



Celebrating the Cinematic Works of **Women** All Over the World

Alliance of *Women*[®]
F i l m m a k e r s

2019 Sponsorship Guide
www.lawomensfest.com



AWF History of Programming

Alliance of Women Filmmakers (AWF) is a Non-profit 501(c)(3) organization created to empower women filmmakers to create diverse roles for women, as well as educate and inform audiences of social, political and health issues impacting women globally.

AWF produces events throughout the year that provide resources and exposure for women filmmakers. These events include its annual film festival and filmmaker symposium.

The Los Angeles Women's International Film Festival (LAWIFF) was first launched by AWF in 2005 as a weekend screening event that showcased films made by women residing in the Los Angeles and surrounding areas. Now in its' thirteenth year the festival spans an entire week and features narratives, documentaries, animation and student short films written and directed by women all over the world.

In addition to showcasing women-made movies, AWF has helped create awareness of issues impacting women globally. Past films presented at the film festival include:

- "White Rainbow," reveals the story of women overcoming the stigma and cruelty widows experience in present-day India.
- "God Sleeps in Rwanda" captures the spirit of courageous women faced with the task of rebuilding their society after the 1994 genocide left their Country 70% female.
- "Children of the Trains" In 1999, Railway Police Commander Jarumporn Suramanee requested to use abandoned train cars to teach homeless children in Bangkok basic learning skills. This documentary brings to light the daily struggle the cops face to feed, clothe and educate the children.
- "Breast Cancer Diaries" exposes the flawed health care system as it relates to detection and treatment of women under 40 with breast cancer.

Now in its 14th year the Los Angeles Women's International Film Festival continues to serve as a platform for women filmmakers world-wide to share their unique stories and cultural experiences with Los Angeles' diverse audience.

Each year, Alliance of Women Filmmakers partners with an organization that serves women to help generate awareness and raise money in support of women's causes.

In 2017 AWF partnered with **WriteGirl** a Los Angeles-based creative writing and mentoring organization that spotlights the power of a girl and her pen.



LAWIFF 2018 Attendance & Demographics

Described by Back Stage West Magazine, a leading source for entertainment news, as a “must-attend event for all women in the entertainment industry”, LAWIFF generates thousands of impressions in print, and online press. Media outlets including The Hollywood Reporter, Back Stage West, Filmmaker Magazine, Moviemaker Magazine, Animation Magazine, Documentary Magazine and The Documentary Channel have all highlighted the festival's programs and events.

By sponsoring LAWIFF you join an elite group of companies that are truly committed to the professional advancement of women. Additionally, your company will have an opportunity to reinforce its image throughout the year at AWF's monthly events, which include a variety of industry panels, workshops and screenings hosted by prominent women in the industry. Past panels and workshops have been hosted by The Women's Steering Committee of the Writers Guild, The Women's Steering Committee of the Directors Guild, Women Make Movies New York and Women of Warner.

Companies like Warner Bros., Wells Fargo, Cliff Bar & Co (Luna Bars) and Amtrak all support AWF because their business' core values are reflected in AWF's mission to empower women, and their marketing strategy is advanced by creating brand recognition through AWF's annual film festival and monthly events.

Through a combination of the sponsorship benefits listed on the following page, each sponsor will have a unique opportunity to reach women as well as Los Angeles' culturally diverse audience in an engaging artistic environment.

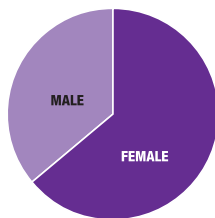
LAWIFF 2018 Attendance Statistics

Attendance

4000 (approx.)

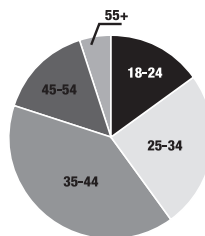
Gender

Female 62%
Male 38%



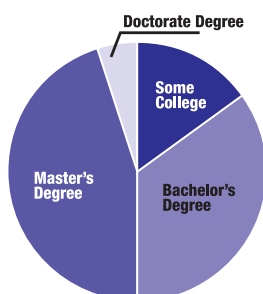
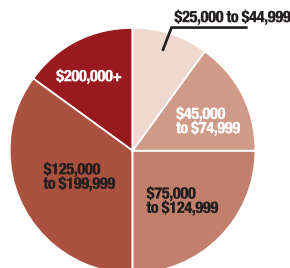
Age

