

2023 SPONSORSHIP KIT

TUMBLEWEEDSKIDS.ORG

ABOUT TUMBLEWEEDS FILM FESTIVAL FOR KIDS



ABOUT THE FESTIVAL

The Mountain West's only international film festival for kids and families.

Utah Film Center's 12th Tumbleweeds Film Festival for Kids takes place April 22-23, 2023 at the Viridian Event Center in West Jordan. Tumbleweeds, presents new, culturally-enriching, curated cinema for ages 4-14. Audiences will see the best animation and live-action film from around the world, participate in media arts workshops, and explore a variety of activities designed to balance visual content, active play, and critical thinking.

The Festival attracts families from throughout the Salt Lake metropolitan region and beyond. Tumbleweeds ensures access for families and kids at every socioeconomic level through Festival Field Trips, afterschool programming, and a pay-what-you-can model. In 2023, the Festival is expected to attract 1,500 attendees to the public weekend and nearly 2,000 students through Festival Field Trips.

FESTIVAL SPONSORSHIP

Your sponsorship helps ensure Utah families have access to diverse stories and creative experiences.

Financial support for Tumbleweeds Film Festival offers unique recognition opportunities and great benefits, while encouraging investment in Utah's film and arts culture by the next generation. Sponsorship of the festival at many of the following levels includes recognition of your support (logo placement) in our K-12 statewide media arts education programs. The estimated annual reach of these programs is over 12,000 students each year.

For more information about supporting the Festival, or to discuss ideas for supporting the Festival that are not included below, please contact our Development Department at development@utahfilmcenter.org.

EVENT FEATURES

- Opening Night Student-Produced Film Competition
- Red carpet photos
- 10+ films from around the world
- Utah-based filmmakers and artists
- Film, art, and technology workshops
- Engaging hands-on activities
- Festival Field Trips

Learn more at tumbleweedskids.org.



**Financial support must be received by March 1, 2023 to be included in printed materials.*

CORPORATE SPONSORS AND FOUNDATION SUPPORT



TUMBLEWEEDS
FILM FESTIVAL
FOR KIDS

SPONSOR LEVELS

\$15,000 and Above

Promotional Recognition

- On-screen ad
- On-stage verbal Thank You before each Festival film
- On-screen recognition before each Festival film and Field Trip
- Inclusion on Instagram and Twitter posts
- Linked logo on our website
- On-site branding activation (upon request)
- Listing on promotional materials, printed program, and onsite signage*

Ticket & Event Benefits

- Reserved spots to a special guest meet and greet
- Day passes for your organization to share with employees and clients
- Text for internal communication to engage employees around your sponsorship (upon request)



\$10,000 to \$14,999

Promotional Recognition

- On-stage verbal Thank You before Festival film
- On-screen recognition before each Festival film and Field Trip
- Linked logo on our website
- On-site branding activation (upon request)
- Listing on promotional materials, printed program, and onsite signage*

Ticket & Event Benefits

- Reserved spots to a special guest meet and greet
- Day passes for your organization to share
- Text for internal communication to engage employees around your sponsorship (upon request)

\$5,000 to 9,999

Promotional Recognition

- Shared on-screen recognition before each Festival film and Field Trip
- Linked logo on our website
- On-site branding activation (upon request)
- Listing on promotional materials, printed program, and onsite signage*

Ticket & Event Benefits

- Reserved spots to a special guest meet and greet
- Day passes for your organization to share
- Text for internal communication to engage employees around your sponsorship (upon request)

CORPORATE SPONSORS AND FOUNDATION SUPPORT



TUMBLEWEEDS
FILM FESTIVAL
FOR KIDS

\$2,500 to \$4,999

Promotional Recognition

- Share on-screen recognition before each Festival film and Field Trip
- Linked logo on our website
- On-site branding activation (upon request)
- Listing on promotional materials, printed program, and onsite signage*

