

2010 Sponsorship Opportunity  
**5th Indonesian Film Festival**

Melbourne, 20 – 26 August 2010  
Sydney, 26 - 29 August 2010



# Objectives

- To create a partnership between a sponsor and the Indonesian Film Festival.
- To provide an opportunity for a sponsor to expose its brand to, and attract, a new audience.
- To provide an opportunity for a sponsor to engage IFF consumers via your product/service.

# Why choose the IFF ?

- Because it enjoys an immense popularity.
- Is subject to extensive coverage by domestic and international media.
- Offers a flexible sponsorship structure.
- Provides great visibility.
- Offers custom promotional opportunities.

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# 1. Introducing IFF

The Indonesian Film Festival (IFF) is the largest celebration of Indonesian screen culture held in Australia, showcasing an eclectic range of art house cinema from a particular corner of the globe often known for its striking beauty and rich culture. Held during August, 20<sup>th</sup> – 29<sup>th</sup> at the Australian Centre for the Moving Image (ACMI) - Melbourne and Event Cinemas George St. - Sydney. The festival appeals to a mass market of foreign film lovers as well the large Melbourne and Sydney Indonesian population.

*“Have a taste”* is the theme for Indonesian Film Festival and IFF Inc. aspire to create many varied entry points into next year’s Festival - so embrace the films, take in a drink at our lounge, gain insight into the cinematic world of the Indonesian film industry in the seminar and panel discussion, and simply indulge yourself in the entertainment program. IFF hosts a feast of cinematic delicacies featuring top range Indonesian movies for 10 days in the winter of 2010 both in Melbourne and Sydney (Australia), heavily garnished with a range of special events that will feature the casts and directors of the featured films.

# 2. Program Description

## Program Description

The Festival is going to be screened 4 weeks after the commencement of the 2<sup>nd</sup> semester of the University calendar and term 3 of the school calendar in Victoria, from Friday, the 20<sup>th</sup> of August to Thursday, 26<sup>th</sup> of August 2010 in Melbourne, and will continue in Sydney from Thursday, 26<sup>th</sup> August to Sunday, 29<sup>th</sup> August 2010. The safety of our patrons is our main priority and we will therefore ensure a sufficient level of security during the events.

## Melbourne Programs

*A press conference and an opening ceremony will mark the Grand Opening of the 5<sup>th</sup> Indonesian Film Festival and the programs are described as follows.*

### Press Conference

This formal interview will be attended by all key figures from the Indonesian film industry and all media.

Date: Friday, 20 August 2010

Time: 6.30 PM – 7.00 PM

Venue: The Cube, ACMI (Australian Centre for the Moving Image), Federation Square

## 2. Program Description (Melbourne)

### **Red Carpet Grand Opening Ceremony**

Following the press conference, a cocktail party will be held to officially mark the commencement of the Film Festival. Guests will be served with authentic Indonesian cuisines and beverages as well as entertained by a traditional art performance followed by enchanting musical performances. The night will begin with opening speeches by key figures from both the Indonesian and Australian governments and film industries, followed by the screening of the opening film.

Date : Friday, 20 August 2010

Time : 7.00 PM – 8.00 PM

Venue : The Cube, ACMI (Australian Centre for the Moving Image), Federation Square

### **Educational Program**

This Educational Program aims to share the diversity of the Indonesian culture with the audience.

Date : Monday, 23 August 2010 – Wednesday, 25 August 2010

Venue : Wesley College Melbourne (TBC)

# Program Description (Melbourne)

## Daily Movie Screenings

Date	Movie Screening	Schedule	Venues
Fri, 20/08/10	Opening Film - Screening 1	8.00 pm – 11.00 pm	ACMI Cinemas
Sat, 21/08/10	Screening 2	12.00 pm – 3.00 pm	ACMI Cinemas
Sat, 21/08/10	Screening 3	07.00 pm – 10.00 pm	ACMI Cinemas
Sun, 22/08/10	Screening 4	07.00 pm – 10.00 pm	ACMI Cinemas
Mon, 23/08/10	Screening 5	07.00 pm – 10.00 pm	ACMI Cinemas
Tue, 24/08/10	Screening 6	07.00 pm – 10.00 pm	ACMI Cinemas
Wed, 25/08/10	Screening 7	07.00 pm – 10.00 pm	ACMI Cinemas
Thur, 26/08/10	Closing Film – Screening 8	07.00 pm – 10.00 pm	ACMI Cinemas

## 2. Program Description (Melbourne)

### **Seminar and Panel Discussion**

A presentation and seminar on the current issues affecting the Indonesian film industry, followed by a discussion on the future collaboration with Australia, and focusing on how the two neighbouring countries can benefit from each other.

