

[ ida ]

# IDA DOCUMENTARY AWARDS 12

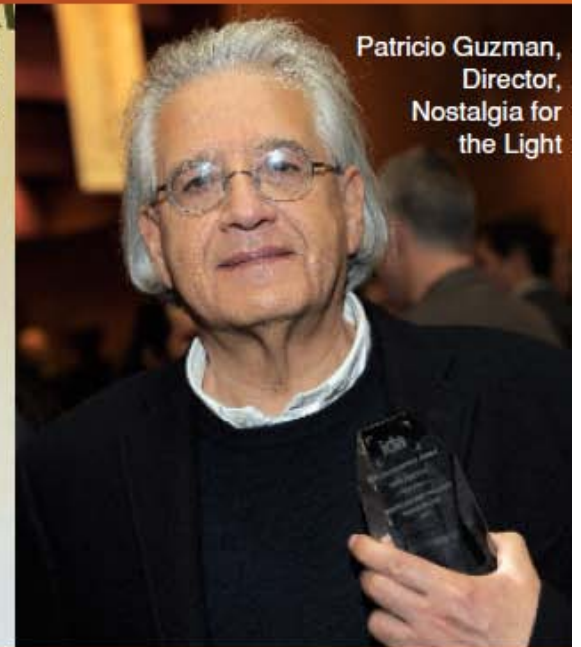
DEC 7.12



Sara Nessón,  
Director,  
*Poster Girl*



Werner Herzog presents  
Career Achievement  
Award to Les Blank



Patricio Guzman,  
Director,  
*Nostalgia for the Light*

“ During the incredible IDA award presentation, I felt as if all the stars in the Chilean sky walked into the grand theater bringing the desert women with them...”

— PATRICIO GUZMAN, DIRECTOR, *NOSTALGIA FOR THE LIGHT*

SPONSORSHIP OPPORTUNITIES

## Who is the IDA?

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.





*"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





# **SAVE THE DATE!**

## **28<sup>th</sup> Annual IDA Awards Gala**

Friday, December 7<sup>th</sup>  
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.



## 2011 IDA AWARDS RECIPIENTS

**Career Achievement Award:**  
Les Blank

**Jacqueline Donnet Emerging  
Documentary Filmmaker Award:**  
Danfung Dennis

**Best Feature: *Nostalgia for the Light*,**  
Patricio Guzmán

**Best Short: *Poster Girl*,** Sara Nesson

**Best Limited Series:**  
*Boomtown*, Rachel Libert

**Best Continuing Series:**  
*POV, American Documentary*  
*POV*, Simon Kilmurry, Cynthia López

**David L. Wolper  
Student Documentary Award:**  
*Guanape Sur*, János Richter

**Humanitas Award: *Position Among  
The Stars (Stand Van de Sterren)*,**  
Leonard Retel Helmrich

**ABCNews VideoSource Award:**  
*The Pruitt-Igoe Myth*, Chad Freidrichs

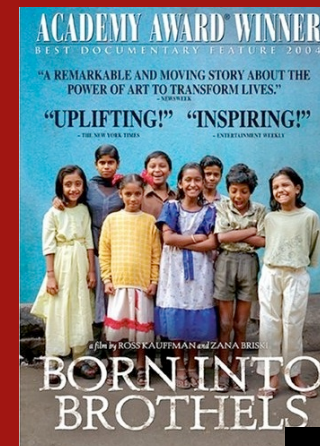
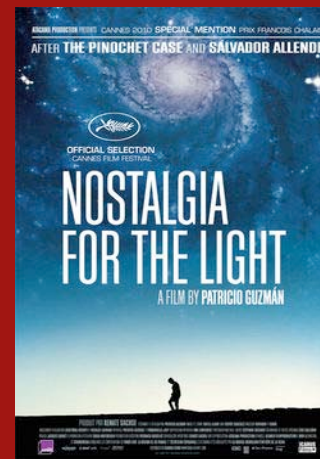
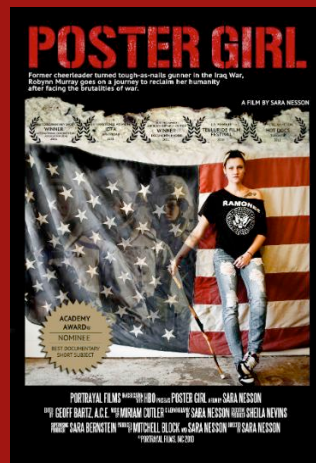
**Pare Lorentz Award:**  
*The Last Mountain*, Bill Haney

