



27TH ANNUAL HOT SPRINGS DOCUMENTARY FILM FESTIVAL SPONSORSHIP PROPOSAL

The Longest Running All-Documentary Film Festival in North America
October 19-27th, 2018



ABOUT THE FESTIVAL

Join this 9-day cinematic adventure where crowds of film-lovers and filmmakers gather to immerse themselves in over 100 of the best films the nonfiction world has to offer, attend unforgettable social events and parties, and meet new friends from all over the world.



Deep within the Ouachita Mountains, in what Native Americans have named the Valley of the Vapors, amidst turn-of-the-century bathhouses and on the doorstep of a national park lies the unforgettable spa city of Hot Springs, Arkansas, host to North America's oldest all-documentary film festival. Hosted by America's "First Resort" and held on the doorstep of a national park,

the Hot Springs Documentary Film Festival is a culturally diverse and intergenerational event. The city's colorful past as the 1930's playground of Al Capone lingers in the air amidst the majestic turn of the century buildings that make up Bathhouse Row. In the 1950's, Hot Springs served as the boyhood home of former President Bill Clinton.

TESTIMO- NIALS

“There is no better energizer for a documentary with Oscar ambitions than the Hot Springs Documentary Film Festival. Coming closer to nomination time than most festivals, it is the trampoline to bounce contenders up to the starting line.”

- *Peter Coyote, actor and narrator*

“One of the genre’s most important venues.”

- *James Earl Jones, actor*

Hot Springs Documentary Film Festival had an auspicious beginning in 1991 with the screening of 10 Academy Award® -nominated documentary films. Actor James Whitmore lent his presence to this first event and spoke of a bright future for HSDFF. The following year, James Earl Jones announced, “I see the 1990’s as holding the promise of an unparalleled era of popularity for nonfiction film, with the Hot Springs Documentary Film Festival as one of the genre’s most important venues.” Mr. Jones’ predictions have come to pass, as both the documentary genre and HSDFF continue their upward trajectories.

Each year, with the help of a small staff and over 100 dedicated volunteers, Hot Springs Documentary Film Festival attracts thousands of visitors to the 9-day multicultural and intergenerational event. Now approaching its 27th year as the oldest all-documentary festival in North American and one of the longest running non-fiction festivals in the world, the Hot Springs Documentary Film Festival remains a prominent champion and protector of the documentary film genre.



WORLD CLASS FILM SCREENINGS

The Hot Springs Documentary Film Festival offers an extraordinary mix of documentary features and shorts, both domestic and international, as well as exclusive film panels, tributes to industry greats, and local access to a host of celebrity guests and visiting professionals.

Hot Springs Documentary Film Festival is one of only 38 festivals worldwide that has been designated an Oscar-qualifier in the category of Documentary Short Subject by the Academy of Motion Picture Arts and Sciences.



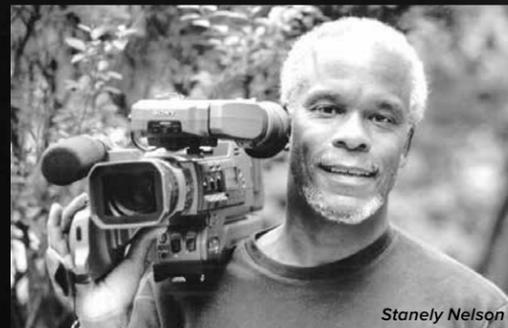
ACADEMY
OF MOTION PICTURE
ARTS AND SCIENCES

HIGH PROFILE INDUSTRY GUESTS

In 2017, HSDFF had a record year for attendance and we were honored to host some of the world's most influential storytellers of our time!



Kathleen Turner



Stanely Nelson



Zazie Beetz



Werner Herzog

Last October HSDFF hosted over 90 industry guests including jury members, actors and documentary film legends. This year we had in attendance former Oscar nominee director **Rebecca Camissa** (Atomic Homefront) and Oscar winner producer **Michael Hausman** (Brokeback Mountain, Gangs of New York), legendary actors including the great **Kathleen Turner** (Romancing the Stone, Body Heat, Peggy Sue Got Married), **Zazie Beetz** (Atlanta, Deadpool, Easy) and **Robert Davi** (License to Kill, The Goonies). Arguably the most memorable experience for HSDFF 2017 was the presence of two of the greatest documentarians for our time, **Werner Herzog & Stanley Nelson**.

EDUCATIONAL OUTREACH



Student Outreach

HSDFF might be the first place a young person could watch a documentary and it is likely that the festival is the first time these young people will have the chance to meet a working filmmaker. HSDFF makes a significant effort to schedule as many of our visiting filmmakers to visit local classrooms to give inspirational guest lectures about their career and creative work. Nearly every single industry member that attended the 2017 festival visited at least one classroom in Arkansas. HSDFF received daily reports from teachers and students about the life-changing impact our guests had on their students. It is evident that by connecting young people with working filmmakers, students can be challenged, inspired and motivated to see the value in their own stories.

