



Sponsors
PARTY WITH OSCAR!
and the Waterfront Film Festival

Dear Friend,

You're invited to the party of the year! Join us as we celebrate cinema and Michigan movie magic when Oscar Night® America and the Waterfront Film Festival come together for the 81st Annual Academy Awards® telecast on February 22, 2009!

We are honored to have been sanctioned by the Academy of Motion Picture Arts and Sciences as the official Oscar Night America event for West Michigan. **This is the inaugural and only event in the region officially sanctioned by the Academy of Motion Picture Arts and Sciences.** We are truly privileged to have been awarded this exclusive sanction.

Get ready for a party unlike anything before: When you walk our red carpet and step inside, you'll be stepping onto a working movie set!

We are seeking financial sponsors for our event, which benefits the Waterfront Film Festival and helps us to bring independent films to our region.

We invite you to learn more on the following pages ...

West Michigan, get ready for "Lights! Camera! Action!"



Brian Vander Ark
WFF-ONA Honorary Chair



Hopwood DePree
Waterfront Film Festival Founder



Oscar Night® America West Michigan

Officially sanctioned by the Academy of Motion Picture Arts and Sciences

Benefiting the Waterfront Film Festival

Sunday, February 22, 2009

Honorary Chair:

Brian Vander Ark

Event Co-Chairs:

Dana DePree Minter

Molly Klimas

Waterfront Film Festival Founders:

Hopwood DePree

Dori DePree

Dana DePree Minter

Kori Eldean Rentz

Judy Smith

WFF-ONA Event Committee:

Suzanne Bladey

Dana DePree Minter

Dori DePree

Hopwood DePree

John Despres

Kori Eldean Rentz

Jamie Goebel

Cindy Johnson, Planning and Logistics Co-Chair

Molly Klimas, Publicity Chair, Sponsorships Chair

Linda Martin

Derek Minter

Leslie Mosterd, Volunteers Chair

Jen Pider

Kristin Salerno, Celebrities and Dignitaries Chair, Tickets Chair

Judy Smith

Lisa Rose Starnier

Edward Verdugo

Katie Woodruff, Planning and Logistics Co-Chair

In-kind Sponsors to-date:

Cindy Johnson Events

Cosmic Cowgirl

Diversified Data

Freedom Construction

Full Circle Marketing

Hilton Hotels

Intent Public Relations

Katie Woodruff Communications

Levitation

Nextcat.com

Scene It All Productions

Schuler's Books & Music

TicTock Studios



**Waterfront Film Festival
Oscar Night® America**

**Sponsorship
Portfolio**

About the event:

Celebrate cinema and Michigan movie magic when Oscar Night® America and the Waterfront Film Festival come together for the 81st Academy Awards® telecast.

Date: February 22, 2009

Time: 6:30 p.m. red-carpet arrival,
81st Academy Awards® telecast at 8 p.m.

Place: Levitation "Studios" at 2740 29th Street SE,
Grand Rapids, Michigan

The 81st Academy Awards® aired live

Red Carpet | Paparazzi | Movie Set | Film-Lover's Feast

The Waterfront Film Festival and in-kind sponsors and volunteers are transforming the Levitation building into Levitation "Studios," a fictional movie set and back lot ... creating an unforgettable Oscar® night experience for an expected 500 guests!

Attendees will enjoy the Academy Awards® telecast from venues within the venue, including in a theatre that we're building with a huge movie screen, under a catering tent (just like you'd see on a movie set's back lot), at "video village" (where the director watches what's being filmed) and in a VIP lounge area.

