



THE SHOOT OUT
24 HOUR FILMMAKING FESTIVAL
BOULDER 2009
Sponsorship Package



Mission Statement:

To provide cultural education to the public and to promote, advance and develop the art of filmmaking by organizing and operating nonprofit film festivals that (i) provide opportunities for amateur and professional filmmakers to further their knowledge and experience in the art of filmmaking, and (ii) provide a unique setting for the community to experience the filmmakers' work and to share in the excitement and artistry of filmmaking.



History:

The Shoot Out is a unique, internationally promoted 24 hour filmmaking festival that has captured the imagination of young filmmakers and achieved outstanding results since the initial event was launched in Newcastle, Australia in 1999. Now in our sixth year in the United States, The Shoot Out Boulder, will challenge participants to make a film in 24 hours, using in-camera editing only. In October 2004, 74 teams, made up of students, families and professionals, took up the challenge one Friday night to each create a seven-minute short film in just 24 hours. An incredible 66 teams made it through the grueling 24-hour challenge, and turned in their videotape by the deadline on Saturday night. Saturday night 30 volunteer preliminary judges became teams of two and three and watched those 66 seven-minute films to narrow the field to the top ten by Sunday afternoon. Sunday evening our gala screening exhibited those top ten films (plus the best 17 & under category film) to a packed house at the historic Boulder Theater. At that exciting event twelve entertainment industry professionals from Colorado watched the top ten films with the enthusiastic Boulder audience, and picked the top artists in their categories, including acting, writing, music and direction, and, of course, the best overall film.



Participant Figures 2008

Over 100 participants (with an average of 3-5 people per team), of amateur and professional filmmakers enter The Shoot Out Boulder. As a group, Boulder County residents are highly educated with the median age range between young adults of 23-35 years old. The median household income of this group is \$50-75k

Demographics of Participants

Ages 17 Under – 45%
Ages 35-44 – 17%

Ages 18 -20 – 9%
Ages 45-49 – 3%

Ages 21-24 – 12% **Ages 25 -34** – 11%
Over 50 – 3%



Venue Attendance Figures 2008

Over 5000 people are part of the actual audience through screenings and participation in the event, there is another 25,000 that gain indirect exposure through web, newspapers and radio.

"Fast filmmaking is an entirely new category of filmmaking, and is not just limited to professionals, but open to everyone, from families to college students to middle schoolers...This event is the real thing, in your own backyard, you can actually participate yourself, and walk home with one thousand dollars."

-Michael Conti, Executive Director



Invest in the creative capital of Boulder:

The Shoot Out Boulder is a unique opportunity for our sponsors to hook up with a smart event that attracts people from all walks of life, who participate at all different sorts of levels. As one of our sponsors you'll have the opportunity to get product placement, to be associated with a creative event, and to get wider exposure as the films from the event are shown in local and national venues. You will have the chance to be on the cutting edge, ground floor level of what could be a very profitable venture for Boulder over the next decade or more.

There are many ways to support The Shoot Out Boulder:

Become a Sponsor! 📺 Donate Goods to the event 📺 Donate Catering
Sponsor Banners and Advertising 📺 Donate Venues 📺 Donate A/V systems
Donate Advertising 📺 Donate Volunteers 📺 Donate Prizes 📺 Professional Services



Levels of Sponsorship:

- **High Noon Sponsor at \$5,000**
- **Straight Shooting Sponsor at \$2,500**
- **Rootin' Tootin' Sponsor at 1,000**
- **Fun Slinger Sponsor at \$ 500**
- **Ace-High Sponsor at \$250**
- **Dude Sponsor at \$100**



Benefits may include*:

- **Product Placement** is having your product in the videos created by the filmmakers as one of the "required items." Think of the opportunity for 50 short films showing your logo or product. The Daily Camera will be highlighting one of the Top 10 Films this year on their website! Think of the additional exposure!
- **Exposure in advertising** is as simple as showing your name and logo in all print, web and television exposure. Daily Camera is once again our print sponsor.
- **Exposure at the event** can run from staffed tables, to banners, slides and valuable mentions by our talented presenters.

***Please consult the provided chart for your benefits.**

The Benefits	\$5,000 High Noon	\$2,500 Straight Shooting	\$1,000 Rootin' Tootin'	\$500 Fun Slinger	\$250 Ace-High	\$100 Dude
Name on the Marquee at event	x					
Product placement in films	x					
Location placement in films (if applicable)	x	x				
:30 Spot Commercial	x	x	x			
Air spot on Boulder TV (30 days before and 30 days after with The Shoot Out Screenings)	x	x				
Screen the spot at the Gala	x	x	x			
Provide a copy of the spot for your own purposes	x	x	x			
Spot placement on the Top 10 DVD	x	x				
Logo on advertising	x	x				
Tabling at the event	x	x				
Banner at the event	x	x	x			
Marketing material* at event and at community outreach events	x	x	x			
Mention by MC at the event	x	x	x	x	x	
Logo on the screen before the event	x	x	x	x	x	x
Logo on the screen in between the movies	x	x	x	x	x	x
Complimentary Tickets	12	10	8	6	4	2
Link on the website	x	x	x	x	x	x

Donate to The Shoot Out Boulder

\$25 Assistant Directors *Benefits:* Name listed at the event; 1 comp ticket

\$50 Directors *Benefits:* Name listed at the event; 2 comp tickets

\$75 Assistant Producers *Benefits:* Name listed at the event; 3 comp tickets

\$100 Producers *Benefits:* Name listed at the event; 4 comp tickets

\$250 Executive Producers *Benefits:* Name listed at the event; 5 comp tickets

Starting in 2009, we have secured fiscal sponsorship from the [Boulder Community Media \(BCM\)](#), a 501(c)(3) non-profit media organization registered with the State of Colorado.

