

# LONE STAR

---

## FILM FESTIVAL

**The Lone Star Film Festival in Sundance Square** provides businesses that wish to generate high-impact exposure for their brand a dynamic opportunity to integrate with a highly visible, well-established event within an influential and rapidly expanding market.

***“I can’t tell you how much a festival like this means to us.”***

Billy Bob Thornton, Academy Award winning actor, writer and director,  
LSFF 2012 Achievement in Film Honoree

Out of a selection pool of over 5,000 film festivals worldwide, MovieMaker Magazine, ranked the Lone Star Film Festival in the *top 25* of its annual list

**Top 50 Festivals  
Worth the Entry Fee**



**SUNDANCE  
SQUARE®**

MovieMaker

**amc**

*“Film festivals must do more these days than just bring films to the public... Fortunately some festivals are doing something to help. The Lone Star Film Festival is one...”*

- Ted Hope, Executive Director of the San Francisco Film Society, legendary independent producer (American Splendor, 21 Grams, Adventureland)

# TABLE OF CONTENTS

## INTRODUCTION

Who we are and what we do . . . . . 2

## AUDIENCE PROFILE

Who attends LSFF . . . . . 3

## LSFF BRAND IMPACT

How many people LSFF reaches . . . . . 4

## MEDIA COVERAGE

LSFF in the news . . . . . 5

## PARTNERSHIP

How LSFF can work for your brand . . . . . 6

## SPONSOR LEVEL BENEFITS

A breakdown of sponsor entitlements . . . . . 7

## YEAR-ROUND EXPOSURE

Opportunities beyond LSFF . . . . . 8

## EDUCATION

LSFS work within the community . . . . . 9



**Deep in the heart of Texas rests the nation's 17th largest city.**

With a resilient economy, the world's eighth busiest airport less than 30 minutes away, and a Tier 1 private university, Fort Worth remains one of the fastest growing cities in the United States.

Fort Worth also boasts some of the most revered arts and cultural institutions in the world, including the Kimbell Art Museum and Modern Art Museum of Fort Worth. **Together these, and other, organizations form a vibrant cultural community that attracts more than 1.5 million visitors annually.** Over the last six years, the Lone Star Film Society and Lone Star Film Festival in Sundance Square have helped add world-class cinema to this community.

*“...the Lone Star Film Festival managed to do something that goes beyond showing one or two good movies: it claimed its place in our city's highly competitive cultural landscape...”*

- Christopher Kelly, Texas Monthly film critic (writing for the Fort Worth Star-Telegram)

In 2012, the LSFF provided many with their first, and sometimes only, opportunity to see some of the most anticipated films of the year before their theatrical release, as well as meet and interact with industry icons like Robert Duvall and Billy Bob Thornton.

**Thanks to a powerful media campaign, festival messaging reached an unprecedented number of people in 2012, resulting in a dramatic increase in attendance.** This new level of public awareness presents a valuable opportunity for businesses interested in gaining investment among influential consumers in the region.

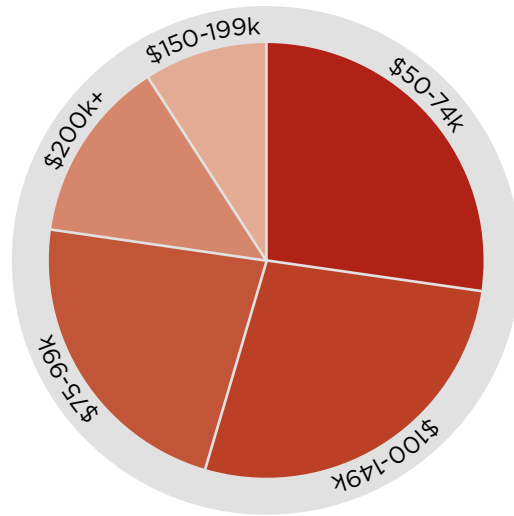


The Lone Star Film Festival audience demographic is similar to that of the most important film festivals in North America and represents a highly influential population in North Texas.



