of specific programs, unique signage, and promotional features.

The information serves as a guideline and a foundation for discussion. Based on a sponsor's specific resources, objectives and needs, a customized and comprehensive package can be designed to achieve desired sponsorship objectives.

The Artemis Awards Gala *- This star-studded affair is AWIAFF's most glamorous event. Significant film artists on both sides of the camera are awarded with career achievement honors. Sponsor branding opportunities with high media coverage throughout the Awards Show, company branded gift bag distribution opportunity for attendees, sponsor logo on stage backdrop, on the Tribute Program and on the Red carpet step and repeat plus opportunity to make a brief statement at the Awards Show.*

Opening Night Premiere and Party *- A high profile, heavily attended and media covered affair that provides excellent branding/promotional opportunities. Event includes a Pre-Screening Reception, a film premiere with cast and crew in attendance and an after party complete with catered food and live entertainment follows.*

Closing Night Award Ceremony and Wrap Party *– Another high profile affair which includes the Audience Choice Winners' Presentation and Competition Awards Presentation and a rousing send off Closing Wrap Party with catered food and live entertainment.*

VIP Hospitality Suite Sponsor *- This is the central location for festival registrants, special guests and media to gather, relax, eat and socialize over the full 3 days of the festival. The Suite is open daily and is a hub for daytime and nighttime activities. All VIP talent and industry professionals utilize the Suite for accreditation, guest relations and socializing.*

Screening Room Sponsor *– This is prime branding/promotional opportunity. Sponsor assets include: Name designation of an individual theater auditorium with the sponsor name throughout the entire run of the festival. Sponsor name prominently displayed in a number of AWIAFF assets.*

AWIAFF T-Shirt Sponsor *- AWIAFF has hundreds of staff and volunteers handling all aspects of the event's execution. Staff and volunteers have constant one-on-one contact with film participants, media, and thousands of general festival attendees.*

Sponsorship Assets

An association with Artemis Women In Action Film Festival provides your company access to a very valuable audience. Sponsors are given high visibility before thousands of prospects, association with a quality international event and an opportunity to show support of the arts with the following assets:

PRE-SCREENING TRAILER *Sponsor logo and name included in film reel screened prior to theatrical presentations during the entire run of the festival.*

OFFICIAL POSTER *Sponsor logo featured on the Official Festival Poster, which are produced, displayed and distributed to various venues and business locations.*

PROGRAM PRINT ADVERTISING *Advertising in the AWIAFF Official Program which inlcudes schedules, program listings, films, profiles, workshops/panels, & honoree bios.*

PROGRAM GUIDE SPONSOR ACKNOWLEDGMENT PLACEMENT
AWIAFF's program is a souvenir catalog distributed to all attendees during & after the festival. Sponsors are acknowledged in a special Sponsor Spread.

PRINT ADVERTISING *AWIAFF Partners with a variety of local publications and trade magazines to bring the Festival to the widespread film communities and audience.*

RADIO/CABLE TV SPOTS *AWIAFF partners with local radio stations to run 30 second spots for broadcast on local stations that may be tagged with sponsor identification.*

ONLINE AT AWIAFF WEBSITE *AWIAFF's website is a year round resource for film¬makers and festival-goers with festival updates, program, call-for-entry, and volunteer information.*

Inquiries:
Melanie Wise 323-462-2666
www.ArtemisFilmFestival.com
Melanie@ArtemisFilmFestival.com

SPEAKING OPPORTUNITIES *Sponsors have the opportunity to speak and/or present at several AWIAFF events, including Opening Night, Awards Gala, etc.*

PRESS RELEASES *Releases are sent out to local, regional, national and international media regarding AWIAFF films, celebrity guests, Awards Gala special events and other news.*

VENUE SIGNAGE/EXHIBITION TABLES
Brands and companies can create on-site presence and awareness in high traffic areas of the Festival such as the box office, theater lobby, VIP/Hospitality Suite. These are bustling destination points for all festival attendees. For a select number of AWIAFF sponsors, banners may be prominently displayed at designated screenings, receptions, seminars and events.

FESTIVAL GOODIE BAG *Hospitality and info bags are prepared for AWIAFF filmmaker participants and special guests that contain the Program Guide, film schedule and invitations. AWIAFF sponsors may distribute information such as marketing collateral, coupons, product samples, etc.*

PUBLIC RECOGNITION *Sponsors receive public recognition at several AWIAFF events, including Opening Night, Awards Gala, etc.*

PRIZE PACKAGE CONTRIBUTION *Sponsors have the opportunity to make contributions to the prize packages awarded to film-makers.*

PASSES & TICKETS *Passes for AWIAFF events, screenings, worktshops, and seminars that can be used for hospitality and entertainment purposes for VIP's, clients and employees.*

EXTENDED SOCIAL MEDIA EXPOSURE
Weekly exposure on all Artemis social profiles recognizing your brand as 2018 Festival Sponsor for up to 12 months. Artemis' social media footprint is extensive, having a potential reach of approximately 69 million people per month.