Ticket & Event Benefits

- Reserved spots to a special guest meet and greet
- Day passes for your organization to share
- Text for internal communication to engage employees around your sponsorship (upon request)



\$501 to \$2,499

Promotional Recognition

- Line Listing on Festival and Field Trip pre-screen bumper, website, and at Festival guide

Ticket & Event Benefits

- Reserved spots to a special guest meet and greet
- Day passes to share
- 2 Utah Film Center water bottles
- Vouchers available upon request

Adopt-A-Film - Starting at \$1,000*

Promotional Recognition

- Thank You from the stage in the programmers welcome message
- Logo on screen prior to the adopted film
- Linked logo on film event webpage

Ticket & Event Benefits

- Tickets for the adopted film

Product Placement - Starting at \$1,000*

Promotional Recognition

- Thank you written in event program
- Linked logo on our website
- Logo posted on signage for engagement event

Ticket & Event Benefits

- Tickets for the day of your engagement

**Not eligible for logo placement in Education Programs.*

OTHER WAYS TO SUPPORT TUMBLEWEEDS

- Facilitate a clubhouse activity or workshop
- Product Placement - \$1000 - \$2500 (In Kind Product Donation)
- Adopt-A-Film
- Buy group tickets
- Volunteer
- Promote - Tell your friends about the Festival

Learn more about the festival at tumbleweedskids.org.

TUMBLEWEEDS FILM FESTIVAL FOR KIDS

2023 AD REQUEST FORM

TUMBLEWEEDS PROGRAM GUIDE

APRIL 21-23, 2023

TUMBLEWEEDSKIDS.ORG / ADVERTISE



ADVERTISING RATES AND SPECS

BACK/INSIDE
FRONT COVER

5" x 8"
\$850

FULL PAGE

5" x 8"
\$600

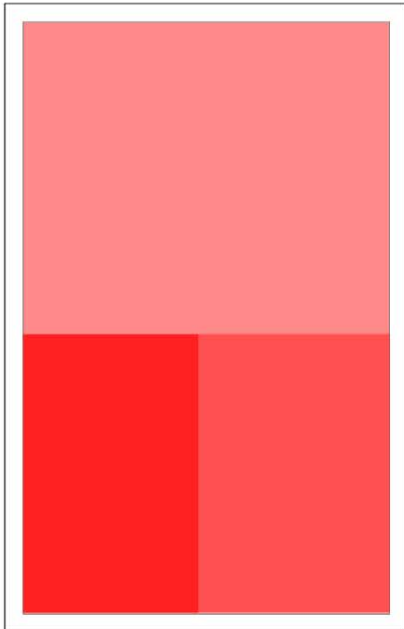
HALF PAGE

5" x 3.75"
\$350

QUARTER PAGE

2.375" x 3.75"
\$250

*THE TUMBLEWEEDS PROGRAM GUIDE IS A 5.5 X 8.5 HALF LETTER SIZE. 600 GUIDES WILL BE PRINTED FOR THE 2023 FESTIVAL. ALL ADS/PRICES ARE IN CMYK COLOR. PREFERRED PLACEMENT NOT AVAILABLE.



TECHNICAL REQUIREMENTS AND ACCEPTED FILE FORMATS

PLEASE PROVIDE A PDF: 300DPI. CMYK OR GRAYSCALE. NO TRANSPARENCIES. EMBED ALL FONTS.

*PLEASE NOTE: Do not send JPEG or GIF files. Do not send files in RGB. Ads created in Microsoft Word, Publisher, or PowerPoint will not be accepted. Utah Film Center is not responsible for any errors in content provided by the advertiser. If files are prepared improperly and mechanical requirements are not met, Utah Film Center will not guarantee the reproduction of the ad and additional production charges to the advertiser may result.

PAY ONLINE AND UPLOAD YOUR AD

AD AND PAYMENT DEADLINE : MARCH 1, 2023

Please go to tumbleweedskids.org/advertise to pay online. After submitting payment you will be provided a link to upload your ad.