

WEST HOLLYWOOD INTERNATIONAL FILM FESTIVAL

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Mission Statement

- ❖ The West Hollywood International Film Festival (WHIFF), in its inaugural year, is soon to be West Hollywood's premier festival destination. Filmmaking, by nature, is an intensely collaborative, creative, and communicated art form. It takes a diverse range of personalities and talent to see a film to completion. Filmmaking is a dream of many around the planet, regardless of race, nationality, color or language. Filmmaking transcends and seeks to eliminate the barriers of society.
- ❖ What started as a local industry in Southern California emerging from a new and exciting technology that captured motion on film, has blossomed into a worldwide interconnected web of positive collaboration. WHIFF is a celebration of our shrinking global village. Visually, film speaks in all languages, to all people, of all ages. Film shows us who we are as a global culture, what goals we share, what triumphs we have together, and the tragedies we stoically face.
- ❖ WHIFF is here to celebrate that triumphant rise of Hollywood as a leader in filmmaking, its influence on filmmaking around the world, and now, with WHIFF, its celebratory return to the stage that made it famous. By bringing filmmakers and their films from around the world to West Hollywood, the WHIFF shows its support and dedication to the world being created all around us, an increasingly connected world.
- ❖ Join WHIFF, as the world takes center stage in West Hollywood for a 3 day, red carpet, gala event celebrating the impact of Hollywood on the global filmmaking community. It's time to bring the language of film back to the place where it was first spoke for all to hear.

Overview

- ❖ The West Hollywood International Film Festival will feature cutting edge shorts and innovative features from over 20 countries and bring together writers, producers and actors from many different cultures and backgrounds. One of our goals here at The West Hollywood Film Festival is to make the world a little smaller and allow an opportunity for people in the film industry to network on an international scale.
- ❖ The film festival will be a small, intimate affair (not more than 500 people daily will be in attendance) of A-list celebrities, not just from Hollywood, but from the whole world. The event will last 4 days and feature events booths, entertainment, discussion panels and of course the best movies the world has to offer.

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Summary

- The first annual West Hollywood International WHIFF, will be a state of the art world class event featuring cutting edge shorts and innovative features from over 20 countries and bring together writers, producers and actors from many different cultures and backgrounds. One of our goals here at The West Hollywood Film Festival is to make the world a little smaller and allow an opportunity for people in the film industry to network on an international scale.
- WHIFF will set **a new Film Festival experience** at the top of its own category creating a unique sound and visual experience.
- An added feature to WHIFF will be it's capability to allure film, TV and music industry to the Pacific Design Center an excellent high tech facility. At many of these events the celebrity buzz will be an instantaneous marketing advantage benefiting our overall profile.

The main objectives of the development of this new film festival are:

- To promote cultural values, through diversity and understanding of the power of the film medium, hence unifying global market gaps.
- To launch the WHIFF with a highly publicized grand opening event, with celebrities and film and music industry insiders in the summer of 2008.
- To maintain tight control of costs, operations, and cash flow through diligent management and automated computer control.
- To maintain cost below creating alliances with local businesses and restaurants.
- To maintain a positive and creative emphasis for the City of West Hollywood.
- To bring sponsors from the creative and technology industries, increasing our chances to grow and achieve our cultural goals.

The keys to success in achieving our goals are:

- Provide a "world class" film festival, technologically in the cutting edge for the Film and DVD markets.
- Consistent top-quality feature film content from around the world.
- Managing our internal finances and cash flow to enable upward growth.
- Strict control of all costs, at all times, without exception.

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The key elements of WHIFF concept are as follows:

- Entertainment/celebrity based themes – Our organization, will focus on themes that have mass appeal such as film and music genres.
- Distinctive design features - The WHIFF will be characterized by the elaborate High-def sound audio and picture situated through out the city, including state of the art theaters for film screenings, conference rooms for panels and workshops. The area will also offer a private outdoor patio for industry mixers, which can be combined for use in a conference or private party setting. These areas are intended for special events and daily use. The adjoining bars would present an inviting and relaxing atmosphere, which displays a collection of films featured at the festival. A live world class DJ and VJ will coordinate the events and entertain the patrons with music and videos.