Date : Monday, 23 August 2010

Venue : Yasuko Hiraoka Myer Room

Sidney Myer Asia Centre, The University of Melbourne (TBC)

### **Workshop**

Date : Sunday, 22 August 2010

Venue : TBC

***Further events in support of the 5<sup>th</sup> Indonesian Film Festival are being organised***

## 2. Program Description (Sydney)

### Sydney Programs

#### Red Carpet Grand Opening Ceremony

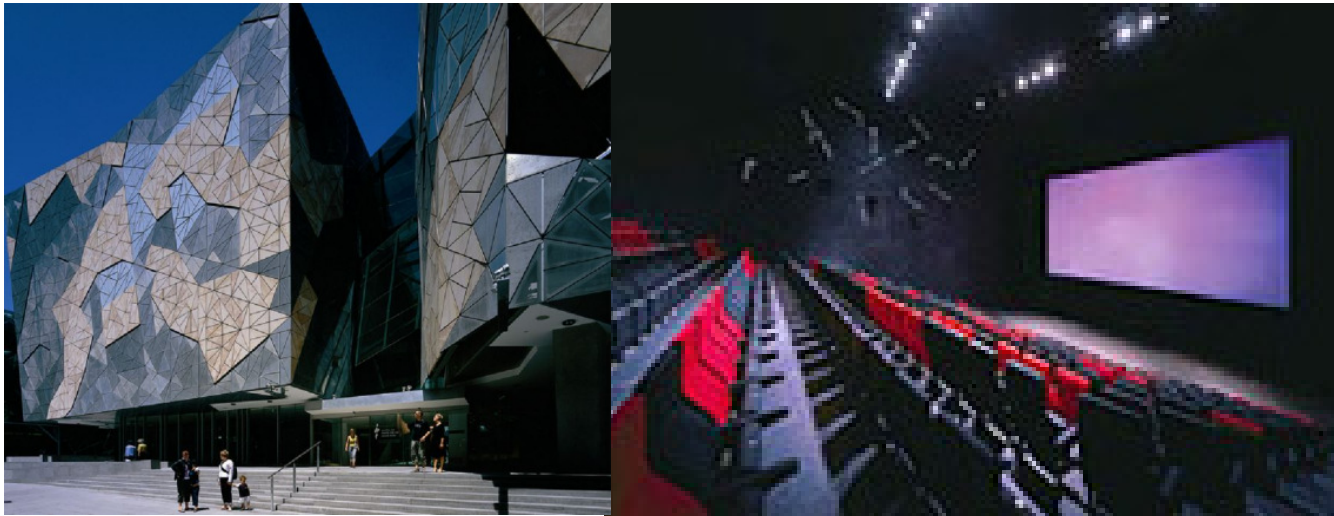
Date : Thursday, 26 August 2010  
Venue : Event Cinemas  
505 – 525 George St, Sydney

#### Daily Movie Screenings

Date : Thursday, 26 August 2010 – Sunday, 29 August 2010  
Venue : Event Cinemas  
505 – 525 George St, Sydney

## 2. Program Description (Sydney)

Date	Movie Screening	Schedule	Venues
Thurs, 26/08/10	Opening Film - Screening 1	6.00 pm – 8.00 pm	Event Cinemas (George St.)
Thurs, 26/08/10	Screening 2	8.30 pm – 10.30 pm	Event Cinemas (George St.)
Fri, 27/08/10	Screening 3	6.00 pm – 8.00 pm	Event Cinemas (George St.)
Fri, 27/08/10	Screening 4	8.30 pm – 10.30 pm	Event Cinemas (George St.)
Sat, 28/08/10	Screening 5	1.00 pm – 3.00 pm	Event Cinemas (George St.)
Sat, 28/08/10	Screening 6	3.30 pm – 5.30 pm	Event Cinemas (George St.)
Sat, 28/08/10	Screening 7	6.00 pm – 8.00 pm	Event Cinemas (George St.)
Sat, 28/08/10	Screening 8	8.30 pm – 10.30 pm	Event Cinemas (George St.)
Sun, 29/08/10	Screening 9	1.00 pm – 3.00 pm	Event Cinemas (George St.)
Sun, 29/08/10	Closing Film – Screening 10	3.30 pm – 5.30 pm	Event Cinemas (George St.)