BCM produces and aggregates educational content for Boulder Valley Educational TV channel 22 which is currently operated by CCTV.

As the fiscal sponsor, [BCM](#) accepts donations or grants on behalf of the event organizers and takes the responsibility of administering the funds received in support of the development and execution of the event. What that translates to you is:

ANY DONATION, EITHER GRANTS OR INKIND GIFTS, IS TAX DEDUCTIBLE! To designate your donation for a specific fund or purpose, please enter a description of how you'd like your donation to be used. Make sure to indicate your donation is for The Shoot Out Boulder!

Or send a check to us, made out to Boulder Community Media, and indicating in the memo field that it is for *The Shoot Out Boulder*.

Boulder Community Media, 1906 13th Street, Ste. 101, Boulder CO 80302



Press Release

Boulder, Colo. — The 24-hour Filmmaking competition known as The Shoot Out™ Boulder, has announced a call for team entries. The Shoot Out Boulder's mission is to break through artistic inertia and audience indifference by providing an exceptional creative venue for artistic expression through film. The Shoot Out Boulder, which takes place September 25-27, 2009, is the only annual competition of its kind in the United States. The Shoot Out Boulder challenges filmmakers of all experience levels to trust their courage, imagination and determination to make a seven-minute-long film in just 24 hours.

"The Shoot Out Boulder makes it possible for amateurs and professionals to achieve their goals and experience a level of success quickly. It also creates a unique setting for the community to see the filmmakers' work and to share in the excitement of filmmaking first hand," said executive director, Michael Conti. Conti expects "The Shoot Out Boulder to draw again more teens this year as this is the category in which we have seen the most growth over the last five years. We have been actively promoting the event into schools through a series of free filmmaking workshops that are offered prior to the event."

On Sunday, September 27th, 1 p.m., the top 10 films will be officially unveiled and premiered at the Boulder Theater (2032 14th Street, Boulder). At the end of the matinee, category prizes will be awarded to each winning team. Prizes do vary (in 2008 over \$7500 was given away).

About The Shoot Out Boulder - 24 Hour filmmaking Festival

In its 6th year now, teams have been made up of students, families and professionals. And last year, an incredible 53 teams turned in their videotapes by the deadline on Saturday night. Thirty volunteer judges watched the films to narrow the field to the top ten by Sunday afternoon with a gala screening event exhibited the top ten films (plus the best "under-18" category film) to a packed house at the historic Boulder Theater.

The Shoot Out - the first ever '24 Hour' filmmaking festival - was held in Newcastle, Australia in 1999. By luring filmmakers to Newcastle with a cash prize of \$2000 for the best film, The Shoot Out kicked off with 105 entries in its first year. This was an extraordinary result for a totally original and untried event. Since then, The Shoot Out has continued to grow exponentially across Australia and New Zealand. On October 24-26, 2009, The Shoot Out Cheyenne will kick-off its first event.

Owner contact:

The Shoot Out Boulder (TSOB)

Michael Conti, Executive Director
1906 13th Street, Suite 101
Boulder, CO 80302
Office: 303.641.7228 Fax: 208-694-2716
Michael@theshootoutboulder.com

Sponsor representative:

Contact:
Address:
Phone:
Email:

Depending upon the Sponsorship levels, TSOB will provide:

- Name on the Marquee at event
- Product Placement in films
- Location Placement in films (if applicable)
- Create a :30 spot
- Air the 30-Sec spot on Channel 22 (prior to the September event, and thirty days afterwards).
- Screen the spot ONCE during the Top 10 Films during the gala event.
- Provide a copy of the spot to the company for their own purposes.
- Event Emcee will make verbal announcement regarding the sponsorship.
- Show company logo on screen during the event.
- Link to company website
- Provide _____comp tickets to the event.
- Logo on advertising/poster/brochure (if applicable)
- Tabling at the Event
- Marketing materials at event and at community outreach event
- Provide right of first refusal upon the expiration of this contract term.

Sponsor will:

- Purchase a \$_____ sponsorship.
- Sponsorship Type _____ **(see attachment for specific details)**
- Provide a text link or logo link from your website to the theshootoutboulder.com website.
- Meet all deadlines and terms for sponsorship (\$_____ due upon signing contract).
- Meet all terms and event deadlines, if applicable.
- Include TSOB in all promotional pieces and advertising for relating to this sponsorship exposure.
- Acknowledge The Shoot Out Boulder support in press releases, newsletters and literature.

Approved by:

 NAME Date
 COMPANY

 Michael Conti Date
 Executive Director