

[ida]

IDA DOCUMENTARY AWARDS 11

12.02.11



27th Annual IDA Documentary Awards Gala
Sponsorship Opportunities

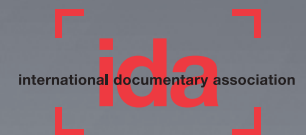
ADVOCACY

FILMMAKER SERVICES

EDUCATION

PUBLIC PROGRAMS & EVENTS

Founded in 1982, the International Documentary Association 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.





"Our democracy is achieving an opportunity for new life and receiving new flows of energy because of the vitality and creativity of documentary filmmakers."

-Vice President Al Gore



international documentary association

SAVE THE DATE!

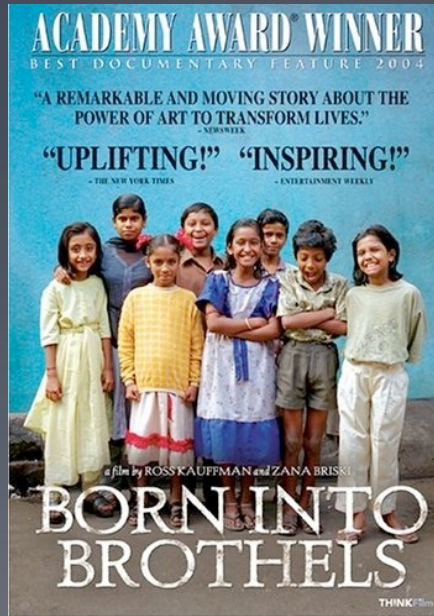
27th Annual IDA Awards Gala

Friday, December 2nd
Directors Guild of America
Los Angeles, CA



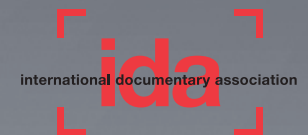
- ✧ World's most prestigious award event dedicated to documentary film.
- ✧ Recognizes the most groundbreaking documentary films of the year.
- ✧ Attracts 600+ socially and politically connected influencers from the entertainment industry.
- ✧ Celebrities mingle with producers, directors, writers and industry executives to create an occasion that is THE documentary event of the year.

IDA is the world's premiere organization acknowledging distinction in nonfiction storytelling



- Distinguished Feature Documentary Award
- Career Achievement Award
- Pioneer Award
- Music Documentary Award

- David L. Wolper Student Award
- HUMANITAS Award
- Pare Lorentz Award
- Courage Under Fire Tribute



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Photos of the 26th Annual IDA Awards Gala



Eddie Schmidt, Morgan Spurlock, & Michael Lumpkin

IDA Awards Gala Attendees

- ✧ Prominent filmmakers
- ✧ Hollywood celebrities
- ✧ Entertainment industry executives
- ✧ Corporate sponsor executives
- ✧ Political leaders
- ✧ Press community

...all mingle in a premiere Hollywood setting.



Alan & Susan Raymond



Joe Berlinger



6

Cara Mertes, Laura Poitras, & Guest



Neal Baer



Barbara Kopple & Lucy Walker

IDA's celebrity supporters have helped make the Awards Gala a must attend event



Each year, the IDA Awards receive vast press coverage

THE Hollywood REPORTER

VARIETY

AP Associated Press

indieWIRE[®]
Microcinemas. The Arts. Independent Cinema

The New York Times

About.com

Los Angeles Times

UPI.com
100 YEARS OF JOURNALISTIC EXCELLENCE

IMDb[®]

THE WRAP
COVERING HOLLYWOOD

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Sponsorship Opportunities

IDA Awards sponsorship packages range from \$3,500 – \$14,000, and are available for multiple year partnerships.

Packages can specifically be tailored to meet your company's marketing objectives.

Higher sponsorship levels, include various other opportunities, such as:

- ✧ Step & Repeat Visibility
- ✧ VIP Celebration Pre Party
- ✧ After Party
- ✧ Opportunity to Provide Program Inserts

IDA offers integrated promotion across all levels of Award marketing. Sponsorship levels include:

- ✧ Tickets to the event
- ✧ Internet promotions
- ✧ On-site signage
- ✧ Ad in event program
- ✧ On-site mention
- ✧ Inclusion in event collateral
- ✧ Inclusion in press releases
- ✧ Website presence with link to sponsor website

What the winners are saying...

For 30 for 30 to be recognized by the IDA was a true honor -- the award is so meaningful to ESPN Films because it comes from other documentary filmmakers and means 30 for 30 has earned the respect of such an accomplished community.

-- Connor W. Schell, Executive Producer, 30 for 30, ESPN Films
Winner, Best Continuing Series Award, 26th Annual IDA Awards

The IDA showcases profoundly creative works that embody the modern documentary: strange, outlandish, engaging, exquisite, sometimes horrifying, and often inspiring real life narratives that when presented through the lens of a master storyteller, somehow connect all of us to each other. I am deeply honored to be included in this vital and thriving cinematic community.

-- Oscar Bucher, Director, Waiting for a Train: The Toshio Hirano Story
Winner, David L. Wolper Award, 26th Annual IDA Awards

...I hold the highest regard for the IDA and its members, so for Waste Land to be recognized by them is an overwhelming honor.

-- Lucy Walker, Director,
Waste Land
Winner, Best Feature Award,
26th Annual IDA Awards

All inquiries about this sponsorship package should be made to:

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DEVELOPMENT DIRECTOR
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