



"Burden of Peace" opens the first annual ACT Human Rights Film Festival.

CALL TO
SPONSOR

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HUMAN RIGHTS
FILM FESTIVAL

APRIL 14-21, 2017



COMMUNICATION STUDIES
COLORADO STATE UNIVERSITY



Siblings Ayat Najafi (director) and Sara Najafi (composer) discuss 'No Land's Song.'

Introducing the 2nd Annual ACT Human Rights Film Festival

For one week each year Fort Collins, Colo., is host to the international ACT Human Rights Film Festival. Produced by Colorado State University's Department of Communication Studies in the College of Liberal Arts, ACT features evocative and unforgettable human rights documentary and narrative films from around the world. The 8-day festival transcends boundaries, bridges cultures, and changes lives.



Our Audience

ACT offers diverse and targeted opportunities to promote your business, organization, and brand to an engaged audience of film lovers, filmmakers, college students, community members, policy makers, and educators who are socially-conscious, philanthropic, and issues-focused individuals.

Festival In Numbers

- 2,000+** Festival Attendees
- 16+** Films
- 18** Film Guests
- 10** Countries Represented
- 25+** Call to ACT Nonprofit Partners
- 200,000** Media Impressions via radio, print, online & TV



Festival excitement on opening night.



Individual, Small Business, and Organization Sponsorships

ACT Founder's Circle

For just \$2,500 you can join the ACT Founder's Circle and help secure ACT as a signature cultural event in Fort Collins, northern Colorado, and beyond. Membership comes with several benefits:

Festival Experience

- 2 all access festival passes
- Entrance to all galas & filmmaker receptions
- Commemorative T-shirt and poster

Logo/Name Recognition

- Logo and/or name appear on:
festival website, program guide,
promotional poster, promotional trailer
social media, press releases

Pay it Forward

Pledge a multi-year membership commitment and receive one extra all access festival pass for each additional year.

Film-goers are treated to a top-shelf festival experience.

Founding Sponsor

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Awaken Connect Transform



onetribecreative

High visibility sponsor recognition available on-site and throughout the community.

Presenting, Premier, and Featured Sponsorships

Become one of a few select sponsors to be showcased and recognized throughout the region for supporting the first human rights film festival in Colorado.


Presenting Sponsor is held for one exclusive organization. Just three spots are held for Premier Sponsors, and 5 for Featured Sponsors.

See following panel for sponsor level details.

Sponsor Levels

	Presenting*	Premier	Featured
On Site Promotion			
Theater naming rights	●		
15 sec promo before all films	●		
Full page ad in festival program	●		
On-Stage verbal recognition	●	●	
Banner/Signage at festival venue (sponsor provides)	●	●	●
Tabling at Opening Night Screening	●	●	●
Tabling at Closing Night Screening	●	●	
On-Screen Logo rotation prior to all screenings	●	●	●
Brand Recognition			
Logo in all promotional print ads	●	●	●
Logo and link on festival website	●	●	●
Logo included at end of festival trailer	●	●	
Logo included in promotional poster	●	●	●
Name call ACT social media posts	4	2	2
Logo and/or name listing in festival program	●	●	●
Logo on street banners and signs	●	●	●
Festival Experience			
All access festival passes	4	4	2
Tickets to opening and closing night screenings	4	4	2
Festival tickets, good for any Sat-Thu screening	4	4	2
Admission to public receptions and after-party events	●	●	●
Premier, reserved seating	●	●	●
Custom concierge service	●		
Commemorative Festival T-shirt	2	2	1
Commemorative Festival Poster (framed)	1		


* Presenting Sponsor receives top billing and increased logo size on all digital and print promo materials, and all access festival passes, which include entrance to all private filmmaker receptions.



Film guests and festival attendees connect and celebrate at The Artery.

2016 Audience Feedback

- “Best thing CSU has done in my 40 years in the community.”**
- “Loved this festival! Loved the way you tied in with local nonprofits!”**
- “Awesome festival. Great selection of films. Great to hear from filmmakers.”**
- “This film festival was incredible! Amazing film selection & so impactful!”**
- “Please keep the amazingly upbeat & uplifting essence of the movies.”**
- “This is a fabulous event for Fort Collins to host! I will be back next year!”**
- “Great job! Best film fest I’ve ever been to.”**



Awaken Connect Transform

Join with us in establishing an enduring and celebrated film festival that creates awareness, connection, and transformation in ourselves, our communities, and the world.

This is our mission and our vision. Together we can make ACT the signature cultural event in Fort Collins, our state, and far beyond.

Sponsorship

Carol Busch - carol@actfilmfest.org
Greg Dickinson - greg@actfilmfest.org

Founder's Circle & Call to ACT

Lindsey Nielsen - lindsey@actfilmfest.org

Learn More

www.actfilmfest.org