

2011

creativity + new media
[panels, workshops,
reception + film]



sponsorship



welcome to the digital media symposium

DiMe 2011 will again feature a slate of visionary leaders in the film, media and gaming industries who will discuss the potential for collaboration as well as the evolution and applications of new technology, and how to engage in this profitable arena.

A reception following the panel brings the players together for lively discussion and interaction – trading ideas, business cards and building community.

Held during BIFF, DiMe adds an exciting dimension to the 7th Annual Boulder International Film Festival, with its legions of filmmakers and filmlovers converging from around the world.

DiMe 2010 >> Last year's inaugural DiMe was a huge success, attracting more than 200 attendees to the panel discussion, reception and film. Panelists included experts from Google Sketch-Up, Disney Studios, The Foundry Group, Crispin Porter + Bogusky, Riptide Games and Kerpoof Studios. (See BIFF1.com/dime09 for full roster.)



who is DiMe? The DiMe is a collaboration between the Governor's Office of Film, Television & Media, the Boulder Convention & Visitor's Bureau, and the Boulder International Film Festival. DiMe is a dynamic forum to stimulate, inspire and solidify the creative industries in Colorado, home to a considerable workforce of digital/film artists and technicians on the cutting edge of new media.





sponsorship 2011

1k SUPPORTING	2.5k PARTNER	5k CONTRIBUTING	10k PREMIER
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levels available

- [1] **PREMIER** \$10,000
- [2] **CONTRIBUTING** \$5,000
- [4] **PARTNER** \$2,500
- [5] **SUPPORTING** \$1,000

contact

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 Sponsor Liaison BIFF Director
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 Boulder, CO 80302
 303.449.2289
 303.449.2274 fax

Call us to learn more
 or to secure your spot...
 303.449.2289, ask for
 Chris or Kathy.

>> please note

BIFF Festival passes are not transferable.

A limited number of passes may be purchased by sponsors at \$100 off the regular rate.

WEB

Banner ad on BIFF website for 4 weeks prior to the Festival.* <i>Over 30,000 impressions</i>				
Logo on BIFF website (DiMe page).	■	■	2 ND TIER DiMe PLACEMENT	1 ST TIER DiMe PLACEMENT
BIFF Newsletter announcement.*		■	■	■
Logo on Colorado Office of Film, Television and Media website & announcement.		■	2 ND TIER PLACEMENT	1 ST TIER PLACEMENT
Logo on Boulder Convention & Visitors Bureau website.		■	2 ND TIER PLACEMENT	1 ST TIER PLACEMENT

PRINT

Logo or company name in official BIFF Program (DiMe page).* <i>Distribution 80,000</i>	■	■	2 ND TIER DiMe PLACEMENT	1 ST TIER DiMe PLACEMENT
Logo in Daily Camera Ads.*		1	2	4
Logo on DiMe brochure/informational handout at DiMe events.	■	■	2 ND TIER PLACEMENT	1 ST TIER PLACEMENT

THEATER/ VENUE

Logo on BIFF trailer played prior to all film screenings. <i>18,000 impressions</i>		■	2 ND TIER DiMe PLACEMENT	1 ST TIER DiMe PLACEMENT
Logo on BIFF Logo Reel to run for 30 minutes between all Festival programs. <i>18,000 impressions</i>	■	■	2 ND TIER DiMe PLACEMENT	1 ST TIER DiMe PLACEMENT
Verbal announcements during Festival, highlighting sponsors during Opening Night and/or Closing Night Ceremonies. <i>3,000 impressions</i>			■	■
Logo on Official DiMe banner featured on-site.			■	■
Table for company display at DiMe event.		DISCOUNTED TABLE	■	■

MEDIA

Mentions in press releases / interviews prior to DiMe event.	■	■	2 ND TIER PLACEMENT	1 ST TIER PLACEMENT
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ACCESS

Tickets to DiMe Symposium.	2	2	2	2
Full-Access Festival passes to all BIFF screenings, workshops, panels, receptions and parties, including the Opening Night Gala and Closing Night Awards Ceremony.	1 DISCOUNTED PASS	2 DISCOUNTED PASSES	1 FREE PASS	2 FREE PASSES

* BIFF benefits are subject to Sponsorship confirmation by December 31, 2010. May be subject to change.