



Dear Friend,

The Emmaus Arts Commission (EAC) is a premier organization located in Lehigh County, Pennsylvania. The Commission is dedicated to bringing together artists, the public, and businesses for a greater understanding, appreciation, and promotion of the arts and the development of a strong and vital Emmaus arts community.

The EAC is looking for sponsors for its **7th Annual Student Horror Film Festival** to be held October 30, 2011 at the Emmaus Theater.

We invite your business to help sponsor this fun and exciting event. Your participation will support general operations of the Festival and will make broader outreach to schools and student filmmakers possible. It's also a chance for you to showcase your business and/or products to the community. ***The Student Horror Film Festival*** attendance in 2010 more than doubled from the first year and the Festival received rave reviews! We expect more students to be involved in the competition next year and more filmgoers to attend the screening -- a large number of schools have already expressed interest in the 2011 event.

As we continue to grow the Student Horror Film Festival, please know that partnerships with businesses and organizations such as yours will be vital to our success. Your contribution will make such a difference! As a sponsoring partner, it is our goal to provide you with the utmost publicity, marketing opportunities and exposure. Please note that all sponsorship levels are meant as a guideline and are subject to discussion and suggestion.

2011 Student Horror Film Festival

Students in middle school and high school are eligible to participate in the Film Festival. During the kick-off event, participants are provided filmmaking tips and techniques and given the theme and genre for the festival. Students are given 96-hours to conceptualize, shoot, edit and produce a 6-minute (maximum length) film. Submissions are then judged and selected films are screened at the Student Horror Film Festival at the Emmaus Movie Theater. Organized as a school or team competition, winners receive cash and prizes and ultimately compete to have their films premier in the Emmaus Theater.

All films are judged on set criteria by an independent panel of professionals in the film industry. -- effective use of required material; storytelling ability; quality of acting, editing and film direction; creativity and originality. Winning films are also displayed on the Emmaus Arts Commission website and our YouTube site.

In 2010 the excitement spread and we received entries from over 30 teams from the Lehigh Valley and beyond. We have continued to expand our visibility to other areas using internet forums, blogs and social marketing, expanding our market to include a wider range of schools. This is a family friendly event with rules and regulations for all contestants.

Current statistics for the 6rd Annual Student Film Festival (stats based on 1 year)

Website: http://www.emmausarts.org/ScaryMovieContest.html	Visits: 7,043 Page Views: 4,254
EAC MySpace Site http://www.myspace.com/emmausfilm	Friends: 329 (Many within the film industry such as actors and directors) Profile Views: Over 3,400
EAC Facebook page	We currently have 336 friends.
EAC YouTube Site http://youtube.com/profile?user=shubzdaj	We have 39 videos posted. Video Views: 31,161 Channel Views: 4,373
150-200 full color postcards are distributed 2 weeks prior to the festival to high school and middle school teachers. Full color posters are distributed to area coffee houses, theaters and schools.	

The Emmaus Arts Commission is seeking sponsors for this event in the following areas:

- **Producer Sponsorship - \$1000:** The Producer level sponsor is the exclusive host of the event and receives prominent promotional exposure on ALL signage, flyers, posters, website and materials throughout the film festival. Prominent placement of your company banner(s); name and logo featured prominently within all broadcast advertising that may exist for the festival; prominent mention in all media materials including press releases, movie theater preview slide, feature articles and press advisories. Plus, name and logo included on all promotional giveaways for event; 6 complimentary tickets to the screening; listing on the Emmaus Arts Commission website film page and partner sites.
- **Director Sponsorship - \$225** (cash or in-kind): Logo will be listed on all print materials and press releases. Highly visible on screen banner at the event, displayed on movie preview slide. Listed on the web site with a link to your site. 4 complimentary tickets to the event.
- **Editor Sponsorship - \$75** (cash or in-kind): The editor sponsorship will be mentioned in selected promotional materials. Listing on the EAC website. Recognition in media materials including press releases, feature articles, brochure and press advisories.
- **Program Advertising \$50 – Size = 1” x 2”:** In 2011 the Arts Commission is developing a program that will be handed out to everyone who enters the theater for the Festival screening and a listing on the film site webpage.

If you don't see a level of interest, or have a suggestion for a sponsorship, please let us know and we will customize something that fits your marketing needs and budget.

Thank you so much for your time – we're excited at the prospect of working with you as a sponsor! Please visit www.emmausarts.org to learn more about the Emmaus Arts Commission or give me a call at 610-530-2817.

Jeff Shubzda
Chair, Student Horror Film Festival
Emmaus Arts Commission