



Friday, September 21st at the historic Elks Opera House in downtown Prescott

Saturday, October 6th at the Galvin Playhouse on the campus of Arizona State University, Tempe



The Arizona Wilderness Coalition Proudly Hosts the 5th Annual “Wild & Scenic Film Festival” with two locations

Dates Friday, September 21, 2012 (Prescott, AZ) and October 6, 2012 (Phoenix, AZ)

5:00 - 7:00pm Social, locations TBA

7:00 pm Films Begin

Place Historic Elks Opera House, Prescott, AZ; and, ASU's Gavin Playhouse, Tempe, AZ

Parent Film Festival Website www.wildandscenicfilmfestival.org

Arizona Wilderness Coalition Website www.azwild.org

Film Festival Information and Sponsorship Opportunities

Event Description

The Wild and Scenic Film Festival provides an evening of inspiring and educational films that build a groundswell of environmental interest and motivate people to make a difference in our urban community. The theme and purpose for this year's festival is exploration and stewardship of Arizona's wild places. We will be screening the new feature, [The Last of the Great Unknown](#), an award-winning documentary that showcases the Grand Canyon's secret and intimate drainages rarely visited by man and the canyoneers who systematically explored these harrowing slots—often risking their lives to bring to light some of the Canyon's most remarkable features. Shorter festival films pose complex environmental problems and innovative, community-based solutions through beautiful imagery, uplifting stories, and moving characters.

Purpose of Event

The film festival will help the Arizona Wilderness Coalition build membership, raise much-needed funds, and increase awareness of our efforts to “protect and restore wilderness and other wild lands and waters in Arizona for the enjoyment of all citizens and to ensure that Arizona's native plants and animals have a lasting home in wild nature.” We do this by coordinating and conducting wilderness inventories; educating citizens about these lands and waters; enlisting community and business support; advocating for lasting protection and continuous stewardship.

Highlights of Past Events

Up to three hours of inspiring films from around the world, VIP/member social, raffle supporting local businesses, educational displays, question-and-answer session after the films. The past three years running, AWC has managed to sell out, or nearly sell out, its theater space in past years; we hope to at least double our capacity with this year's event. The momentum has been building each year we host the festival, and we hope you will become part of the swelling tide to make this year a huge success!

Sponsorship

We ask for your generous support to help make this event a memorable one in the Valley! Sponsorship is available at several different levels, each intended to bring awareness to your company's support of protecting Arizona's unique wild places and how they contribute to vibrant communities, a healthy economy, and sustainable landscapes. Prime Time Radio Ads, Banner and Logo Placements, Special Mentions at Festival Event, and More: tell Valley residents that you value Arizona's beauty and wild character, which drives billions of dollars in tourism and recreational revenue. Promote your business products and services to a core group of highly educated and environmentally conscious consumers.

Sponsorship Benefits	Fossil Creek	Superstition Mountains	Sycamore Canyon	Tumacacori Highlands	Woolsey Peak (NGO)	Festival Supporter Plus	Festival Supporter
	\$5,000	\$2,500	\$1,200	\$500	\$250	\$300	\$175
Pre-Event Benefits							
Logo on all advertising ads, posters, direct mail	Large	Medium	Small				
Logo on AWC website	Yes	Yes	Yes	Yes	Link	Link	Link
Event Benefits							
Feature Film Sponsorship Recognition by Emcee	Yes						
On-screen Video Ad before program begins	Yes						
Logo placed in program and on screen	Large	Medium	Medium	Small	Listed in Program	Listed in Program	Listed in Program
Banner placement	Yes	Yes	Yes	Yes			
Sponsorship Recognition by Emcee	Yes	Yes	Yes	Yes			
Display Table Due to venue space restrictions, only at Phoenix Festival	Yes	Yes	Yes	Yes	Yes		
Ad Space in Program	Full Page	Full Page	1/2-Page	1/4-Page	1/8-Page	1/4-Page	1/8-Page
Festival Tickets Your choice of Prescott or Phoenix Festival location	10 (\$150 Value)	8 (\$120 Value)	6 (\$90 Value)	4 (\$60 Value)	2 (\$30 Value)	2 (\$30 Value)	2 (\$30 Value)
Additional Benefits							
1-year AWC Wilderness Supporter with logo on website	Yes	Yes	Yes	Yes			
Should our Sponsorship Packages not fit your needs, please contact us to tailor a package specific to your requisites.							



Product Donation / In-Kind Sponsorship

As a 5th year tour host, the Arizona Wilderness Coalition utilizes the Wild & Scenic Film Festival as a tool for awareness, membership development, and outreach for our mission: to permanently protect and restore wilderness and other wild lands and waters in Arizona for the enjoyment of all citizens and to ensure that Arizona's native plants and animals have a lasting home in wild nature. We invite you to join us for the evening - and look forward to a multi-venue attendance of nearly 1,000 people for this year's Wild & Scenic Film Festival.