ACMI CINEMAS, FEDERATION SQUARE, MELBOURNE



EVENT CINEMAS, GEORGE ST., SYDNEY

Indonesian Film Festival  
Melbourne, 20-26 Aug 2010 | Sydney, 26 – 29 August 2010



# Media Plan 2010

1. ADVERTISING IN SPECIALIZED MAGAZINES
2. ADVERTISING IN MAGAZINES & NEWSPAPERS
3. RADIO ADVERTISING
4. TELEVISION ADVERTISING
5. POSTER CAMPAIGN
6. INTERNAL COMMUNICATIONS TOOLS
7. PROMOTION
8. ONLINE ADVERTISING

# The Festival Communication Tools

- **IFF Trailer** (presented before each screening in all cinemas)
- **Sponsors' Trailers** (presented before each screening in all cinemas)
- **Festival Program Booklets\*** (10000 colour copies)
- **Print Advertising/ Festival Posters** (5000 colour copies)
- **Indonesian Film Festival Website**
- **Publicity** (radio, television, web sites and print media)
- **Media Releases**
- **Press Conferences**
- **E-Newsletter**
- **Product Placement**
- **Outdoor advertising**
- **Banners**
- **Shirts, Bags, and Other Promotional Items ( IFF stationery)**

\*Advertising space offered first to sponsors

# 3. Sponsorship Benefits

## **IFF Trailer**

Official trailer of the 5<sup>th</sup> Indonesian Film Festival will be screened extensively at the beginning of every movie session throughout the festival. This trailer will act as a welcoming introduction for the IFF 2010 audiences, and will bear the logos of all sponsors who have supported the festival.

## **Sponsor's Trailers**

Major sponsors may submit their own 30 second trailer to be screened following the IFF trailer. This trailer subjects to the festival organiser's approval.

## **Official Festival Program Booklets**

This booklet provides a complete festival guide, containing film reviews, screening dates, times and venue information, an introduction from the organisers and key film industry figures, special events, seminars as well as advertising from festival partners and sponsors. The booklet's distribution will reach approximately 10,000 people both in Victoria and New South Wales.

## **Print Advertising / Festival Posters**

Similarly to previous years, exclusively designed posters will be distributed will be distributed across Melbourne, especially in places such as festival venues, hotels, cinemas, tourist information centers, nearby business centres, universities, restaurants, public transport facilities and inter-state.

# 3. Sponsorship Benefits

## **Festival Website**

Our website is an essential communication tool between IFF Inc. and our audiences. Our constantly updated website offers potential sponsors year round opportunities to expose their businesses. It is a valued resource for people interested in Indonesian Cinema and is a regular site for the movie enthusiasts, carrying links of our supporters and key film organisations.

It is also the main source of information for all of the festival's participants. The website contains bountiful information about the festival, program details, media press releases, as well as downloadable entry forms. Sponsors will be highly visible and are linked to your own websites, expanding the promotional coverage.

## **Media Publicity**

The Indonesian Film Festival promotes itself through mutually beneficial exchanges with our local and international media partners in terms of radio program, television program, internet (i.e. blogs, mailing lists, other websites) or printed media (magazines, tabloids, newspapers).

## **Media Releases**

Logo placement on all media releases produced for all activities of the 5<sup>th</sup> Indonesian Film Festival.

# 3. Sponsorship Benefits

## **Press Conference**

A press conference will be held for film makers, cast and crew, various invited guest speakers, and members of the public who have an interest in the film industry and its interplay with popular culture and society.

## **E-Newsletter**

Regular newsletter distributed through the mailing lists in attempt to promote the festival nationwide as well as internationally to a rapidly growing database of members, guests, sponsors, government organizations, businesses, and film industries.

## **Product Placement**

The festival provides a lucrative opportunity for product sampling in the venue lounge. This is subject to the festival organiser's approval before product placement.

## **Outdoor Advertising**

Outdoor advertising provides a vibrant, lively, and strong visual presence throughout the CBD area. We are establishing our marketing campaign at an impressive scale.

***The Indonesian Film Festival is eager to develop mutually profitable partnerships that work to the benefit of all parties. We offer flexible plans that can be adapted to the particular needs of our sponsors.***

# 4. Sponsorship Packages

The Indonesian Film Festival offers flexible partnerships and sponsorship plans which can be adapted to your goals and marketing strategies.

