



FearCON VII Oct. 21 through 23rd 2016
Arizona Event Center - Mesa Arizona
Sponsor Information

602-399-9500

Chris McLennan - Executive Festival Director Email: director@phoenixfearcon.com

Phoenix FearCON Film Festival welcomes new ideas and would love to work with any organization that shares interest in the arts and entertainment industry. We have a wide range of unique sponsorship opportunities for businesses and partners who want to be involved in our event, allowing companies to identify with the film industry and driving their brands among an influential consumer audience.

Sponsorship Levels range from \$2,500 to \$25,000 and can be tied to categories, special events, programs and/or Education.

Presenting Sponsor - offers title recognition and exclusive branding and marketing opportunities. All mentions of Phoenix FearCON will include "Presented by" your company and full page color advertisement in Festival Program (both print and online) Banner placement in strategic areas of Festival. Social media and email blasts to include Presenting Sponsor name and links to your sites. Double space for company to set up booth at Festival. Media recognition and access to the festival (50 General Admission passes)

Exclusive Invitation: Special Events: Opening Night VIP PreShow Party
\$25,000 cash contribution

Title Sponsor - Name Recognition in Sponsor section and full page color advertisement in Festival Program (both print and online) Banner placement in strategic areas of venue
Media recognition and access to the festival (25 General Admission passes) Space for company to set up booth at Festival

Exclusive Invitation: Special Events: Opening Night VIP PreShow Party
\$15,000 cash contribution

Premier Sponsor - pick one 1 of 5 areas of the Festival you can name: V.I.P. Area Sponsor, Vendor Area Sponsor, Musical Stage Sponsor, Theater Sponsor, Celebrity Corner Sponsor

You will receive Exclusive Invitation: Special Events: Opening Night VIP PreShow Party (plus 15 General Admission passes) You will also have the opportunity for a table and signage inside the Festival Venue.
\$10,000 cash contribution



Program Sponsor: "Own" a special program, film screening, panel discussion or award and receive visibility throughout the festival, media recognition and access to the festival (15 passes). Sponsors may either provide or be included on a number of promotional banners placed in strategic locations throughout the Festival Venue, including film theater, Vendor area, Stage area, individual panels, VIP area and parties. Sponsor logos can also be included on the FearCON Sponsorship Trailer, which shows before each film screening throughout the Festival. You will also have the opportunity for a table and signage inside the Festival Venue. These sponsors are limited to one per area and your desired area may not be available.
\$5000 cash contribution

FearCON Theater Nights Sponsor

Let your brand sponsor a specific film at the FearCON theater. Opportunities include Opening Night, Centerpiece or Closing Night films and will place your company on the marquee of the FearCON theater inside our Festival Venue. You will also have the opportunity for a table and signage inside the Festival Venue. Directors, filmmakers, and actors love this marquee, and frequently have their photos taken in front of it during the Festival. Sponsor a Night at the FearCON or any of the screenings and have the opportunity for attendees to see your company's name in lights!
\$5000 cash contribution

Education Sponsors: An Education Sponsorship offers visibility at education specific programs and the ability to interact with educators and the next generation of film enthusiasts.
\$2500 cash contribution

Reach consumers, VIPs, industry and media through brand integration, elite hospitality, custom activations and free community events.

Partnership Programming Opportunities

Sponsorship of film programs and special events - \$2500 cash contribution

- Turnkey and customized programs, tailored for specific brand objectives
- Hospitality packages
- Advertising opportunities with Festival media partners and on Phoenixfearcon.com
- Product integration and sampling
- Brand Activation opportunities
- Host a reception including cocktails and hors d'oeuvres before and/or after the film screening
- Filmmaker introductions and Q&As with guests



Past Festival Sponsors and Partners include: Ultra Star Cinemas, Fear Farm, Advision Media, Short Film Central, MadCap Theater, Trash City Entertainment, Empress Road Pictures, Freetage Graphics, Value Card Alliance, Brain Damage Films, Maxim Media Entertainment, Pabst Blue Ribbon, Agave Underground, Phoenix New Times, Bookman's Exchange, Rogue Cinema, Instant Renters, Arizona Underground Connection, Fetish Falls, Withoutabox, Kaos Funeral Cars, Zombie Paintball, ZIA Records, The Sets, The Horror Show, Dave Pratt, Doublewide Radio Productions, Marriott Courtyard Hotels

Past Festival Guests of Honor include: Fred Williamson, Charles Band, Tiffany Shepis, Darrin Ramage, Hardwire, The Strand, Kevin Phipps, Craig Chenery, Ken Foree, Voltaire, Sean Tretta, David Hayes, Darren Lynn Bousman, Vyle Ravengrave, Eben McGarr, John McGarr, Bill Plympton, Sid Haig, Alaina Damewood, Lynn Mullican, Cast members of The Walking Dead

Sponsorship benefits include brand awareness in a diverse and economically viable market; exclusivity within industry segment; impressions through local, regional, and national advertising schedule inclusion; visibility of your brand and logo placement in all collateral materials produced for the event and on-site, and the ability to meet and interact with our audience and visiting artists, and make lasting impressions by supporting independent filmmakers and the fans who love them.

Phoenix FearCON Demographics

Education

10% High School or less
20% Associate Degree
30% College Bachelor Degree or higher
Post Graduate

Income

10% under \$25,000
20% - \$25,000 - \$49,999
35% - \$50,000 - \$99,999
40% P
15% - \$100,000 - \$199,999

20% - \$200,000 +

Ethnicity

60% Caucasian
20% Hispanic/Latino
10% African American
5% Asian
5% other

Age

70% 18 - 23
15% 35 - 49
15% 50 - 64

Feel free to contact our Festival Director for more information

Chris McLennan - Executive Festival Director (602) 399-9500 director@phoenixfearcon.com