



# BIG MOUNTAIN

SHORT FILM FESTIVAL

OCTOBER 19-21, 2007

# 2007 SPONSORSHIP PROPOSAL



All images from  
BMSFF 2006



contact:

**BIG MOUNTAIN SHORT FILM FESTIVAL LTD**

PO Box 221, Ohakune New Zealand

(06) 385 8922 or 021 625 811

[www.bigmountain.co.nz](http://www.bigmountain.co.nz)

KUB (Finland)



A QUIET SPOT (Australia)



VIOLINIST (Russia)

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# FESTIVAL PROFILE

## WHAT IT IS:

The **BIG MOUNTAIN SHORT FILM FESTIVAL** is a 3-day short film celebration. Held at the Ohakune Cinema and simulcast live to local venues and on the internet, we'll screen up to 10 hours of short films and up to 10 hours of educational content. And it's all FREE!

## SHORT FILM PROGRAM:

The short films in the **BIG MOUNTAIN SHORT FILM FESTIVAL** are split into 2 categories: "Budget" (anything costing more than \$1,000 to make) and "No-Budget" (anything costing less than \$1,000). Short film submission is free to the filmmakers, and we welcome entries from around the world. (In our inaugural year, we screened 36 short films from 14 countries). This year, we have 8 awards categories.

## EDUCATIONAL PROGRAM:

**BIG MOUNTAIN** is designed to educate and inspire the next generation of filmmaker. We feature interviews with working industry professionals, a Schools Competition for the best short film made from a selected NZ short story, live presentations and seminars for low-budget filmmakers, and selected entries from the Fantasticoff schools short film competition.

## COMMUNITY EVENT:

At the base of the Mt Ruapehu, Ohakune is at the very heart of New Zealand, an almost equal distance between Auckland and Wellington, and central to 75% of the New Zealand population. This year, **BIG MOUNTAIN** will be simulcast in 5 venues in Ohakune and 2 in National Park, in addition to being simulcast on the internet.

**Everything is FREE.** Attendance is free, film submission by filmmakers is free, seminars and all educational segments are free. And it's your sponsorship that makes it possible. We aim to forge a mutual beneficial ongoing relationship with you.



Jackie Dennis, Managing Dir  
Mushroom Music NZ

THE LETTER (Canada)



AUTO-MA-TON (NZ)



DOMESTIC (Australia)



# WHY INVEST?

## WHY INVEST IN BIG MOUNTAIN?

**BIG MOUNTAIN** is already renowned for cutting-edge quality, and is quickly emerging as the biggest and most important short film festival in New Zealand, a bona fide staple of the NZ calendar.

**BIG MOUNTAIN** offers sponsors the chance to align their brand with New Zealand's newest, most dynamic, and most exciting annual event.

With the promotional program, media coverage and specific sponsorship opportunities available (see the Sponsorship Levels page), **BIG MOUNTAIN** gives your brand significant promotional opportunities, both at the event itself, as well as during pre- and post-event activities.

**BIG MOUNTAIN** festival audiences include young, affluent, and media-savvy city residents traveling to the event, as well as an enthusiastic local audience. And with a larger reach throughout the region in 2007 plus internet simulcast, your sponsorship dollar goes even further.

## WHY INVEST IN NZ'S FILM FUTURE?

Eleven days before the inaugural **BIG MOUNTAIN SHORT FILM FESTIVAL**, internet company YouTube was bought by Google for US\$1.6 billion, making it an inescapable fact that film and video are the communication media of today — and of the future. And New Zealand is ideally positioned to build upon recent high-profile international successes.

By focusing squarely on the emerging filmmaker and making *education* a central component of our festival, **BIG MOUNTAIN** connects with and inspires tomorrow's Kiwi filmmakers.

When you sponsor **BIG MOUNTAIN**, you are connecting with the voices that will shape our future. Effective sponsorship means you may enjoy a unique loyalty and enthusiasm with flow-on effects for years to come.



Alun Bollinger, Cinematographer  
RIVER QUEEN, HEAVENLY CREATURES

COUCOU CLOCK (France)



ELEMENOPEE (Australia)



SOLO SINGER (Germany)

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# OUR AUDIENCE

## THE FILM BUFF

Short films are the truest and most pure artistic expression in the world of film, because short film makers are not working to any commercial imperatives. Our primary audience are fans of independent film and this unique form of artistic expression, and come to our festival with tremendous support and enthusiasm. This audience can be of any age/gender demographic, but tends to be intelligent, media literate, and international.

## THE FILM MAKER

As our festival includes a significant amount of content dedicated to the free education of filmmakers, they visit the festival with great enthusiasm. We specifically aim to reach young and emerging (and low-budget) film makers, so this audience tends to be a younger, intelligent, artistic and creative demographic.

## THE SKI HOLIDAY VISITORS

Ohakune is the largest and most popular ski destination on the North Island, and Labour Weekend marks one of the final weekends of ski season. Usually packed with skiers on holiday, BIG MOUNTAIN benefits by offering a secondary activity on the long weekend. This audience tends to be affluent, adventurous, well-traveled and athletic.