- **1st level: Platinum Sponsorship** (\$8,000 +)
- **2nd level: Gold Sponsorship** (\$5,000+)
- **3rd level: Silver Sponsorship** (\$2,500+)
- **4th level: Bronze Sponsorship** (\$1,000+)

	<b>BENEFITS</b>	<b>1<sup>st</sup> level Platinum</b>	<b>2<sup>nd</sup> level Gold</b>	<b>3<sup>rd</sup> level Silver</b>	<b>4<sup>th</sup> level Bronze</b>
		\$8,000+	\$5,000+	\$2,500+	\$1,000+
1	Company banner displayed at the site (to be supplied by sponsor) - subject to approval	X	Not Permitted	Not Permitted	Not Permitted
2	Company representative to give a short speech on Grand Opening Ceremony	X	Not Permitted	Not Permitted	Not Permitted
3	Company referenced as a sponsor in all media coverage	X	X	Not Permitted	Not Permitted
4	Distribution of company products or samples	X	X	Not Permitted	Not Permitted
5	Online company advertisement on IFF website homepage	X	X	Not Permitted	Not Permitted
6	Cinema advertising (30 seconds)	18 spots	9 spots	5 spots	3 spots
7	Company logo on feature wall at the red carpet opening party	X	Not Permitted	Not Permitted	Not Permitted
8	Promotion on IFF E-newsletter	X	X	Not Permitted	Not Permitted

	<b>BENEFITS</b>	<b>1<sup>st</sup> level Platinum</b>	<b>2<sup>nd</sup> level Gold</b>	<b>3<sup>rd</sup> level Silver</b>	<b>4<sup>th</sup> level Bronze</b>
		\$8,000+	\$5,000+	\$2,500+	\$1,000+
9	Company logo displayed in all online, print media and promotional material*	X	X	X	Not Permitted
10	Continuous in-session verbal acknowledgement by the host during opening and closing film*	X	X	X	Not Permitted
11	Company logo referenced as sponsor on website*	X	X	X	X
12	Colour company advertising space or advertorial space on the official festival guide*	X	X	X	X
13	Distribution of company brochures/ flyers	X	X	X	X
14	Acknowledgement on IFF Trailer multimedia presentations*	X	X	X	X
<b>*Please note that any promotional materials will be allocated in the following manner:</b>		TBA	Approx 1/2 of Platinum size/ time	Approx 1/4 of Platinum size/ time	Approx 1/8 of Platinum size/ time

# Platinum Sponsorship (\$8,000+)

The Platinum Sponsorship package is available to promote your corporate identity and to advertise your products and services leading up to and during the 5<sup>th</sup> Indonesian Film Festival, which will be staged between August, 20<sup>th</sup> - 29<sup>th</sup> in Melbourne and Sydney.

By contributing a minimum of \$8,000, Platinum Sponsors are entitled to all the benefits listed below:

- Exclusive media coverage. Platinum sponsors will be acknowledged in press releases promoting the event, as well as radio interviews, to be published across Melbourne press and specialist arts publications. (Logo acknowledgment on IFF official letter head for media press release and any other form of communication to the general public.)
- Your organisation/company's name or logo largest-sized business logo will be displayed alongside our association's name on advertising media as well as on all printed posters distributed around Melbourne and Sydney CBD and other states in Australia. Hundreds of posters will also be displayed in strategic locations around Melbourne's and Sydney's CBD and key suburbs in the weeks leading up to the event. All Platinum sponsors will have their logo prominently displayed on each poster/banner.
- Online advertising is an important element of our marketing for the 5th Indonesian Film Festival. Platinum sponsors will receive prominent position on the Indonesian Film Festival website from its launch in mid-June 2010. ([www.indonesianfilmfestival.com.au](http://www.indonesianfilmfestival.com.au))

# Platinum Sponsorship (\$8,000+)

- Your organisation/company's name will be mentioned frequently by the host throughout the opening and closing ceremony.
- An opportunity for a representative from your organisation/company to present a short promotional talk at the event.
- Your organisation's/company's banners will be strategically displayed at the venue to ensure priority exposure.
- Platinum Sponsors will be featured in the 30- second Festival trailer, to be screened before each of the eighteen screenings at the festival and the weeks prior to the festival on the Federation Square big screen (logo acknowledgment)
- Platinum sponsors have the opportunity to distribute merchandise at the opening night of the Festival.
- The official festival guide will be distributed both before and during the event and Platinum sponsors will have one full colour page of advertising in the guide, as well as their logo displayed prominently on the Sponsorship page.
- A maximum of 5 complimentary tickets for each movie session, and for the red carpet opening night, will be reserved as a token of appreciation. Bookings are necessary\*
- NB: Please be advised that at least three quarters of the sum of \$8,000 should be a direct financial contribution (i.e. not in the form of goods or services).