18-24	15%
25-34	25%
35-44	40%
45-54	15%
55+	5%



Income

\$25,000 to \$44,999	14%
\$45,000 to \$74,999	18%
\$75,000 to \$124,999	23%
\$125,000 to \$199,999	30%
\$200,000 +	15%



Education

Some College	15%
Bachelor's Degree	35%
Master's Degree	45%
Doctorate Degree	5%

For Sponsor Inquiries contact Diana Means at: diana.means@yahoo.com



Alliance
of *Women*
Filmmakers

2019 Sponsor Packages

Custom Packages Also Available

PRESENTING SPONSOR \$10,000

RECOGNITION

Recognition as a Premier Sponsor on home page of Festival's website
Recognition as a Premier Sponsor in Festival program book
Recognition as Presenting Sponsor in all Festival print & online media buys
Recognition as Presenting Sponsor in Festival line-up Press Release March 8, 2015
Recognition as Presenting Sponsor in all Festival blogs, email blasts and social media posts

Dedicated Sponsor spotlight email blast to Alliance of Women Filmmakers database of 3000+

ONSITE BENEFITS

Program book back page four-color ad
Speaking opportunity before Opening and Closing night film presentations
Trailer ad before Opening and Closing night film presentations
Product samples in filmmaker gift bags
Twenty-Five VIP reserved seats to all regular

and gala screenings
Twenty-Five reserved seats to all panels at the AWF's Filmmaker Symposium

LOGO PLACEMENT

Logo on home page of Festival website with link
Logo on Opening Night press wall and press wall behind panelists during AWF's Filmmaker Symposium
Logo on official Festival poster
Logo on Festival tickets

PREMIERE SPONSOR \$7,500

RECOGNITION

Recognition as a Premier Sponsor on home page of Festival's website
Recognition as a Premier Sponsor in Festival program book
Recognition as a Premier Sponsor in all Festival blogs and email blasts
Sponsor spotlight in Festival blog, "About the Filmmaker"

ONSITE BENEFITS

Product samples in filmmaker gift bags
One-page ad in festival program book (Inside cover)
Speaking opportunity before shorts and feature film presentation (must be scheduled prior to festival)
Trailer ad before feature film presentations (does not include Opening Night)
Fifteen VIP reserved seats to all regular and

gala screenings
Fifteen reserved seats to all panels at Filmmaker Symposium

LOGO PLACEMENT

Logo on Opening Night press Wall
Logo on Official Festival poster
Logo on Save-the-Date postcards
Logo on home page of Festival website with link

OFFICIAL PROGRAM SPONSOR \$5,000

RECOGNITION

Recognition as Official Program Sponsor on home page of Festival's website
Recognition as Official Program Sponsor in Festival program book
Recognition as Official Program Sponsor in all Festival blogs and email blast
Sponsor spotlight in Festival blog "About the Filmmaker"

ONSITE BENEFITS

Product samples in filmmaker gift bags
One- page ad in Festival program book
Ten All-Access Festival Passes (includes all regular screenings and Galas)
Ten reserved seats to all panels at AWF's Filmmaker Symposium

LOGO PLACEMENT

Logo on Opening Night press wall
Logo on Save-the-Date postcards
Logo on home page of Festival website with link

CONTRIBUTING SPONSOR \$3,500

RECOGNITION

Recognition as a Contributing Sponsor on Festival website sponsor page
Recognition as a Contributing Sponsor in Festival program book
Recognition as Official Program Sponsor in all Festival email blasts

ONSITE BENEFITS

Product samples in filmmaker gift bags
One- page ad in Festival program book
Ten All-Access Festival Passes (includes all regular screenings and Galas)
Ten reserved seats to all panels at AWF's Filmmaker Symposium

COMMUNITY SPONSOR \$1,000

RECOGNITION

Recognition as a Community Sponsor on Festival website sponsor page
Recognition as a Community Sponsor in Festival program book

ONSITE BENEFITS

Product samples in filmmaker gift bags
Postcards/coupons at will call table and filmmaker check-in table
Ten Festival Fast Passes (includes all regular screenings)