



**PROJECTING  
CHANGE  
FILM FESTIVAL**

**2013**

**SFU** **W** HOSTED IN PARTNERSHIP WITH  
**WOODWARD'S**

**INVITATION TO PARTICIPATE**

**APRIL 24-28, 2013**

**GOLDCORP CENTRE FOR THE ARTS  
SIMON FRASER UNIVERSITY**

# WHAT IS PCFF?

## WE EMPOWER CHANGE IN OUR COMMUNITIES

Through engaging films and dynamic speakers, the Projecting Change Film Festival (PCFF) informs and empowers audiences to affect change within their communities.

- Films & speakers address our world's biggest environmental & social issues such as water, energy, food, pollution, poverty and social equality.
- Interactive discussions led by expert and industry leaders speakers follow each film screening.



# PAST SPEAKERS

- Dr. David Suzuki
- Severn Suzuki
- Captain Paul Watson – Sea Sheppard
- Olympian Ryan Cochrane – Medal Winning Swimmer
- Gregor Robertson – Mayor of Vancouver
- John Hunter – Educator and TED2011 Speaker



# PCFF FACTS FROM 2012

- 6 days
- 14 local and globally acclaimed films
- 3000+ attendees
- multiple sold out screenings
- 2 gala evenings
- 50+ volunteers
- over 40 individual media hits including print, TV, online, and radio
- multiple major repeat sponsors



# 2012 ATTENDEES

- 74% Vancouver residents
- 80% residual turnout
- 87% Inspired to behave in a more environmentally friendly way (indicated by survey results)
- 60% Female, 40% Male
- 58% earn over \$50K, 28% earn over \$75K
- 63% 24-44 years, 38% 25-35 years



# MEDIA RESULTS 2012

- 10 print articles
- 2 TV appearances
- 30+ blog listings and 40,000+ email newsletters delivered
- Daily shout outs during week of festival on The Beat / QMFM
- 44,600 page views & 15,000 visits with 42% of those returning from last year
- Strong social media campaign with 2800+ Facebook fans and 1300+ Twitter followers
- Partnership marketing campaigns with Translink, Ethical Deal, and other community partners



# SPONSORSHIP BENEFITS

PCFF Sponsorship: What would you like to do?

- Share your story
- Launch a big idea
- Start a conversation
- Grow your brand image
- Engage your audience
- Promote your product or service
- Present your innovative solutions
- Sponsor a film or speaker

PCFF works with each of our sponsors to ensure their participation in the festival is aligned with their vision and goals.



# SPONSORSHIP OPPORTUNITIES

1. Hospitality
2. Advertising & Promotion
3. Branding
4. In-Kind Donations
5. Sponsorship Activation



# HOSPITALITY: PCFF LOUNGE

- Share your story with our audience
- Exclusive sponsorship of PCFF Lounge for one night (5-10pm)
- Access to 2 audience groups (800+ people) at early and late screenings
- Integrated marketing program online and offline
- Spark a conversation that aligns with your vision and values
- Increase branding through onsite sampling of products
- Recognition before each film on the night of your sponsorship



# ADVERTISING & PROMOTION

- Share your story with our audience through cross-promotional campaigns (email, social media, contests, or blogging)
- Execute a festival-related audience promotion in the marketplace that creates brand excitement and drives your marketing objectives
- Engage directly with our audience during festival and gala events
- Product displays and sampling at festival and gala events
- Show your ad before film(s)



# BRANDING

Increase your profile through the following branding opportunities:

- Sponsor a film or speaker, or other festival programme such as Youth Day or our Documentary Workshop
- Receive logo or wordmark recognition on some of the Festival's most visible marketing materials
- Sponsor the PCFF Lounge and spark a conversation around a topic that aligns with your vision and values
- Sampling of products in gift bags
- Prominent logo placement on festival publications and event signage



# IN-KIND DONATIONS

- Provide a product or service to enhance the attendee experience at the festival
- Product sampling at events and in gift bags
- Donate products or services for the PCFF silent auction at the Opening Night Gala



# SPONSORSHIP ACTIVATION

## Product Launch

Water Geeks launched their filtration water bottle at the opening night of Projecting Change after the film *Flow: For the Love of Water*. The founder Brent Meikle spoke after the film about problems tied to water, primarily health issues and the access to fresh water in developing countries. He described his company's mandate to create products that solve problems and educate people on water consumption. Each of the attendees were given a Water Geeks water bottle.

## Product Sampling

Natures Path provided samples of their healthy and nutritious snacks for the early morning screenings for the PCFF School Days and Family Day to make sure everyone had a great source of energy for the day.



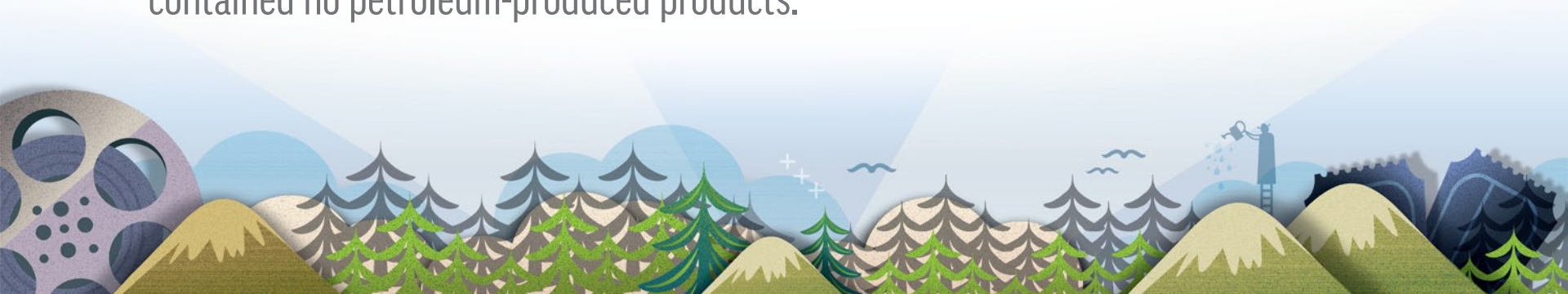
# SPONSORSHIP ACTIVATION

## Speaker Sponsorship

Sport BC sponsored Canadian Olympic and Commonwealth athlete Zach Bell to speak to a packed house of students about his daily exercise and nutrition program. He inspired kids to get engaged in daily physical activity and healthier eating.

## Product Education

LUSH Cosmetics launched their anti-Tar Sands campaign with the premiere and sponsorship of the movie *White Water, Black Gold*. Their campaign was also supported by in-store marketing, a postcard campaign and a special line of products. LUSH provided a special edition gift for the PCFF opening night gift bags that contained no petroleum-produced products.



# NEXT STEPS

## WATCH. ENGAGE. ACT

Accelerate your ideas through a partnership with the Projecting Change Film Festival. Becoming a PCFF partner means you share our mission of promoting dialogue around environmental and social issues, providing a platform for audience engagement, and spreading ideas through documentary film.

Our approach is simple: provide thoughtful, engaging partnership opportunities that align with your corporate vision and values. Our team will work closely with you to develop a mutually beneficial relationship with tangible results.

We look forward to meeting with you to discuss your ideas.



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