# Gold Sponsorship (\$5,000+)

The Gold Sponsorship package is available to promote your corporate identity and to advertise your products and services leading up to and during the 5<sup>th</sup> Indonesian Film Festival, which will be staged between August, 20<sup>th</sup> - 29<sup>th</sup> in Melbourne and Sydney.

By contributing a minimum of \$5,000, Gold Sponsors are entitled to all the benefits listed below:

- A large-sized business logo will be printed on our posters and flyers distributed around Melbourne and Sydney CBD and other states in Australia. Thousands of posters will also be displayed in strategic locations around Melbourne's and Sydney's CBD and key suburbs in the weeks leading up to the event.
- Your organisation/company's name will be mentioned during the host's introduction, during the distribution of your prizes, occasionally during the event and at the closing of each session.
- Gold sponsors have the opportunity to distribute merchandise at the opening night of the Festival.
- Gold Sponsors will be featured in the 30- second Festival trailer, to be screened before each of the nine screenings at the festival and the weeks prior to the festival on the Federation Square big screen (logo acknowledgment)
- The official festival guide will be distributed both before and during the event and Gold sponsors will have a half full colour page of advertising in the guide, as well as their logo displayed prominently on the Sponsorship page.

# Gold Sponsorship (\$5,000+)

- A maximum of 4 complimentary tickets for each movie session, and for the red carpet opening night, will be reserved as a token of appreciation. Bookings are necessary\*
- NB: Please be advised that at least three quarters of the sum of \$5,000 should be a direct financial contribution (i.e. not in the form of goods or services).

# Silver Sponsorship (\$2,500+)

The Silver Sponsorship package is available to promote your corporate identity and to advertise your products and services leading up to and during the 5<sup>th</sup> Indonesian Film Festival, which will be staged between August, 20<sup>th</sup> - 29<sup>th</sup> in Melbourne and Sydney.

By contributing a minimum of \$2,500, you are entitled to all the benefits listed below:

- A medium-sized business logo will be printed on our posters and flyers distributed around Melbourne and Sydney CBD and other states in Australia. Thousands of posters will also be displayed in strategic locations around Melbourne's and Sydney's CBD and key suburbs in the weeks leading up to the event.
- Silver Sponsors will be featured in the 30- second Festival trailer, to be screened before each of the five screenings at the festival and the weeks prior to the festival on the Federation Square big screen (logo acknowledgment)
- The official festival guide will be distributed both before and during the event and Silver sponsors will have a quarter full colour page of advertising in the guide, as well as their logo displayed prominently on the Sponsorship page.
- A maximum of 3 complimentary tickets for each movie session, and for the red carpet opening night, will be reserved as a token of appreciation. Bookings are necessary\*
- NB: Please be advised that at least three quarters of the sum of \$2,000 should be a direct financial contribution (i.e. not in the form of goods or services).

# Bronze Sponsorship (\$1,000+)

The Bronze Sponsorship package is available to promote your corporate identity and to advertise your products and services leading up to and during the 5<sup>th</sup> Indonesian Film Festival, which will be staged between August, 20<sup>th</sup> - 29<sup>th</sup> in Melbourne and Sydney.

By contributing a minimum of \$1,000, you are entitled to all the benefits below:

- A small-sized business logo will be printed on our posters and flyers distributed around Melbourne and Sydney CBD and other states in Australia. Thousands of posters will also be displayed in strategic locations around Melbourne's and Sydney's CBD and key suburbs in the weeks leading up to the event.
- Bronze Sponsors will be featured in the 30- second Festival trailer, to be screened before each of the three screenings at the festival and the weeks prior to the festival on the Federation Square big screen (logo acknowledgment)
- The official festival guide will be distributed both before and during the event and Bronze sponsors will have one eighth full colour page of advertising in the guide, as well as their logo displayed prominently on the Sponsorship page.
- A maximum of 2 complimentary tickets for each movie session, and for the red carpet opening night, will be reserved as a token of appreciation. Bookings are necessary\*
- NB: Please be advised that at least three quarters of the sum of \$1,000 should be a direct financial contribution (i.e. not in the form of goods or services).

# 5. Contacts

## **Angela Ang**

Sponsorship Coordinator – *Melbourne Representative*

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## **Alvin Jap**

Sponsorship Coordinator – *Sydney Representative*

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## **Ronald Wicaksana**

Executive Director – *Partnership Representative*

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