



PROJECTING CHANGE FILM FESTIVAL

IN PARTNERSHIP WITH
SFU WOODWARD'S

INVITATION TO PARTICIPATE

APRIL 17-22, 2012

SFU WOODWARD'S
GOLDCORP CENTRE FOR THE ARTS

PAST SPEAKERS

- Dr. David Suzuki
- Severn Suzuki
- Captain Paul Watson – Sea Sheppard
- Olympian Ryan Cochrane – Medal Winning Swimmer
- Gregor Robertson - Mayor of Vancouver



PCFF FACTS FROM 2011

- 4 days
- 21 local & globally acclaimed films
- 3500+ attendees
- 4 sold out nights
- 80% residual turnout (PCFF affected positive change!)
- 2 gala evenings
- 50+ volunteers



2011 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 2011

- 23 radio segments
- 8 TV appearances
- 12 news articles
- 50 blog listings
- 65,000 people received email newsletters
- Weekly half page ads in Georgia Straight
- 30,000 page views & 15,000 unique visitors
- Strong social media campaign
- Partnership marketing campaigns



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.