## THE LOCALS

As a regional community that thrives on tourism, the locals eagerly embrace events that are good for the community, and this region is particularly artistic and film-friendly. This audience tends to be creative, enthusiastic and supportive.



David Coulson, Editor  
"WHALE RIDER"

SEA SIDE STORY (India)



BIG BAD WOLVES (NZ)



WHAT'S THE MATTER? (Korea)

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# PROMOTION & PUBLICITY

## **MEDIA COVERAGE**

In 2007, **BIG MOUNTAIN** is targeting an expanded media presence. We anticipate significant coverage in local and national media throughout New Zealand and Australia, including print, television, radio and online.

As short films are uniquely suited to television, we are building a television tie-in to the festival that would be a rare opportunity for enthusiastic sponsors. Contact us for more information.

## **ADVERTISING**

A significant portion of our sponsorship dollars are needed to support a more aggressive advertising campaign in 2007. We will be advertising by way of TV and radio ads, posters in major cities, postcards at cafés and universities, and newspaper and magazine throughout New Zealand.

## **WEBSITE**

Our website is one of the key components of our communication effort, and as this year will see a live internet simulcast of the event itself, the website will expand and reach viewers across the country and around the globe.

## **PROMOTIONAL OPPORTUNITIES**

We encourage sponsors to build promotional campaigns for their brands around the **BIG MOUNTAIN SHORT FILM FESTIVAL**, and we're happy to discuss the specific needs of your organisation. We have specific bi-directional promotional concepts that can easily integrate into your marketing plans, to serve your needs whilst growing the festival and tightening the bond between your organisation and **BIG MOUNTAIN**.



Susan Parker, Production Manager  
IN MY FATHER'S DEN, THE LAST SAMURAI

ONCE UPON A TIME IN WELLINGTON (NZ)



THE LAST WORDS (NZ)



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HELL OR HIGH WATER (NZ)

# SPONSORSHIP LEVELS

## MAJOR SPONSORS

This sponsorship level is included in all national and local media promotions, specific brand mention in pre-show trailer (simulcast on the internet), logo integrated into the bumper (between every short film shown!), plus mention, description and link on the website, and a large logo in the printed program. Major sponsors receive specific mention at the event, and have venue signage and promotional opportunities.

## PRODUCT SPONSORS

This sponsorship level is included in some media national and local media promotions, logo in pre-show trailer, plus mention, description and link on the website, and a featured logo in the printed program. Product sponsors have category exclusivity, and have venue signage and promotional opportunities.

## AWARD SPONSORS

Sponsor one of our 7 short film awards to give cash prizes to filmmakers. You receive award naming rights (great for post-event publicity), plus mention, description and link on the website, and logo in the printed program.

## VENUE SPONSORS & SCREEN SPONSORS

Venue sponsors receive venue logo signage, plus mention and link on website. Screen sponsors receive on-screen logo in pre-show trailer, plus mention and link on website, and logo in the printed program.

## SUPPORTERS & SUPPLIERS

Supporters and suppliers receive logo and link on the website, and logo in the printed program.

**OR...** Ask about unique promotional opportunities tailored to your sponsorship needs!



Dale Bradley, Producer/Director  
IN HER LINE OF FIRE, TERROR PEAK

EVILS (USA)



THE LIZARD, THE FLOWER & THE DOLL HEAD (Denmark)



SHAKING LIFE (Hungary)

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# CLOSING <sup>IN</sup>

## JUST DO IT

The **BIG MOUNTAIN SHORT FILM FESTIVAL** is not designed to be a red-carpet, celebrity-studded affair. Rather, it's designed as a hands-on, grassroots, "get out there and DO it" kind of event. By helping us keep this event entirely FREE, our sponsors are actively embracing and promoting this philosophy.

## EDUCATE & INSPIRE

Our goal from the beginning has been to educate and inspire, and that's exactly what we've done, and will continue to do. Because it's the next generation of filmmakers and audiences whose voices will shape the future.

## WHY IT'S ALL ABOUT FUN!

There are few things in life that people enjoy the way they enjoy films and entertainment. As you consider sponsoring **BIG MOUNTAIN**, keep in mind that our event is genuinely FUN, and stays in the minds of audience for days, weeks, months, and even years after the fact. The bottom-line reasons for sponsoring are all there, so now get your creative juices flowing. Let's have some fun!

## JOIN US TODAY!

Contact us today on (06) 385 8922 or 021 625 811 to arrange a meeting or discuss how **BIG MOUNTAIN** sponsorship can benefit your organisation.

## SPONSORSHIP COMMITMENT DEADLINE

In order to maximize your sponsorship investment, the commitment deadline date for Major, Partner and Award Sponsors is Friday, June 1st, 2007. The deadline for Venue or Screen sponsors, or for anyone wishing to include a logo in the printed program is Friday, September 7th, 2007. We welcome Supporters & Suppliers at any time.



Dylan Coburn, ANIMATOR  
Karactaz Animation