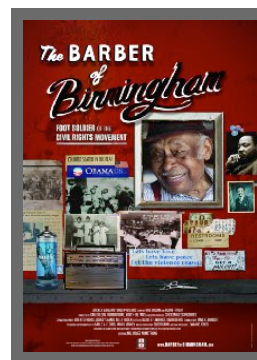
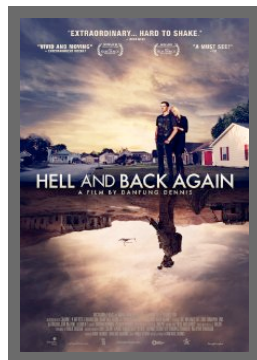




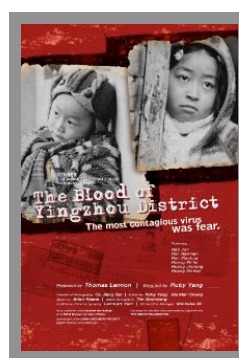
16th ANNUAL DOCUWEEKS™ SPONSORSHIP OPPORTUNITIES New York | Los Angeles

Each year, DocuWeeks™ presents short and feature length documentaries to appreciative audiences in theatrical runs designed to qualify the films for consideration for the Academy Awards®.

Since its debut in 1997, 32 worthy documentaries presented in DocuWeeks™ have been nominated for the Oscar®, including *Hell and Back Again* (2012), *Barber of Birmingham: Foot Soldier of the Civil Rights Movement* (2012), *Waste Land* (2011), *Sun Come Up* (2011), *Killing in the Name* (2011), *Rabbit à la Berlin* (2009), *The Betrayal* (2008), *War/Dance* (2007), *Salim Baba* (2007) and *Sari's Mother* (2007). Seven of the 32 nominees, including *Smile Pinki* (2008), *Taxi To The Dark Side* (2007) and *The Blood of Yingzhou District* (2006), have won the coveted award.



As IDA's most popular event, DocuWeeks™ attracts documentary filmmakers and nonfiction film enthusiasts in New York City and Los Angeles. Becoming a DocuWeeks™ sponsor provides your brand maximum exposure to the documentary film community.





EXCLUSIVE PRESENTING SPONSOR: \$25,000

As a presenting sponsor, your company will receive significant exposure at DocuWeeks™, as well as the weeks prior to the event. The presenting sponsor will receive prominent placement and will be designated as the “Presenting Sponsor” on all marketing collateral.

Sponsorship Benefits:

- :15 spot before each screening (approx. 200 screenings)
- Premium full-page, full-color ad in event program
- Press release announcing presenting sponsor
- Twenty (20) complimentary tickets to DocuWeeks™ opening night party and wrap party (TBD)
- Fifty (50) complimentary tickets to DocuWeeks™ screenings in Los Angeles or New York City
- Opportunity to distribute sponsor’s printed materials during screening events
- Opportunity to have company representative conduct a post-screening Q&A with a filmmaker
- Sponsor logo prominently displayed on:
 - Front cover of the DocuWeeks™ program
 - DocuWeeks™ email blasts (3X to 20,000 IDA Members & registered users)
 - DocuWeeks™ web page
 - DocuWeeks™ printed materials, including event program, poster and postcards

- BONUS advertising valued at \$11,000
 - One month web advertising on documentary.org (\$1,500 value)
 - One dedicated eblast sent to 20,000 opted in subscribers (\$2,500 value)
 - Two full-page, full color ad in any 2012 issue of *Documentary* magazine (\$4,600 value)
 - Two *Weekly Digest* inclusions (\$2,400 value)

EXCLUSIVE LEAD SPONSOR – OPENING NIGHT PARTY: \$10,000 (INQUIRE RE: AVAILABILITY)

- Opening Night Party sponsor*
- Full-page, full color ad in event program
- Ten (10) complimentary tickets to DocuWeeks™ screenings
- Press release announcing sponsorship
- Sponsor logo on:
 - DocuWeeks™ email blasts
 - DocuWeeks™ web page
 - DocuWeeks™ printed materials

*Sponsor pays for additional expenses associated with party

LEAD SPONSOR – WRAP-PARTY/COCKTAIL RECEPTION: \$7,500

- Wrap Party sponsor*
- Full-page, full color ad in event program
- Ten (10) complimentary tickets to DocuWeeks™ screenings in Los Angeles or New York City
- Press release announcing sponsorship
- Sponsor logo on:
 - DocuWeeks™ email blasts
 - DocuWeeks™ web page
 - DocuWeeks™ printed materials

*Sponsor pays for additional expenses associated with reception



CONTRIBUTING SPONSOR: \$5,000

- Half-page ad in event program
- Invitation to Opening Night Party and Wrap-Party (TBD)
- Ten (10) complimentary tickets to DocuWeeks™ screenings
- Press release announcing sponsorship
- Sponsor logo on:
 - DocuWeeks™ email blasts
 - DocuWeeks™ web page
 - DocuWeeks™ printed materials

Thank you for your interest in supporting the IDA.

ABOUT IDA: The International Documentary Association (IDA) is a nonprofit 501(c)(3) organization that supports documentary filmmaking worldwide. The organization was founded in 1982 to promote and celebrate nonfiction filmmakers and is dedicated to increasing public awareness and appreciation for documentary films. Our four major program areas are: Advocacy, Education, and Public Programs & Events.