Emerging Filmmaker Program

The Emerging Filmmakers program is a collaboration between HSDFF and the Arkansas Education Television Network (AETN). This program is designed for middle and high school students from around the state who are invited to take part in hands-on workshops. Staff for the program include top film department professors, industry professionals and Oscar-winning filmmakers. To date, over 30 schools and hundreds students have participated in this free program.

HSDFF FILMMAKER RETREAT



Stanely Nelson

HSDFF EMERGING VOICES FILMMAKER RETREAT

Oct 19-22nd

The Hot Springs Documentary Film Festival is proud to announce our inaugural Emerging Voices Retreat for non-fiction filmmakers. HSDFF invites applications from documentary directors and producers in development, pre-production, or post-production with their first or second feature or episodic series.

During the first weekend of the festival, participants will be granted an All-Access Pass to attend our carefully curated filmmaker development panels and workshops; screenings of some of the best non-fiction films of the year followed by engaging Q&As with the subjects and acclaimed filmmakers; and, of course, parties! Participants will also partake in scheduled one-on-one meetings with top industry professionals in non-fiction storytelling.

It all culminates in a “Retreat Day” on the first Monday of the festival (Oct 22nd) — an intimate gathering of filmmakers and industry experts at a gorgeous lakeside residence. The day is designed to help foster discussion, collaboration, and encouragement through a series of intimate, closed-door sessions with notable and inspiring mentors from different aspects of the field.

HSDFF FAMILY DAY



HSDFF Family invites children and families to free family-friendly screenings, interactive events, and film-themed art workshops. Children from toddlers to teenagers have participated in this part of the festival, creating their own experiences while learning about the relevance of documentary film to the arts.

VIRTUAL REALITY



Virtual Reality technology is rapidly developing and exploring new ways to enhance our ability to watch and tell stories. HSDFF is proud to be at the forefront of this new technology by offering a Virtual Reality (VR) Lounge!

The HSDFF VR lounge creates a cutting edge viewing experience where our audience members can explore new frontiers of the digital space by viewing documentary films in 360 video.

Participants will be able to fully immerse themselves in these short documentaries which offer a 3-dimensional world. The viewer can watch the films in any direction, allowing the participant to feel as if they are in the film.

VIRTUAL REALITY SPECIAL EVENT



“The Sun Ladies” VR Event featuring Maria Bello



“The Sun Ladies” is a VR film mixing live-action and animation, that premiered at the 2018 Sundance Film Festival and received universal acclaim. It was an official selection to SXSW in Austin, the World VR Forum in Switzerland as well as a special 4-month exhibit at the PHI Center in Montreal.

THE STORY: In 2014, ISIS fighters invaded Iraq and targeted the Yazidi community of Sinjar. The men were killed, and the women and girls taken as sex slaves. Some of the women who escaped started a female-only fighting unit called the Sun Ladies to bring back their sisters and protect the honor and dignity of their people.

The audience will be faced with the question “Who would you be and what would you do faced with the extreme inhumane violence against those you love?”

The project was the brain child of Maria Bello, and she put together an amazing team that’s pushing the boundaries of immersive storytelling by going into the trenches to capture this never before seen story.

On Saturday, Oct 20th HSDFF will host a reception, VR screening and panel with special guest Maria Bello.

SPONSORSHIP LEVELS



Presenting Sponsor \$100,000

(Exclusive)

- Logo or name featured in first position on all Festival promotional materials, including “Presented By” language in media coverage and press releases.
- Speaking opportunity before Opening Night film.
- Naming rights for significant award to be given at ceremony on Closing Night.
- Sponsor logo or name featured in first position in all print advertising for the Festival.
- Sponsor logo or name featured in first position on Festival sponsor trailer shown before each festival film screening (100 screenings, minimum).
- Sponsor logo or name used exclusively on all festival passes.
- Back cover ad for festival program & Two full page ads inside festival program.
- DIGITAL VIDEO: As part of the exclusive sponsor package, HSDFF will produce a short video that features the excitement around the festival and prominently highlights the Presenting Sponsor. The video will be released on social media and the HSDFF website.
- Sponsor logo or name featured in first position on Festival website.
- Opportunity for sponsor to display marketing materials at Festival events (promotional signs, inflatables, kiosks, etc.).
- 15 complimentary VIP Festival Passes.
- Access to VIP lounge located at The Arlington Hotel for All-Access pass holders.



Co-Sponsors \$50,000

(2 Available)

- Logo or name featured in second position on all festival promotional materials.
- Sponsor logo or name in 2nd position in all print advertising for the festival.
- Sponsor logo or name featured in 2nd position on festival trailer shown before each festival film screening (100 screening minimum).
- 2 Full page ads in festival program.
- SOCIAL MEDIA shoutout on all platforms.
- Sponsor logo or name featured prominently on festival website.
- Opportunity to hang banners and/or signs at festival high-traffic locations.
- Opportunity to place promotional materials in all festival and filmmaker goody bags.
- Opportunity for sponsor to display marketing materials at festival events (promotional signs, inflatables, kiosks, etc.).
- 10 complimentary VIP Festival Passes.
- Access to VIP lounge located at The Arlington Hotel for all-access pass holders.