# AUDIENCE PROFILE

INDIVIDUAL ANNUAL SALARY



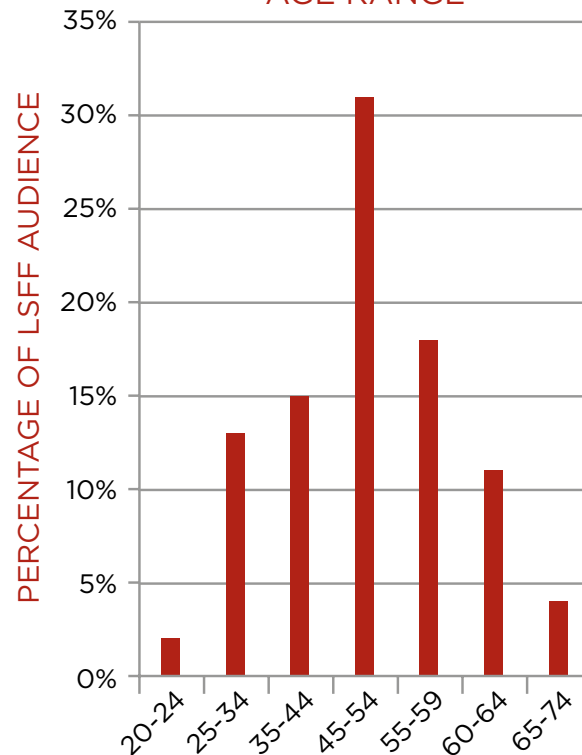
More than **66%** of LSFF attendees have an average household income of **\$50k and above.**



**83%** of LSFF attendees are college educated.

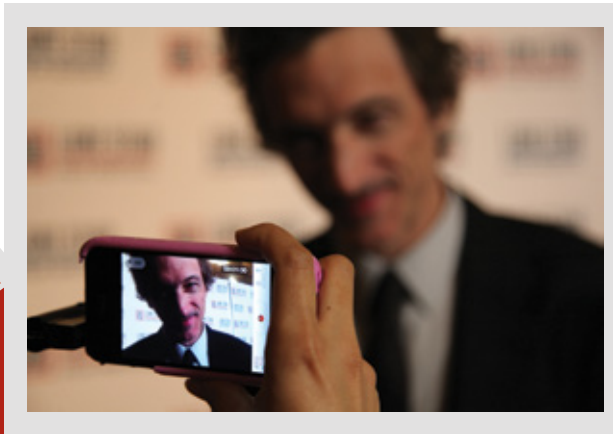
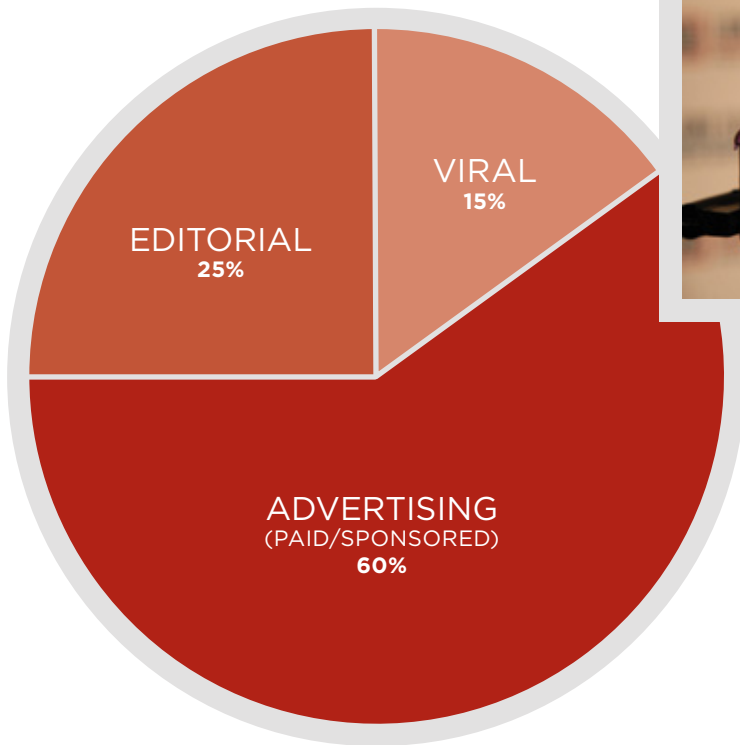


