



sponsorship
overview
2019-2020

ida international
documentary
association

We create customized sponsorship packages that will fit your marketing and advertising goals.

About the IDA

The International Documentary Association (IDA) is dedicated to building and serving the needs of a thriving documentary culture. Through its programs, the IDA provides resources, creates community, and defends the rights and freedoms of documentary artists, activists, and journalists.

Contact

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Digital Presence

Website

Annual visitors: 524,000
Annual pageviews: 1,238,500

Mailing List

Total subscribers: 31,000
Open rate: 19%
CTR: 5%

Social Media

Facebook: 30,000
Twitter: 32,000
LinkedIn: 16,900

Print Presence

Documentary magazine

Readership: 20,000
Circulation: IDA members, 200 universities, colleges, and libraries, bookstores and newsstand sales in Los Angeles, New York and major cities throughout US and Canada.

Festival and Conference Distribution

Fall 2019
Austin Film Festival
DOC NYC
Doc Stories
Hot Springs Documentary Film Festival
IDFA (International Documentary Film Festival Amsterdam)
UNAFF

Winter 2020

Based on a True Story
Big Sky Documentary Film Festival
Sundance Film Festival
True/False Film Fest

Spring 2020

AFI Docs
AmDocs (American Documentary Film Festival)
Full Frame Documentary Festival
Tribeca Film festival
San Francisco International Film Festival



primary sponsorship opportunities

35th Annual IDA Documentary Awards

This highly anticipated annual event is held in early December and honors the best documentaries of the year.

Date: December 7, 2019

Audience: Over 600 of the industry's most prominent filmmakers, network executives, celebrity presenters, and more.

Getting Real: Documentary Film Conference '20

Getting Real is the IDA's biennial filmmaker-to-filmmaker conference that brings filmmakers and others in the documentary field together to discuss and move forward on the critical issues facing the documentary community.

Date: Fall 2020

Audience: Over 1,000 engaged documentary makers, scholars, and industry professionals gathered together to discuss critical issues in the field.

IDA Documentary Screening Series

The IDA Documentary Screening Series is a curated program of screenings that brings some of the year's best documentary films to members of the IDA, the Academy of Motion Picture Arts and Sciences, and industry guilds with the goal of increasing voting participation and visibility in the documentary award categories.

Date: September-December 2019

Audience: Over 3,000 documentary enthusiasts, artists, industry executives, and guild members (including AMPAS, WGA, DGA, PGA).

DocuDay LA

DocuDay LA is an annual screening event in celebration of the feature and short documentaries nominated for an Academy Award®.

Date: February 9, 2020

Audience: Over 800 documentary film lovers, filmmakers, and industry professionals gather to celebrate the features and shorts nominated for an Oscar®, with back-to-back screenings and filmmaker Q&As all day.

Educational Programs

The IDA's educational programs include a year-round series of classes, conversations, panels and workshops focusing on the art, craft and business of documentary filmmaking. The Conversation Series features in-depth discussions with prominent documentary filmmakers on their creative practices and careers, and appeal to a broader audience.

Date: Year-round

Audience: Over 2,000 highly engaged documentary filmmakers interested in learning about and discussing the latest techniques and creative trends in documentary.

IDA Enterprise Documentary Fund

The IDA Enterprise Documentary Fund, with major support from The John D. and Catherine T. MacArthur Foundation, provides production and development funds to feature-length documentary films taking on in-depth exploration of original, contemporary stories and integrating journalistic practice into the filmmaking process. In addition to funds, grantees receive additional resources and expertise tailored to the needs of the project. Past grantees include: *Knock Down the House*, *Crime + Punishment*, *Charm City*, *16 Shots*, *One Child Nation*, *Netizens*, *The Feeling of Being Watched*, *Ernie & Joe*, *Life Overtakes Me*, and *Always in Season*.

sponsorship benefits

Photo courtesy of Mustafa Rony Zeno for IDA

Sponsorship benefits may include the following, depending upon event and sponsorship level:

- Event sponsor acknowledgement
- Logo recognition on print signage
- Logo recognition in digital & print marketing collateral
- Logo recognition on website
- On-site signage throughout the events
- Complimentary tickets and/or passes to events
- Reserved VIP seating at events
- Opportunity for booth space at event
- Opportunity for commercial spot before each screening
- Opportunity to distribute sponsor materials at events
- Opportunities to participate on panels
- Advertisements in event programs
- Opportunities to create branded creative awards for filmmakers
- Opportunities to distribute branded items
- Inclusion in press releases
- Branded exclusive parties and receptions

For multi-event sponsors, we offer added bonus advertising from the following IDA channels:

- Print ads in *Documentary* magazine
- Web banners on documentary.org
- Sponsored inserts in our Weekly Digests (every Tuesday)
- Sponsored eblasts to our mailing lists
- Sponsored banner in eNewsletter (e-magazine)



**we champion
documentary films and
filmmakers and the impact
they have on the world.**

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Cover and back photos courtesy of AMPAS