

Downing Film Center

19 Front Street · Newburgh, NY 12550 & 34 Millpond Parkway · Monroe, NY 10950
845.561.3686/800.974.8592 · www.downingfilmcenter.com · downingfilmcenter@gmail.com

Sponsorship

Sponsoring the Downing Film Center (DFC) is an excellent way to get exposure for your business. As a sponsor, you will be entitled to a slide in the pre-shows at our Newburgh location and on three screens at the Town of Monroe Arts and Civic Center (TMACC). Sponsorship is a great way to share the spotlight and let our audience know what your business has to offer.

Prior to each screening of our feature films, we present a pre-show consisting of slides accompanied by music. Each slide is shown on the movie screen for 15 seconds, and sponsorship slides are interspersed with images of local historical significance and pictures of people who are contributing to the renaissance of the Hudson Valley. **Your sponsorship slide is guaranteed to be shown at least twice before each feature—helping to reinforce your brand image. As a bonus, your business will be listed on our website and in our weekly e-newsletter, which is sent to more than 3000 subscribers. In addition, because we are a 501(c)(3) not-for-profit arts organization, your sponsorship is considered a tax-deductible contribution.** (Check with your accountant to see exactly how much can be deducted for income tax purposes.)

The DFC can assist you in creating a professional slide, for an additional one-time set-up fee of \$50.00 per slide; we will need you to provide a professional photograph or logo along with text to be placed on the slide. **Alternatively, for no extra cost, you can create and provide your own slide content** (e.g., a business card) either in .jpeg format or in the form of scan-ready copy. **If you would like us to prepare your slide, we request that you allow us a 2-week lead time.** You will have an opportunity to approve the final slide.

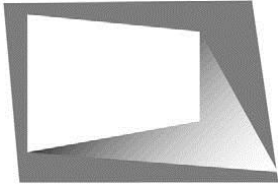
If you are interested in sponsoring the DFC, please complete a sponsorship form and mail it to us, along with your payment. We accept cash, checks, and credit cards (Visa, MasterCard, Discover). Specifications for slide content and instructions for sending it to us are included on the form. If you have any questions about or need help with the sponsorship procedure, please don't hesitate to call us at 845.561.3686 or 800.974.8592.

The cost of sponsoring the DFC starts at only \$60.00 per month, and we offer discounts for multiple-month sponsorships and for not-for-profit organizations.

Facts about Sponsorship of the Downing Film Center

- Each sponsorship slide is shown for 15 seconds with music.
- Each slide is shown at least twice during each pre-show.
- In Newburgh, we run up to 48 pre-shows per month, so your slide will be shown up to 192 times per month! Our venue seats 60, and we sell up to 500 tickets per week.
- The average seating capacity for each of the three screens at the TMACC is 180, and there are approximately 15 shows per screen per week.
- Your business will be listed in our weekly e-newsletter, which is sent to more than 3000 subscribers.
- Your business will be listed on our website (www.downingfilmcenter.com).
- Sponsorship entitles you to display informational materials about your business in our lobby.

Considering that a 2" x 2" text box ad in the local daily newspaper may cost your business \$50 or more for a single day, being a sponsor at the DFC is worth it!



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Sponsorship Form

Please submit your slide by 9 am on the 23rd of the month for inclusion in the next month's preshow.

Name of business _____ Date _____

Name of contact person _____

Title of contact person _____

Address of business _____

Telephone number _____ Fax number _____

E-mail address _____

Sponsorship rates for *for-profit businesses* (please check one or specify number of months):

1 month (**\$60**) 2 months (**\$110**) 3 months (**\$150**) ____ months (**at \$50 per month**)

If you pay \$600 for a full year (12 months), you will receive a 13th month for free!

Sponsorship rates for *501(c)(3) organizations* (please check one or specify number of months):

1 month (**\$55**) 2 months (**\$100**) 3 months (**\$135**) ____ months (**at \$45 per month**)

If you pay \$540 for a full year (12 months), you will receive a 13th month for free!

Slide content (please check one):

I will email a .jpeg slide to downingfilmcenter@gmail.com, or have enclosed scan-ready copy.

Electronic file specifications

- Image size: 1280 pixels wide × 720 pixels high (16 × 9 aspect ratio, landscape orientation)
- File size: At least 1935k, so that the slide will be clear on our screen
- Resolution: 720 (or use the PhotoShop preset size 1280 × 720 HDTV 720P)
- Border: Maintain a 1½ inch safety border on all outside edges; text or images that extend beyond this boundary might get cut off.
- Font: Use a font size of at least 24 pt; smaller fonts will not be legible on our screen. Do not use thin script fonts. Keep the copy to 20–25 words—include only the most important information about your business.

Please continue to use my current slide (for sponsors who are renewing).

Please prepare a slide for me using the enclosed (or emailed) image and text, for a one-time set-up fee of \$50 per slide. Remember that we request that you allow us a 2-week lead time to prepare a slide for you.

Amount of payment \$ _____

Payment method (please check one):

I have enclosed a check made out to Downing Film Center.

I will pay in cash or by credit card. Please call me to make arrangements. Best phone number _____ and time _____.

Signature _____ Date _____