AGE RANGE



Approximately **10,000** people attended the 2012 Lone Star Film Festival.

LSFF messaging and coverage reached more than **5,000,000** people in the North Texas area and beyond.



LSFF BRAND IMPACT



The 2012 LSFF benefitted from **\$200,000** in media delivery through its partnerships with leading North Texas outlets.



### See Do

More things to see in the world

**tributes**




**HAPPENINGS**

**Lone Star Film Festival** From its modest roots, the festival has grown into a major event, attracting cinephiles from across the globe. The festival is a celebration of independent film and a chance for filmmakers to showcase their work to a diverse audience. The festival is a celebration of independent film and a chance for filmmakers to showcase their work to a diverse audience.

culturemap DALLAS

WINNER BEST MEDICAL SUPPLY STORE 2014 AWARD

ANTRIM GOLF

WHEELER HALL

KAYLEIGH HALL

FEB 13-24

HOME | ARTS | CITY LIFE | ENTERTAINMENT | FASHION | FOOD + DRINK | HOME + DESIGN | INNOVATION | REAL ESTATE | SOCIETY | SPORTS | TRAVEL

CITY GUIDE

EVENTS CALENDAR

CULTUREBITS

Home » Entertainment

MOVIE HEAVEN

### Calling all cinephiles: Lone Star Film Festival's 4 must-see events

12 weeks like this, by the time of your friends.

BY ALEX BOWLEY

As Fall 2014's 22nd year, the Lone Star Film Festival is a must-see event for cinephiles. Local producers are on the rise, and the festival has become a hub for independent film. The festival is a celebration of independent film and a chance for filmmakers to showcase their work to a diverse audience.

Star-Telegram.com

## TARRANT & TEXAS

Opinion

### Legislature faces daunt

State funding for Medicaid, education will top lawmakers' agenda in January

By Dan Goggin

The Texas Legislature will convene in January, and lawmakers will face a host of challenges. The top priorities will be Medicaid and education funding. The state's budget is facing significant cuts, and lawmakers will need to find ways to maintain these programs while also addressing other needs.

Star-Telegram.com

### Here are six not-to-miss Lone Star fest movies

Whether the early crowd lines for the opening night are as long as the ones for the closing night, the festival is a must-see event for cinephiles. Local producers are on the rise, and the festival has become a hub for independent film. The festival is a celebration of independent film and a chance for filmmakers to showcase their work to a diverse audience.

**A Good Afternoon**

**Madison**

**Grainy**

**All the Stars**

**It's a Disaster**

WiredIn.com

## WEEKEND

Sunday For Election Day, a party everyone can get behind

By Dan Goggin

The Lone Star Film Festival is a must-see event for cinephiles. Local producers are on the rise, and the festival has become a hub for independent film. The festival is a celebration of independent film and a chance for filmmakers to showcase their work to a diverse audience.

Star-Telegram.com

### Volunteers providing aid for the uninsured

Area bands do well at state contest

Guests include Billy Bob Thornton, Kirby Friedman

Volunteers are providing aid for the uninsured. Area bands did well at the state contest. Guests included Billy Bob Thornton and Kirby Friedman.