More event details:

- Official 81st Academy Awards® program and ballot for VIP attendees
- Special taped welcome from the President of the Academy of Motion Picture Arts and Sciences
- Celebrity guest bartenders
- Academy Award® winners in attendance
- Members of the Michigan Film Office Advisory Council in attendance
- Filmmakers from TicTock Studios' new movie in attendance
- Attire: elegant, artistic, black-tie optional

About the Waterfront Film Festival and sponsorships:

The Waterfront Film Festival is a volunteer-run, non-profit 501(c)3 organization. All donations and proceeds go directly to the operational budget of the festival and continue the tradition of bringing quality films and filmmakers to Michigan. *A portion of your sponsorship is tax-deductible.*

Entertainment professionals from Los Angeles, New York and Michigan created the Waterfront Film Festival in 1999 to provide a “middle coast” venue for independent filmmakers eager to show their work to sophisticated audiences. The Saugatuck, Michigan-based festival has succeeded with growing support and recognition each year and enthusiastic reviews from attendees. We invite you to participate!

What the Waterfront Film Festival brings to our region:

- Independent film, culture and entertainment for more than 14,000 film lovers
- The opportunity for independent filmmakers to showcase their work
- Midwest movie premieres, including Academy Award®-winning films
- An economic impact of \$1.3 million in tourism dollars over a four-day weekend every June

Waterfront Film Festival Oscar Night® America West Michigan

Sponsorship Opportunities

Star of the Show - \$25,000

Your \$25,000 sponsorship supports both this event and the June Waterfront Film Festival! You will be recognized at both events!

Benefits at WFF-ONA event:

- Private limo transport for 10
- VIP red-rope access
- 10 tickets to event
- Reserved boxed seats/tables in the multi-tiered VIP section (premium location) including personal bartender for your group
- 10 official programs from the 81st Academy Awards®
- 10 official 81st Academy Awards® posters and ballots
- Official Oscar Night® America Certificate of Appreciation
- Special gifts from the Waterfront Film Festival:
 - Lunch with the WFF Founders
 - Two invitations on Sunset Champagne Cruise, held during the June festival
 - Two "fast passes" to WFF 2009
 - Two invitations to VIP reception at WFF 2009
 - Ten WFF VIP Michigan gift baskets

And your name in lights:

- Premier signage at event (with option to sponsor specific event areas)
- Premier listing and logo in event program and printed promotional material
- Premier placement of company logo and link in pre-event email blasts
- Premier placement of company logo and link posted on waterfrontfilm.org
- Recognition in media/publicity materials
- Recognition from emcee during the event
- Opportunity to include a promotional item or brochure from your organization in the “swag bags” we’re giving to each attendee

Benefits at Waterfront Film Festival in June:

- Full-page ad in festival program
- Large-format banner display
- Pre-show screen display
- Logo included in promotional spots reaching 350,000 people
- Logo/name listed on festival Web site
- Link to company Web page on festival site
- Company literature insert placed into welcome bags
- Company literature display in festival hospitality suite

Featured Star - \$10,000

Benefits at WFF-ONA event:

- 10 tickets to event
- VIP red-rope access
- Reserved boxed seats/tables in the multi-tiered VIP section (premium location)
- 10 official programs from the 81st Academy Awards®
- 10 official 81st Academy Awards® posters and ballots
- Official Oscar Night® America Certificate of Appreciation
- Special gifts from the Waterfront Film Festival:
 - Two "super passes" to WFF 2009
 - Two invitations to VIP reception at WFF 2009
 - Ten WFF VIP Michigan gift baskets

And your name in lights:

- Signage at event (with option to sponsor specific event areas)
- Secondary listing and logo in event program and printed promotional material
- Secondary placement of company logo and link in pre-event email blasts
- Secondary placement of company logo and link posted on waterfrontfilm.org
- Recognition in media/publicity materials
- Recognition from emcee during the event
- Opportunity to include a promotional item or brochure from your organization in the "swag bags" we're giving to each attendee

Gold Entourage - \$5,000

Benefits at WFF-ONA event:

- 8 tickets to event
- VIP red-rope access
- Reserved boxed seats/tables in the multi-tiered VIP section (preferred location)
- 8 official programs from the 81st Academy Awards®
- 8 official 81st Academy Awards® posters and ballots
- Official Oscar Night® America Certificate of Appreciation