What to expect:

- ❖ Location, location, location - One of the major advantages the WHIFF will have over its competition will be the alliances formed with great venues. Studios, Film Schools, Theaters, and more.
- ❖ High-Def Audio and Video - The WHIFF will provide a impressive audio/video HD systems unlike any other, accompanied by visuals for High-Def events such as music concerts, music video premiers, DVD film releases, sponsors events, and award show.
- ❖ Quality food and entertainment - The WHIFF will feature cutting edge world class cuisine, creating strategic alliances with the top restaurants the City of West Hollywood has to offer.
- ❖ Exceptional service - In order to reach and maintain a unique image of quality, the WHIFF will provide attentive and friendly service through a high ratio of service personnel to our international guests, customers, and will also invest in the training and supervision of its volunteers, to the highest standards. We estimate nearly one service staff member for every 35 guests.

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Sponsorship Program

The organization is seeking sponsorship funding in exchange of "strategic product branding" with top companies of beverages, telecommunications, entertainment studios, technology, internet and home theater. We will utilize the anticipated funding prepare production, the festival site, interior, content security, and talent.

Strategic Branding & Sponsorship Packages

Premium Sponsor Package \$50,000

- Guaranteed banner signage during all conference workshops, panels, film festival and all events.
- "Presented by" entitlement for conference and film festival.
- "Presented by" entitlement for all special events.
- 16 complimentary VIP passes to all events.
- 16 complimentary tradeshow & seminar passes.
- Company name & promotional script mentions at each conference special event.
- 6 prime signage placement opportunities at all events and conference functions.
- "Presented by" company logo placement and URL link on conference web site and all email blasts.
- "Presented by" company logo placement on all advertising materials in publications, and all International press releases.
(Exposure for web site, blasts, ads in publications and press releases will reach over 4 million).
- First right of refusal for company sponsored conference and/or special event contest(s).
- Promotional item placement in conference welcome bag as well as artist gift bags.
- Sampling rights at all conference special events.
- Category exclusivity.
- First right of refusal for 2009 WHIFF platinum sponsor.
- Other sponsor rights/details available upon request.

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Gold Sponsor Package \$30,000

- Company logo placement as a gold level sponsor at conference.
- 8 complimentary VIP passes to all events.
- 8 complimentary tradeshow & seminar passes.
- Prime signage placement opportunities at all events and conference functions.
- Logo placement and URL link on conference web site and all email blasts.
- Logo placement on all advertising materials in publications, and International press releases.
(Exposure for web site, blasts, ads in publications and press releases will reach over 4 million).
- Promotional item placement in conference welcome bag.
- Sampling rights at 1 conference special event.
- Customized sponsor requests available upon request.

Silver Sponsor - 2 \$20,000

- Conference pocket agenda "provided by" entitlement, company name and logo in pocket agenda, exclusive advertising rights on agenda.
- Full page dedicated to pocket agenda sponsor in tri-fold pamphlet.
- Logo placement and URL link on conference web site and all email blasts.
- Logo placement on all advertising materials in publications, and International press releases. (Exposure for web site, blasts, ads in publications and press releases will reach over 4 million).
- Promotional item placement in conference welcome bag.
- Sampling rights at 1 conference special event.

Country Exhibit Booth Sponsor – 12 \$5,000

Country & company named and branded presence at all conference publicity & booth as well as in all conference booth concierge print materials.
(Booth specs available upon request).

Lanyard Sponsor \$3,500

Company name and logo on conference lanyards handed to every registrant and staff member. (Conference credentials issued inside lanyard).

Conference Bag Inserts \$2,000

Company promotional items inserted into all conference welcome bags.

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