Affiliate Sponsor Benefits Matrix

Benefactor
Patron
Partner
Associate
Supporter
Friend

	Friend	Supporter	Associate	Partner	Patron	Benefactor
• Logo & Mark Visibility						
Festival Trailer	group	group	group	group	group	group
Festival Website	logo/link	logo/link	logo/link	logo/link	logo/link	logo/link
Festival Sponsor Boards				group	group	group
• Advertising & Recognition						
Signage at Venues/Screening	screening	screening	screening	screening	screening	screening
Advertisement in Festival Program	1/4 Pg.	1/4 Pg.	1/4 Pg.	1/2 Pg	1/2 Pg	1/2 Pg
Festival Newsletters			1 incl.	1 incl.	2 incl.	2 incl.
Festival Press Releases				√	√	√
Festival Social Media Pages	√	√	√	√	√	√
Dedicated Social Media Promos	1	2	3	4	5	6
• Product Distribution/Sampling						
Placement of items in Gift Bags	√	√	√	√	√	√
Distribution of Promo Items at Fest	√	√	√	√	√	√
• All-Access Festival Passes				1	1	2

Friend - $500
Supporter - $750
Associate - $1,000
Partner - $1,250
Patron - $1,500
Benefactor - $1,750

ARTEMIS WOMEN IN ACTION FILM FESTIVAL
APRIL 2018

Premier Sponsor Benefit Matrix

	Bronze	Silver	Gold	Platinum	Producing	Presenting
• Logo & Mark Visibility						
Festival Poster				logo	logo	logo
Festival Trailer	group	group	group	logo	logo	logo
Festival Step & Repeat					logo	logo
Festival Radio Ad					mention	mention
Festival Print Ad	listing	listing	listing	logo	logo	logo
Festival Website	logo/link	logo/link	logo/link	logo/link	logo/link	logo/link
Festival Flyers	listing	listing	listing	logo	logo	logo
Festival Sponsor Boards	listing	listing	listing	logo	logo	logo
• Advertising & Recognition						
Signage at Venues/Screenings	screening	screening	√	√	prime	prime
Advertisement in Festival Program	½ Pg.	½ Pg.	¾ Pg.	Full, b&w	Full, color +	Full, color *
VIP Hospitality Suite	√	√	√	√	√	√
Speaking Opportunity					√	√
Festival Newsletters	1 incl.	2 incl.	3 incl.	4 incl.	5 incl.	6 incl.
Festival Press Releases	√	√	√	√	√	√
Festival Social Media Pages	√	√	√	√	√	√
Dedicated Social Media Promos	2	4	6	8	10	15
• Product Distribution/Sampling						
On-site Promo/Product Display				√	prime	prime
Placement of items in Gift Bags				√	√	√
Distribution of Promo Items at Fest	√	√	√	√	√	√
• All-Access Festival Passes	3	4	6	8	10	15
	Bronze - $2,500 - 3,500					
		Silver - $5,000				
			Gold - $10,000			
				Platinum - $15,000		
					Producing - $20,000	
						Presenting - $30,000

+ Full page color ad inside back cover

* Full page color ad inside front cover

Artemis Women in Action Film Festival
April 2018

Celebrating our 4th Edition April 26-29, 2018

The Artemis Women in Action Film Festival

SCHEDULE OF EVENTS

THE ARTEMIS AWARDS GALA
5:30pm: Red Carpet Welcome, 8:00pm: Honoree Awards Gala & 10:00pm: Gala Reception

Thursday, April 26, 2018

OPENING NIGHT FESTIVITIES
5:30pm: Red Carpet Welcome, 7:00pm & 9:00pm: Opening Screenings & 9:00pm: Opening Reception

Friday, April 27, 2018

GENERAL SCREENINGS/SPECIAL SHOWCASES
10:20 am - 12:00 m

Saturday - Sunday, April 27 - 29, 2018

WORKSHOPS & PANELS
12:00 pm - 8:00 pm

Saturday - Sunday, April 27 - 29, 2018

CLOSING NIGHT RECEPTION
9:30 - 11:00pm 2018 Filmmaker Farewell

Sunday, April 29, 2018

More Info: 323-610-6556 TeamArtemis@ArtemisFilmFestival.com
www.ArtemisFilmFestival.com