2012 at a Glance

Location	Historic Elks Opera House Prescott, AZ	ASU Galvin Playhouse Tempe, AZ
Date	Friday, September 21st	Saturday, October 6th
Attendance	475	485

Event Program

As part of the Wild & Scenic Film Festival, each attendee will receive a collectible Event Program that highlights the films in this year's festival and provides talking points for further discussion. **As an additional "thank you", we would like to offer our product sponsors the opportunity to advertise in the program** - whether with a bounce-back coupon, membership offer, or advertorial. You are eligible for an ad size based on the retail value of your donation in the table below. If you would like to upgrade the size of your ad, please contact me directly for discounted costs. For an overview of our program advertising and specifications, please look over the [Program Advertising Packet](#).

Donation Value (Retail)	Ad Size	
≤ \$50	1/8 page	SPACE RESERVATIONS August 31st (Prescott) September 14th (Phoenix)
\$50 - \$100	1/4 page	
\$100 - \$250	1/2 page	ARTWORK DUE September 6th (Prescott) September 20th (Phoenix)
≥ \$250	Full page	

Please contact me should you have any additional questions. Again, thank you for helping to make this 5th Annual Wild & Scenic Film Festival a success!

Carla Olson, Event Coordinator
Arizona Wilderness Coalition, *hosting the Wild & Scenic Film Festival Tour*
e carla@azwild.org
c (480) 201-6762

SYRCL's WILD & SCENIC[®] FILM FESTIVAL

Friday, September 21st at the historic Elks Opera House in downtown Prescott

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PRODUCT DONATION

Organization

Address

City

State

Zip

Phone

Web

Contact

Phone

Email

Item Description

Item

Retail Value \$

Short Description

PRODUCT DONATIONS DUE

September 19th (Prescott)

October 3rd (Phoenix)

Items must be delivered to the Arizona Wilderness Coalition

via US Postal Service:

PO Box 13524, Phoenix, AZ 85002

via UPS or FedEx:

307 W Latham St, Phoenix, AZ 85003

Ad Space

SPACE RESERVATIONS

August 31st (Prescott)

September 14th (Phoenix)

Will you advertise in the Event Program?

☐ Yes

☐ No

Have you reserved your Ad Space?

☐ Yes

☐ No

ARTWORK DUE

September 6th (Prescott)

September 20th (Phoenix)

Have you emailed your hi-res logo?

☐ Yes

☐ No



Festival Program Advertising

The Wild & Scenic Film Festival is a call to action. We show environmental and adventure films that illustrate the Earth's beauty, the challenges facing our planet, and the work communities are doing to protect the environment. Through these films, Wild & Scenic both informs people about the state of the world and inspires them to take action. This year, we are excited to expand the Wild & Scenic Film Festival to a second location in Prescott, AZ!

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FESTIVAL PROGRAM ADVERTISING

Ad Size	Dimensions (w x h)	Prescott*	Phoenix*	Both Festival Programs*
Full	5" x 8"	\$150	\$200	\$300
1/2 Page	5" x 3.875"	\$125	\$150	\$225
1/4 Page	2.375" x 3.875"	\$75	\$100	\$150
1/8 Page	2.375" x 1.875"	\$50	\$75	\$100

Additional Benefits

- Support Listed in Festival Program
- Website link on Arizona Wilderness Coalition website Film Festival page (www.azwild.org/action/filmfest2012.php)
- Warm-fuzzies for supporting the largest environmentally-focused film festival in North America

***ARTWORK must be received by September 6, 2012**

***ARTWORK must be received by September 20, 2012**

The Arizona Wilderness Coalition (AWC), the Southern Yuba River Citizens League, the Wild & Scenic Film Festival, and their respective agents, representatives, officers, employees, successors, assigns and insurers, reserve the right to decline ad submissions for the festival program. Creative must adhere to any and all trademark and copyright laws. AWC reserves the right to label an ad as "advertisement" if it cannot be easily distinguished from content. Advertiser branding (company name or advertiser's URL/recognizable logo) must appear on all creative. The URL must include top-level domain name (e.g. '.com,' '.net,' '.org,' etc.)

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PRODUCTION

Stated ad rates are for camera ready artwork only. We will provide assistance in the creation and production of your advertisement at the following costs:

Full page	\$100	1/4 page	\$65
1/2 page	\$85	1/8 page	\$55

Artwork not meeting our mechanical specifications will be subject to charges for converting materials.

ACCEPTABLE FILE FORMATS

PDF	Hi-res (300dpi) pdf files only. Please be sure the file is distilled as print quality.
InDesign	Include all placed graphics and fonts (printer and screen).
Illustrator	Include all placed graphics, turn all text to paths. Any colors must be trapped and set to separate at CMYK for composite color output.
Photoshop	JPG, TIF or EPS (Binary). No layered Photoshop files please.

Convert RGB files to CMYK for color output.

e-mail to carla@azwild.org

