

12th Annual

Waterfront Film Festival

June 10-13, 2010

Saugatuck, Michigan



# WATERFRONT FILM FESTIVAL

June 10-13, 2010



Ranked in the “Top 5 Film Festivals!”

-- SAG Indie, 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!

--Chicago Tribune



Photo Courtesy of Felicia Fairchild

One of the most refreshingly laid back film events in the country!

-- Detroit Free Press

An exceptional line-up! If you like movies, this is the place to be!

-- Grand Rapids Press

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This is one of the coolest places I've seen a movie,  
much less shown one!

-- Shane Carruth, Writer/Director of Primer -- Sundance Grand  
Jury Prize Winner



Photo Courtesy of Felicia Fairchild

Located on a lustrous stretch of beach . . . Saugatuck welcomes everyone!

-- The New York Times



Photo Courtesy of Felicia Fairchild

I had SO much fun . . . Saugatuck was gorgeous, the people were  
a blast, the events were great, and the parties were out of  
control!

--Ryan Devlin, Host, ET on MTV

# WATERFRONT FILM FESTIVAL

## ABOUT US

June 10-13, 2010



Named as one of the “Top Ten Fantastic Film Festival Vacations”

-- Chris Gore, [FilmThreat.com](http://FilmThreat.com)



Photo Courtesy of Felicia Fairchild

Known as a Midwestern launching pad for movies, the Waterfront Film Festival is a nationally recognized event that plays host to many visiting filmmakers and celebrities. It has become a destination and a summertime tradition in the idyllic beachside resort village of Saugatuck, Michigan.



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# WATERFRONT FILM FESTIVAL

## A Tradition for Discovery...

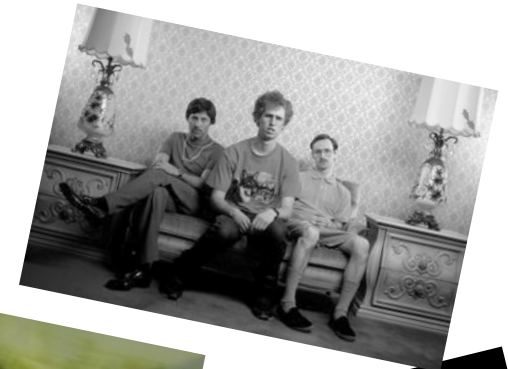
22 Midwestern and World Premieres in 2009.

Midwestern Premiere of 2009 Academy Award Winner **Man on Wire**.

Midwestern Premiere of 2006 Academy Award Winner **March of the Penguins**.

215 Midwestern Premieres and World Premieres from 2003 through 2009, including: **Napoleon Dynamite**, **The Descent**, **Open Water**, **Riding Giants**, **Harold and Kumar Go To White Castle**, **Word Play**, Sundance Grand Jury Winner **Primer**, and Academy Award Nominee **The Story of the Weeping Camel**.

Michigan Premiere of the 2003 Academy Award Nominee **Winged Migration**, 2005 Academy Award Winner **Born into Brothels**, and 2006 Academy Award Nominee **Murderball**.



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# WATERFRONT FILM FESTIVAL

## Economic Impact & Demographics

- 2009 Attendance: approximately 16,000
- Community Economic Impact over four days approximately \$1,600,000

### Average Income

48% above \$50,000  
27% above \$100,000

### Average Age

51% 18-34  
45% 35-54  
4% 55-80

### Gender

48% Male  
52% Female



Photo Courtesy of Felicia Fairchild



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## Invites You to Join Us...

On the picturesque shores of Lake Michigan for the 12<sup>th</sup> Annual Waterfront Film Festival (June 10 -13, 2010). Sponsored by The National Endowment for the Arts, William Morris Agency, Kodak, The Screen Actors Guild, Fox, and MGM. The Waterfront Film Festival is a non-profit, volunteer-run event, dedicated to hosting Midwest Movie Premieres and providing unrivaled hospitality and fun for film lovers of all ages.

The Waterfront Film Festival unfolds in the lively summer resort art village of Saugatuck, Michigan (about two hours NE of Chicago) amongst the towering white sand dunes of The Great Lakes. Opening night kicks off with a sunset champagne boat cruise, followed by an energetic street party and then an outdoor screening at dusk.

The festival has been named as one of the Top Ten Fantastic Film Festival Vacations, and was voted as one of "Ten Really Cool Things To Do..." by The Chicago Sun Times. In addition to screening over 70 terrific films (often to sell-out crowds) and having exciting celebrity guests in attendance, the weekend offers fine dining, art galleries, and live music all on the relaxing beachfront, voted one of the Top Five Beaches in the World by MTV.



Photo Courtesy of Felicia Fairchild



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## Sponsorship Opportunities

Align your company, name or cause with the high quality, nationally recognized non-profit Waterfront Film Festival. We can customize a Donor/Sponsorship Package to fit your unique Individual, Corporate or Foundation needs.

Contact us to customize your own unique package!

### Options include:

#### **Festival Access**

- VIP festival passes
- VIP access to all parties
- VIP access for hospitality suite events
- Invitations to a private champagne cruise exclusively for filmmakers, actors, and specially invited guests

#### **Visual Display**

- Full page ad in festival program
- Large format Banner Display
- Pre-Show Screen Display
- Logo included in produced promotional spots reaching 350,000 people
- Logo featured in festival marketing materials
- Logo/name listed on festival web site
- Link to company web page on festival web site

Contact: [Sponsorship@WaterfrontFilm.org](mailto:Sponsorship@WaterfrontFilm.org)

#### **Special**

- Opportunity to host one special event (Breakfast with Filmmakers, Cocktail Party with Filmmakers, Evening Reception with Filmmakers, or Filmmaker Workshop)
- Opportunity to brand a Venue with your Corporate Identity
- Opportunity to host a Large Product Display area
- Special mention in press releases
- Festival souvenirs

#### **Product Placement**

- Company/Foundation literature insert and/or product placed in welcome bags given to all VIP festival and industry guests
- Company literature display in festival hospitality suite

Waterfront Film Festival is a  
**NON-PROFIT / VOLUNTEER-RUN event**