



The Arizona Wilderness Coalition (AWC) is hosting the 4th Annual Wild and Scenic Film Festival (WSFF) on Thursday, August 18, 2011. Our organization seeks your sponsorship for this exciting event – the largest environmentally-focused film festival in North America.

WSFF tours the country using film to bring communities together around a passionate message of stewardship for our natural resources. This is the fourth year in a row that AWC has hosted the festival locally—each year bringing more and more people together to enjoy the films, network with our dynamic business and nonprofit sponsors, and find opportunities to engage in protection of the great outdoors. **Supporting the film festival is a way to increase exposure for your business and inform a captive audience – highly educated and with high average household incomes – about your support for conservation, environmental health, and your desire to keep Arizona a great place to live, work, study, and retire.**

By supporting the film festival, you also support the Arizona Wilderness Coalition's work 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 do this by coordinating and conducting land and water inventories, educating citizens about wild places, enlisting community support, and advocating for their lasting protection.

Our current conservation campaigns include protection of some of western Maricopa County's most beautiful Sonoran Desert—teeming with wildlife and rich in cultural and historic significance; designating new wilderness in the lush mountain ranges of Cochise County, known more locally as Arizona's Land of Legends; and securing Wild and Scenic River designation for the Upper Verde River in central Arizona, one of the state's last free-flowing rivers that provides critical wildlife habitat and clean drinking water for millions of residents downstream.

Please review the attached sponsorship information materials and call me with any questions. We hope you will consider a film festival sponsorship and help us continue our work to protect Arizona's last wild places.

Sincerely,

Carla Olson, Event Coordinator

Arizona Wilderness Coalition | (480) 201-6762 cell | carla@azwild.org



The Arizona Wilderness Coalition Proudly Hosts the Fourth Annual “Wild & Scenic Film Festival”

Date and Time: Thursday, August 18th, 5:00pm Meet & Greet, 6:00pm Films Begin

Place: Tempe Center for the Arts www.tempe.gov/TCA/

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 aim to build a groundswell of environmental interest and motivate people to make a difference in our community. The chosen films highlight environmental concerns, reaching people through beautiful imagery, moving narratives, and compelling solutions to environmental challenges. The theme and purpose for this year’s festival is **inspiring local individuals to protect and restore wild and scenic places close to home.** Our feature this year is the new film, [Green Fire: Aldo Leopold and a Land Ethic for Our Time](#), highlighting how Arizona shaped Leopold’s vision as an iconic land and wildlife advocate. Before intermission, we showcase several shorter films that cover a variety of environmental issues.

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 restoration.

Highlights of Past Events: Up to two hours of inspiring films from around the world, expert speakers, VIP/member social, raffle supporting local businesses, educational displays, question-and-answer session after the films. The past two 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.

Wild & Scenic Film Festival Financial Underwriting Sponsorship Levels and Benefits

| Sponsorship Benefits | Fossil Creek \$5,000 | Superstition Mountains \$2,500 | Sycamore Canyon \$1,200 | Tumacacori Highlands \$500 | Woolsey Peak (Individual/ NGO) \$250 | Festival Supporter Plus \$300 | Festival Supporter \$175 |
|-----------------------------------------------------------------|---------------------------------------------------------------------------|-------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------------------------|--------------------------------------------------|-----------------------------------------|
| KJZZ/KBAQ* Radio Underwriting Sponsor PSA | up to 48 Spots prime time over three weeks on two stations | up to 24 Spots prime time over two weeks on two stations | up to 16 Spots over two weeks 5 a.m.– midnight best available times | | | | |
| Banner placement at event | Yes | Yes | Yes | Yes | | | |
| Sponsorship recognition at event by emcee | Yes | Yes | Yes | Yes | | | |
| 1-year AWC Business Membership with logo on website | Yes | Yes | Yes | Yes | 1-year individual membership | | |
| Logo placed in program and on screen | Large | Medium | Medium | Small | Listed in Program | Listed in Program | Listed in Program |
| Logo on AWC website | Yes | Yes | Yes | Yes | Link | Link | Link |
| Festival Tickets | 10 (\$150 Value) | 8 (\$120 Value) | 6 (\$90 Value) | 4 (\$60 Value) | 4 (\$60 Value) | | |
| Display Table at event | Yes | Yes | Yes | Yes | If NGO | | |
| Logo on all advertising (ads, posters, direct mail) | Large | Medium | Small | | | | |
| Ad space in program | Full Page | 1/2-Page | 1/4-Page | | | 1/4-Page | 1/8-Page |
| Sponsorship of feature film with mention by emcee | Yes | | | | | | |
| Run video ad before program begins | Yes | | | | | | |

Should our Sponsorship Packages not fit your needs, please contact us
to tailor a package specific to your requisites.

*Underwriting Sponsor PSA must be paid directly to KJZZ/KBAQ at our special rate; the balance of the sponsorship level is then paid directly to the Arizona Wilderness Coalition.

Wild & Scenic Film Festival

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.

2011 at a Glance

| | |
|-------------|------------------------------------------------------------------------------------------------------------------|
| Location | Tempe Center for the Arts |
| Date & Time | Thursday, August 18th, 2011 5:00pm Doors Open Reception Community/Sponsor Tabling 6:00pm Films Begin |
| Attendance | 600 |

As the 4th 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.

FESTIVAL PROGRAM ADVERTISING

| Ad Size | Dimensions | Cost | Sponsor Cost |
|----------|-----------------|-------|--------------|
| Full | 5" x 8" | \$500 | \$300 |
| 1/2 Page | 5" x 3.875" | \$400 | \$200 |
| 1/4 Page | 2.375" x 3.875" | \$300 | \$150 |
| 1/8 Page | 2.375" x 1.875" | \$175 | \$100 |

Additional Benefits

- Support Listed in Festival Program
- Website link on Arizona Wilderness Coalition website Film Festival page (www.azwild.org/action/filmfest2011.php)
- Warm-fuzzies for supporting the largest environmentally-focused film festival in North America

ARTWORK must be received by August 3, 2011

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.)

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