Executive Producer \$25,000

- Logo or name featured in third position on all festival promotional materials.
- Sponsor logo or name in 3rd position in all print advertising for the festival.
- Sponsor logo or name featured in 3rd position on festival trailer shown before each.
- Sponsor logo or name featured in 3rd position on festival website.
- Full page ad in festival program.
- Opportunity to hang banners and/or signs at festival high-traffic locations.
- Opportunity for sponsor to display marketing materials at festival events (promotional signs, inflatables, kiosks, etc.).
- 10 complimentary VIP Festival Passes.
- Access to VIP lounge located at The Arlington Hotel for all-access pass holders.



VIP Lounge Sponsor \$20,000

(Exclusive)

- The HSDFF VIP Lounge is the luxury celebrity “hangout” for all high profile HSDFF industry guests and audience members.
- DIGITAL VIDEO: As part of the VIP sponsor package, HSDFF will produce a short video that features the excitement around the lounge and will be released on social media and the HSDFF website.
- Logo and/or name featured prominently at entrance and in waiting area of VIP lounge.
- Logo and/or name featured prominently on all festival promotional materials.
- Half page ad in festival program.
- Sponsor logo or name featured on festival website.
- Opportunity to place promotional materials in all festival and filmmaker goody bags.
- 8 complimentary VIP Festival Passes.
- Access to VIP lounge located at The Arlington Hotel for all-access pass holders.



VR Lounge with Maria Bello \$15,000

(Exclusive)

- VR Lounge Sponsor will receive exclusive naming rights to the VR Lounge.
- DIGITAL VIDEO: As part of the VR sponsor package, HSDFF will produce a short video that features the excitement around the lounge and will be released on social media and the HSDFF website.
- Logo and/or name featured prominently at entrance and in waiting area of VR lounge.
- Logo and/or name featured prominently on all festival promotional materials.
- Half page ad in festival program.
- Sponsor logo or name featured on festival website.
- Opportunity to place promotional materials in all festival and filmmaker goody bags.
- 8 complimentary VIP Festival Passes.
- Access to VIP lounge located at The Arlington Hotel for all-access pass holders.



Producer Sponsor \$10,000

- Logo or name featured prominently on all festival promotional materials.
- Logo or name featured on festival trailer shown before each festival film screening (100 screening minimum).
- Half page ad in festival program.
- Sponsor logo or name featured on festival website
- Opportunity to place promotional materials in all festival and filmmaker goody bags.
- 8 complimentary VIP Festival Passes.
- Access to VIP lounge located at The Arlington Hotel for all-access pass holders.

Sponsor a Screening \$7,000

- Chance to run up to a 1 minute advertisement before sponsored screening.
- Chance to introduce the film and give remarks before screening
- Logo or name featured on festival trailer shown before each festival film screening (100 screening minimum).
- Quarter page ad in festival program.
- Sponsor logo or name featured on festival website.
- Sponsor logo listed in program guide next to film information.
- 4 complimentary VIP Festival Passes.
- Access to VIP lounge located at The Arlington Hotel for all-access pass holders.



Director Sponsor \$5,000

- Logo or name featured on festival trailer shown before each festival film screening (100 screening minimum).
- Quarter page ad in festival program.
- Sponsor logo or name featured on festival website.
- 4 complimentary VIP Festival Passes.
- Access to VIP lounge located at The Arlington Hotel for all-access pass holders.

Assistant Director Sponsor \$2,500

- Logo or name featured on festival trailer shown before each festival film screening (100 screening minimum).
- Quarter page ad in festival program.
- Sponsor logo or name featured on festival website.
- 2 complimentary VIP Festival Passes.
- Access to VIP lounge located at The Arlington Hotel for all-access pass holders.

Red Carpet Circle \$1,000

- Name listed festival program.
- Sponsor logo or name featured on festival website
- 2 complimentary VIP Festival Passes
- Access to VIP lounge located at The Arlington Hotel for all-access pass holders
- Special Invite to Exclusive Red Carpet Circle Reception.

ARKANSAS

There is a reason people travel from all over the world to attend this prestigious, one-of-a-kind film festival, which local Arkansans have the privilege of having in their backyard.

We are thrilled to offer a unique cultural and educational opportunity to share stories from around the world with local Arkansans, and to show visitors the beautiful and rich history of our incredible state.

The festival continues to instill in our guests a lifelong love of documentary film. The 27th Annual Hot Springs Documentary Film Festival will be a unique and unforgettable experience that you won't want to miss.

We hope you can join us for what will be another remarkable cinematic adventure in the heart of **Arkansas**.

“Without exaggeration I was literally reborn at the Hot Springs Documentary Film Festival. As a co-founder of SXSW and a producer who has had films premiere at Sundance, Toronto International Film Festival and SXSW, this might seem sheer hyperbole. But the truth is I spent the previous two years battling ill health, and, after that experience, I was a bit bitter and encased in a shell.

The films and people at Hot Springs reminded me why I fell so in love with film in the first place. It was intimate yet professional, passionate but still reasoned. The attendees were great, the special guests exciting and accessible, and the films excellently programmed. It is a remarkable Festival and a great event.”

- *Louis Black, Editor of the Austin Chronicle & Co-Founder of SXSW*





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