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# DocuDay LA

02.25.2012

## SPONSORSHIP OPPORTUNITIES





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SUPPORT DOCUMENTARY FILMMAKING. BECOME A SPONSOR.

**WHAT IS DOCUDAY?** DocuDay is the International Documentary Association's annual celebration of the year's most recognized documentaries. At DocuDay, attendees gather for all-day, back-to-back screenings of Oscar® nominated documentary films and filmmaker Q&A's.

**WHO ATTENDS & WHY SPONSOR?** Attended by nearly 1,200 attendees in Los Angeles and 500 attendees in New York, DocuDay provides individuals with a truly unique opportunity! Attendees watch the Oscar® nominated documentaries of the year, and attend Q&A's with the filmmakers and the film subjects. For sponsors, DocuDay provides companies an opportunity to get their brand noticed by a very targeted audience – socially conscious, politically motivated individuals, mostly made up of documentary filmmakers.

**WHEN & WHERE DOES DOCUDAY HAPPEN?** DocuDay is scheduled in both New York City and Los Angeles during the weekend of the 84<sup>th</sup> Annual Academy Awards®.

## DocuDay LA

Saturday, February 25  
Writers Guild of America Theater  
135 S. Doheny Dr.  
Beverly Hills, CA

## DocuDay NY

Saturday, February 25 and Sunday, February 26  
Paley Center for Media  
25 West 52nd Street  
New York, NY



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REACH YOUR TARGET AUDIENCE. BECOME A SPONSOR.

## FRIEND LEVEL SPONSOR \$2,500

- Designation as a Friend Level Sponsor
- Two (2) complimentary passes to either DocuDay LA or DocuDay NY
- Logo inclusion on pre-event marketing collateral sent to IDA's email list of 16,500 opted in subscribers
- Logo inclusion on event schedule distributed to attendees
- Logo and link to sponsor website on the DocuDay event page

Bonus advertising opportunities of sponsor choice:

- One (1) half-page BW ad in *Documentary* magazine (value \$650),  
**OR**
- One (1) Inclusion in IDA's Weekly Digest emailed to 16,500 opted in subscribers (value \$1,200)



2010 Academy Award® Nominee Lucy Walker, WASTE LAND, conducting audience Q&A.



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CELEBRATE THE BEST DOCS OF THE YEAR. BECOME A SPONSOR.

## ALLY LEVEL SPONSOR \$5,000

- Designation as an Ally Level Sponsor
- Six (6) complimentary passes to DocuDay LA and Two (2) complimentary passes to DocuDay NY
- Logo inclusion on pre-event marketing collateral sent to IDA's email list of 16,500 opted in subscribers
- Logo inclusion on event schedule distributed to attendees
- Logo and link to sponsor website on the DocuDay event page
- Opportunity to distribute sponsor materials at DocuDay LA

### Bonus advertising opportunities of sponsor choice:

- One (1) full-page BW ad in *Documentary* magazine (value \$850), and one (1) month web advertising (value \$500), **OR**
- One (1) Inclusion in IDA's Weekly Digest emailed to 16,500 opted in subscribers (value \$1,200), and one (1) month web advertising (value \$500)



2010 Academy Award® winning filmmakers for *STRANGERS NO MORE*. Directors Karen Goodman and Kirk Simon taking audience questions.



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REACH THE DOCUMENTARY FILM COMMUNITY. BECOME A SPONSOR.

## SUPPORTER LEVEL SPONSOR \$7,500



Louie Psihoyos, 2009 Academy Award® Winner for THE COVE  
with IDA Board Member, Brian Gerber.

- Designation as a Supporter Level Sponsor
- Ten (10) complimentary passes to DocuDay LA and Four (4) DocuDay NY
- Logo inclusion on pre-event marketing collateral sent to IDA's email list of 16,500 opted in subscribers
- Logo inclusion on event schedule distributed to attendees
- Logo and link to sponsor website on the DocuDay event page
- Onsite signage at DocuDay LA

Bonus advertising opportunities valued at \$4,000:

- One (1) full-page, full color ad in *Documentary* magazine (value \$2,300), **AND**
- One (1) Inclusion in IDA's Weekly Digest sent to 16,500 opted in subscribers (value \$1,200), **AND**
- 60-days web banner (200 x 200 pixels) on homepage of [documentary.org](http://documentary.org) (value \$1,000)



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RECEIVE TONS OF BONUS ADVERTISING. BECOME A SPONSOR.

## ADVOCATE LEVEL SPONSOR \$10,000

- :15 commercial spot before each screening (LA-only) **NEW!**
- Designation as an Advocate Level Sponsor
- Fifteen (15) complimentary passes to DocuDay LA and Six (6) for DocuDay NY
- Logo inclusion on pre-event marketing collateral sent to IDA's email list of 16,500 opted in subscribers
- Logo inclusion on event schedule distributed to attendees
- Logo and link to sponsor website on the DocuDay event page
- Prominent onsite signage at DocuDay LA

### Bonus advertising opportunities valued at \$5,700:

- One (1) full-page, full color ad in *Documentary* magazine (value \$2,300), **AND**
- Two (2) Inclusions in IDA's Weekly Digest sent to 16,500 opted in subscribers (value \$2,400), **AND**
- 60-days web banner (200 x 200 pixels) on homepage of documentary.org (value \$1,000)



Eric Schlosser, Elise Pearlstein, and Robert Kenner. Nominated for an Oscar® in 2009 for *FOOD INC.*



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BECOME THE ULTIMATE SPONSOR.

## PRESENTING SPONSOR \$20,000



Caterers from Homeboy Industries' Homegirl Café at last year's DocuDay with film subject Robynn Murray of POSTER GIRL.

- :30 commercial spot before each screening (LA-only) **NEW!**
- Logo on the step & repeat (LA-only) **NEW!**
- Designation as Presenting Sponsor of DocuDay
- Twenty (20) complimentary passes to both DocuDay LA and DocuDay NY
- Logo inclusion on pre-event marketing collateral sent to IDA's email list of 16,500 opted in subscribers
- Logo inclusion on event schedule distributed to attendees
- Logo and link to sponsor website on the DocuDay event page
- Prominent onsite signage at DocuDay LA

### Bonus advertising opportunities valued at \$8,000:

- Two (2) full-page, full color ads in *Documentary* magazine (value \$4,600), **AND**
- Two (2) Inclusions in IDA's Weekly Digest emailed to 16,500 opted in subscribers (value \$2,400), **AND**
- 60-days web banner (200 x 200 pixels) on homepage of documentary.org (value \$1,000)



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For more information about the IDA and DocuDay sponsorship, please contact:

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**Founded in 1982, the International Documentary Association (IDA) is a nonprofit 501(c)(3) organization that supports documentary filmmaking worldwide. At IDA, we believe that the power and artistry of the documentary art form are vital to cultures and societies globally, and we exist to serve the needs of those who create this art form.**