And your name in lights:

- Signage at event (with option to sponsor specific event areas)
- Third-placement listing and logo in event program and printed promotional material
- Placement of company logo and link in pre-event email blasts
- Placement of company logo and link posted on waterfrontfilm.org
- Recognition in media/publicity materials
- Recognition from emcee during the event
- Opportunity to include a promotional item or brochure from your organization in the "swag bags" we're giving to each attendee

Silver Entourage - \$2,500

Benefits at WFF-ONA event:

- 8 tickets to event
- Reserved boxed seats/tables in the multi-tiered VIP section (preferred location)

And your name in lights:

- Signage at event (with option to sponsor specific event areas)
- Listing in event program

Tickets Only (no sponsorship)

Eight tickets and reserved table - \$1,000
Individual Tickets - \$125

ALL SPONSOR LEVELS AND TICKET HOLDERS RECEIVE:

- Access to West Michigan's only official Oscar Night® party
- Heavy hors d'oeuvres, desserts and late-night snacks
- Open bar, food stations
- Entertainment, including the Academy Awards® telecast, throughout the evening
- Please note quantities of official programs and posters are limited

Questions about sponsorships:

Cindy Johnson
616.450.2462
cjevents@sbcglobal.net

Questions about ticket sales without sponsorship:

Kristin Salerno
616.340.1086
kristinsalerno@yahoo.com

Waterfront Film Festival

Saugatuck, Michigan

Ranked in the “Top Five Film Festivals.”
Screen Actors Guild Magazine

Named One of “Ten Really Cool Things To Do!”
The Chicago Sun Times

“Like a laid-back Sundance ... Great indie films!”
Ellen Fox, Chicago Tribune

Named as one of the “Top Ten Fantastic Film Festival Vacations!”
Chris Gore, FilmThreat.com

**“Located on a lustrous stretch of beach ...
Saugatuck welcomes everyone.”**
Fred A. Bernstein, The New York Times

“One of the most refreshingly laid-back film events in the country!”
John Monaghan, Detroit Free Press

“An exceptional line-up! If you like movies, this is the place to be!”
John Douglas, Grand Rapids Press



www.WaterfrontFilm.org

The Waterfront Film Festival is a 501(c)3 organization.
Design by Full Circle - thinkfullcircle.com

2009 Oscar Night® America – Waterfront Film Festival Sponsorship Commitment Form

Sponsorship Level – indicate level and quantity if buying more than one:

- _____ Star of the Show (\$25,000 – table for 10, plus benefits)
- _____ Featured Star (\$10,000 – table for 10, plus benefits)
- _____ Gold Entourage (\$5,000 – table for 8, plus benefits)
- _____ Silver Entourage (\$2,500 – table for 8, plus benefits)

Tickets/tables only:

- _____ Table for Eight (\$1,000)
- _____ Individual Tickets (\$125/person)
- _____ **Commitment/dollar total**

Company Name: _____

Contact Name: _____

Address: _____ City: _____ Zip: _____

Email: _____ Phone: _____

Company Website: _____

Payment options for sponsorship opportunities and ticket purchases:

_____ Check enclosed (payable to Waterfront Film Festival)

_____ Please send invoice

_____ Please charge my (circle one): Visa MasterCard Amex Discover

Amount charged: \$ _____

Cardholder name: _____

Card #: _____ 3-digit security code _____

Exp. date: _____ Signature: _____

Please return completed form to: Dana DePree Minter, Event Co-Chair,
either via email at dana@waterfrontfilm.org, by fax at 269.857.1072
or by mail at WATERFRONT FILM FESTIVAL, P.O. BOX 387, SAUGATUCK, MI 49453.

Questions? Please contact Cindy at 616.450.2462.

Thank you for supporting the Waterfront Film Festival!