**Best Cinematography: *Il Castello***

**Best Editing: *Senna***

**Best Music: *Better This World***

# IDA Awards Gala: Acknowledging Distinction in Nonfiction Storytelling for 28 Years



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## Partial List of Past IDA Awards Sponsors from the 26<sup>th</sup> & 27<sup>th</sup> Annual IDA Awards

ABC News VideoSource  
Authentic Entertainment  
Brazilian Consulate  
Canadian Consulate  
Chainsaw  
Current  
Directors Guild of America  
Documentary Channel  
ESPN Films  
HBO Documentary Films  
ITVS

KODAK  
Monster Energy Drink  
OWN: Oprah Winfrey Network  
POV  
Stella Artois  
Sundance Channel  
The Economist  
The Standard Hotel  
USC – School of Cinematic Arts



26<sup>th</sup> & 27<sup>th</sup> Annual IDA Awards

## IDA Awards Gala Attendees

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

*...all mingle in a premiere Hollywood setting.*



Michael Lumpkin & Rory Kennedy



Cara Mertes; Laura Poitras, & Guest



Eddie Schmidt, Morgan Spurlock,  
& Michael Lumpkin



Tiffany Shlain



Michael Donaldson & Josh Fox



Barbara Kopple & Lucy Walker



# Celebrity Supporters Help Make the Awards Gala a Must Attend Event





## Each Year, the IDA Awards Gala Receives Vast Press Coverage

*THE Hollywood* REPORTER

*VARIETY*

**AP** Associated Press

**indieWIRE**  
Microcinemas. Big. Stars. / Independent cinema

The New York Times

**About.com**

Los Angeles Times

**UPI.com**  
100 YEARS OF JOURNALISTIC EXCELLENCE

**IMDb**<sup>®</sup>

**THE WRAP**  
COVERING HOLLYWOOD

**ida**

## Sponsorship Levels

IDA Awards sponsorship packages can specifically be tailored to meet your company's marketing objectives. Below are our standard sponsorship packages. Higher sponsorship levels are available and may include: Step & Repeat Visibility; VIP Celebration Pre-Party Sponsorship; and After-Party Sponsorship.

### Silver Sponsor \$3,500

- ✦ Four reserved tickets to the Awards Gala
  - ✦ Onsite verbal mention from stage
  - ✦ Onsite signage, including logo on screen
  - ✦ Half-page, full-color ad in event program
  - ✦ Logo inclusion in event collateral
- ✦ Plus, bonus advertising valued at \$1,200
- ✦ Inclusion in one *Weekly Digest* - emailed to 20,000 opted in IDA subscribers & members

### Gold Sponsor \$7,500

- ✦ Six reserved tickets to the Awards Gala
  - ✦ Onsite verbal mention from stage
  - ✦ Onsite signage, including logo on screen
  - ✦ Full-page, full-color ad in event program
  - ✦ Logo inclusion in event collateral
- ✦ Plus, bonus advertising valued at \$4,200
- ✦ Inclusion in one *Weekly Digest*
  - ✦ One Full-page, full-color ad in *Documentary Magazine*
  - ✦ Web banner for 1-month on [documentary.org](http://documentary.org)

## Sponsorship Levels, Cont'd

### Platinum Sponsor \$15,000

- ✧ Twelve reserved tickets to the Awards Gala
- ✧ Onsite verbal mention from stage
- ✧ Onsite signage, including logo on screen
- ✧ Prominent hanging banner in main lobby
- ✧ Full-page, full-color ad in event program
- ✧ Logo inclusion in event collateral
  
- ✧ Plus, bonus advertising valued at \$11,400
  - ✧ Inclusion in two *Weekly Digests*
  - ✧ One dedicated email blast
  - ✧ Two Full-page, full-color ads in *Documentary Magazine*
  - ✧ Web banner for 3-months on [documentary.org](http://documentary.org)

Please inquire about exclusive sponsorship opportunities, including special branding at the After-Party or VIP Pre-Party; and merchandise or product display opportunities.





All inquiries about this sponsorship package should be made to:

**MICHAEL LUMPKIN**  
**EXECUTIVE DIRECTOR**  
213.534.3600 ext. 7485  
[michael@documentary.org](mailto:michael@documentary.org)

**CINDY CHYR**  
**DEVELOPMENT DIRECTOR**  
213.534.3600 ext. 7400  
[cindy@documentary.org](mailto:cindy@documentary.org)

