

FESTIVAL OF
THE WORLDS

CHASHAMA FILM FESTIVAL 2009
New York City



SPONSORSHIP PACKET



We are writing to offer you an exciting opportunity to be a part of the 2009 chashama Film Festival's "Festival of the Worlds." A cutting edge festival located in the heart of Manhattan, the chashama Film Festival prides itself on exploring cultures by continent, intertwining with/off each other and their effects.

This year's festival globalizes chashama's vision of bold artistic expression, with a promise to exhibit films from around the world that have otherwise been censored, marginalized, or neglected.

Our goal: to not only push boundaries, but to erase them.

Enclosed, please find information about the festival, our organization, and the sponsorship opportunities that we have available.

We hope you will support our efforts to expand minds and explore the beauty of artistic expression.

Sincerely yours,

Rick Kariolic
Director chashama Film Festival
www.chafilmfest.com
rick@chafilmfest.com
(P) 646.772.1802
(F) 212.391.8153



The Festival of the Worlds will provide a forum for global expression, a place for filmmakers and audience members to cultivate a better understanding of their brothers and sisters of different origins. It is a platform for a spectrum of political, cultural and philosophical ideologies presented in an environment designed to foster creative and intellectual expansion. Our goal is to explore both the differences and the similarities of the international community in order to become a more educated population, one that is more capable of avoiding negative historical cycles and more willing to push us into a sustainable future.

The chashama Film Festival will take place from October 22, 2009 to October 26, 2009 at the flagship chashama theater space, located at 217 East 42nd Street, and possible other theatres to be announced. There will be screenings Friday, Saturday and Sunday to fill the days, as well as opening and closing receptions. We expect this year's festival to reach a broad audience.

International artist and filmmaker Richard Kariolic will serve as the Director of chashama Film Festival. A panel of festival judges consists of noted filmmakers and guest artists. To learn more about chashama Film Festival and for clips and images, please visit www.chafilmfest.com.



The chashama Film Festival debuted in 2008. At last year's festival, we screened 54 films out of 200+ submissions and reached an audience of approximately 500. The festival spanned three days, and included films from Egypt, Switzerland, Greece and the United States. Directors flew in from around the globe to be a part of our festival, and we were honored to give out 15 Victor Awards, 2 of which were audience selections and the rest awarded by deliberation of a panel of 5 judges. Last year's theme was "Films that other festivals are afraid to show." In an industry largely dominated by male filmmakers, we are proud that over 65 percent of our films were directed by women.



Chashama burst on to the art scene over a decade ago with provocative window performances, dazzling pedestrians amid the skyscrapers of Midtown Manhattan. Chashama was founded by Anita Durst in 1995 as an organization dedicated to serving artists in New York City. Durst realized that lack of affordable space was the greatest threat to a diverse, dynamic, and provocative cultural environment in NYC. Durst's vision was to connect artists with untapped reserves of vacant real estate: empty storefronts and offices languishing between tenants.

Chashama formed relationships with some of NYC's largest developers and property owners and convinced them that allowing artists to use temporarily vacant spaces adds value to properties by preventing neglect and decay, while invigorating surrounding communities with creative activity.

Landlords' donations enable chashama to offer space to artists for free or at rates at a fraction of market values. Currently, chashama operates fifteen venues that include a fully equipped theater, two galleries, four rehearsal studios, seventy-three artists' studios, and three storefront window stages. For the past fourteen years, chashama has achieved its mission of providing opportunities to over 7,000 artists: space to paint, sculpt, rehearse, perform; cash grants for fees and materials; marketing and audience development for their performances and exhibitions.



The International-\$5000

- A 30-second sponsor-produced commercial aired before each screening block
- A rotating slide ad displayed before all screenings
- Large Banner hung in venue
- Logo on the back of festival Pass
- Mention on website
- Full-page advertisement in the festival program
- 15 festival passes
- Literature distributed through festival
- Logo displayed on print advertisements
- Mention in web television commercials
- Logo displayed on back of festival passes
- Logo displayed on festival posters

The Continental-\$2500

- A rotating slide ad displayed before all screenings
- Medium banner hung in venue
- Mention on website
- Half-page advertisement in the festival program
- 10 festival passes
- Literature distributed through festival
- Mention in web television commercials

The National-\$1000

- A rotating slide ad displayed before all screenings
- Mention on website
- Quarter-page advertisement in the festival program
- 5 festival passes

The City-\$500

- Mention on website
- Quarter-page advertisement in the festival program
- 2 festival passes



In-Kind Opportunities

Please call to coordinate a personalized in-kind contribution package.

Food and Beverage Providers

Venues for screenings or receptions

Equipment providers

Printing services

Advertising Coverage

Other

In-kind contributions will be personalized, but can include the following benefits:

- A sponsor-produced commercial aired before each screening block
- A rotating slide ad displayed before all screenings
- Banner hung in venue
- Logo on the back of festival Passport
- Mention on website
- Advertisement in the festival program
- Festival passes
- Literature distributed through festival
- Logo displayed on print advertisements
- Mention in web television commercials
- Logo displayed on back of festival passes
- Logo displayed on festival posters



Other Opportunities

Band Sponsors

Get vital exposure for your band at a cutting edge festival. Benefits can include:

- Performance at a reception or screening
We will film the set and you get the footage!
- A video aired before each screening block
- A rotating slide band promo displayed before all screenings
- Banner hung in venue
- Mention on website
- Advertisement in the festival program
- Festival passes
- Literature distributed through festival
- Mention in web television commercials

Award Sponsor--\$3000

- Name the sponsored award.
- Name up to three members of a jury to select the winner of the sponsored award from a pool chosen by our committee
- Elect a representative to present the trophy to the winner.
- Name or Logo attached to description of the sponsored award in Official Festival Program.
- A rotating slide ad will be displayed before all screenings
- Medium size banner hung in venue
- Mention on website
- Half-page advertisement in the festival program
- 10 festival passes
- Literature distributed through festival
- Mention in web television commercials



sponsor request form

If you are interested in our exciting sponsorship opportunities, please complete the following form and fax to (F) 212.391.8153

Or email to: rick@chafilmfest.com. For more information, contact Rick Kariolic at (P) 646.772.1802.

Name: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Package:

- International \$5000
- Continental \$2500
- National \$1000
- City \$500
- In-Kind:
 - Food/Beverage
 - Venue
 - Printing services
 - Advertising
 - Equipment
 - Other
- Band
- Award \$3000

For personalized packages please check:

- Sponsor-produced commercial
- rotating slide ad
- Banner
- Logo on Festival Passport
- Website
- Festival program advertisement:
 - Full-page
 - Half-page
 - Quarter-page
- Festival passes-Amount: ____
- Literature distributed
- Logo on print advertisements
- Web television commercials
- Logo on festival passes
- Logo on festival posters

Other instructions:

Signature