Event Sponsorship Proposal

Charlotte is North Carolina's largest city and a hub of art, culture, and entertainment.

There are an estimated 75 annual events and festivals in Charlotte, drawing on average 6 million visitors with revenues of $5 billion.

About *CineOdyssey Film Festival*

The CineOdyssey Film Festival seeks to introduce audiences to diverse, contemporary films from around the world.

The first annual festival will be a three-day event showcasing the works of filmmakers of color from the U.S., and African, Caribbean, Latino, Asian, and Native American diasporas. Panel discussions, guest speakers, film production and screenwriting workshops, and networking events will augment the festival.

Day One: Informal networking event with cocktails and appetizers, featuring an advance screening of a prestigious independent film.

Day Two: Short and feature-length film screenings and a special film industry guest.

Day Three: Short and feature-length film screenings, workshops, a panel discussion, award presentation, closing night film, and party.

The projected dates are July 27-29, 2017. The proposed venues are 1 BAC, Mint Museum-Uptown, and Wake Forest University Charlotte Center. The expected overall attendance is 500-1,500.

Audience Profile

- 50% earn $35,000-$100,000+Yr
- 60% College Grads
- Gender: 52% Female, 48% Male
- Ethnicity:
  - **Black: 43%**
  - **White: 35%**
  - **Latino: 13%**
  - **Asian: 7%**
  - **Native American: 2%**
- Age:
  - **18-24: 12%**
  - **25-34: 30%**
  - **35-49: 35%**
  - **50-64: 15%**
  - **65+: 8%**

- The CineOdyssey Film Festival offers multilevel sponsorships to individuals and organizations to help support its mission to promote the artistic works of international minority filmmakers and to enhance the arts and culture community in Charlotte.
- The target audience is a diverse group of well-educated, cultured community tastemakers and film enthusiasts with a high disposable income.

Sponsorship Opportunities

Potential to reach more than 1,000 consumers in target demographics

Presenting Sponsor - $5,000

- 30-second pre-screening advertisement
- Product placement in festival gift bags and advertisement in event program
- (10) All-access guest passes
- Brand recognition on social media platforms and e-mail marketing campaigns

Supporting Sponsor- $3,500

- Product placement in festival gift bags and advertisement in event program
- (8) All-access guest passes
- Brand recognition on social media platforms and e-mail marketing campaigns

Event Sponsor- $2,000

- Product placement in festival gift bags and advertisement in event program
- (6) All-access guest passes
- Brand recognition on social media platforms and e-mail marketing campaigns

Community Sponsor- $500

- Product placement in festival gift bags and advertisement in event program
- (4) All-access guest passes
- Brand recognition on social media platforms and e-mail marketing campaigns

Media Sponsor - Promote festival in media placements

Food Sponsor - Discounts or food coupon placement in festival gift bags

In-Kind Sponsor - Goods or services coupon or voucher in festival gift bags

- Includes (2) All-access guest passes
- Recognition at event and e-mail marketing campaigns

Film Panel

The following film industry guests are under consideration to participate in panel discussions or as guest speakers.

Nicholas Sparks
Novelist, Screenwriter
"The Notebook"
(New Line Cinema)

Yolonda Ross
Actress, Producer
"The Get Down" (Netflix)

Chris Chalk
Actor
"Gotham" (Fox)

Ravi Patel
Actor
"Grandfathered" (Fox)

Contact

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CineOdyssey Film Festival Staff

Tre' McGriff

Co-Producer, "Ebbing" (indep. feature film)

Event Programmer/Juror, Samuel Goldwyn Films, Array Films, Phase 4 Films, and various film festivals

Board/Treasurer, On Q Performing Arts

Social Media Staff Member, African American Film Critics Association

Natasha Morris

Associate Producer, "ViewPoint," (digital interview series)

Writer, Director, Producer, "Coffee, Tea Or Milk" (short film)

Former Correspondent, Charlotte Observer, Examiner.com

Veronica Pearson

CEO, Dammi Inc. (content branding and marketing)

Public Relations, OWN Network, Sony, Miramax

Writer, Director, Producer (PSAs, music videos, independent films)