Star-Telegram.com

## Lone Star rising

Organizers are optimistic about the mix of big names and indie movies in event's sixth year

By Dan Goggin

The Lone Star Film Festival is a must-see event for cinephiles. Local producers are on the rise, and the festival has become a hub for independent film. The festival is a celebration of independent film and a chance for filmmakers to showcase their work to a diverse audience.

wiredin

Reading comes and with the Lone Star Fest

## A Chunk of Coal and a Bunch of Films

By Dan Goggin

The Lone Star Film Festival is a must-see event for cinephiles. Local producers are on the rise, and the festival has become a hub for independent film. The festival is a celebration of independent film and a chance for filmmakers to showcase their work to a diverse audience.

## A TRUSTED BRAND

**86%** of people surveyed cited programming as the principal reason they attend LSFF events, and more “repeat customers” attended two or more events in 2012 than ever before. **“So it was no surprise that (Candy Halliburton and her husband) arrived early for the opening night of the sixth edition of the (Lone Star Film Festival)...it won’t be their only trip...‘We’ve got tickets for three films,’ she said as she tried to get closer to the red carpet to see the stars’ arrivals.”**

*- Cary Darling, Fort Worth Star-Telegram*

LSFF sponsors benefit from immersive brand incorporation into festival messaging, programs and events including...



All Forms of Advertising



Opportunities for Client and Employee Entertainment



Key Event/Program Hosting



Product Sampling

**78%** of companies agree that participating in festivals has a measurable impact on consumer sales and provides the most conducive environment for experimental sampling.

**75%** of Sundance Film Festival attendees could identify at least one major festival sponsor.

**62%** of festival attendees may be inclined to buy the product of a festival sponsor.

2012 SPONSORS INCLUDE:



BNY MELLON  
WEALTH MANAGEMENT





# SPONSOR LEVEL BENEFITS

## OFFICIAL SPONSOR (\$5,000)

- 2 seats with filmmakers at Film Festival Gala/Celebrity Honoree Awards
- 2 VIP invitations to Lone Star Awards Ceremony and Reception
- Logo with link on sponsor page of festival Website: [www.lonestarfilmsociety.com](http://www.lonestarfilmsociety.com)
- 2 All Access Passes for advance seating at movie screenings
- 2 Festival Passes
- 20 individual movie-screening tickets
- 10 Opening Night Film tickets
- Posters
- Sponsor press and publicity license with access to festival photos and videos
- Promotional items at events and screenings

## PREMIER SPONSOR (\$10,000)

*Includes 2 Platinum Memberships to the Lone Star Film Society*

### All the above benefits plus...

- 4 seats with filmmakers at Film Festival Gala/Celebrity Honoree Awards
- 4 VIP invitations to Lone Star Awards Ceremony and Reception
- Newspaper and magazine advertising
- Media kits, press releases and publicity events
- Mention on YouTube, Facebook, blogs and Twitter

### And these unique benefits...

- Dedicated inside 1/8 page of film festival programs and quick-guides
- 30 individual movie-screening tickets
- Product sampling opportunities
- "Premier Sponsor" press and publicity license with access to festival photos and videos

## PRINCIPAL SPONSOR (\$15,000)

*Includes 4 Platinum Memberships to the Lone Star Film Society*

### All the above benefits plus...

- 6 seats with filmmakers at Film Festival Gala/Celebrity Honoree Awards
- 6 VIP invitations to Lone Star Awards Ceremony and Reception
- Signage/product in trailer on Website and before all screenings
- Logo placement on Website home page
- Banner ad placement on Website
- Year-round exposure opportunities

### And these unique benefits...

- 4 All Access Passes for advance seating at movie screenings
- 4 Festival Passes
- 40 individual movie-screening tickets
- Dedicated inside 1/4 page of film festival programs and quick-guides
- "Principal Sponsor" press and publicity license with access to festival photos and videos

## SIGNATURE SPONSOR (\$25,000)

*Includes 6 Platinum Memberships to the Lone Star Film Society*

### All the above benefits plus...

- 8 seats with filmmakers at Film Festival Gala/Celebrity Honoree Awards
- 8 VIP invitations to Lone Star Awards Ceremony and Reception
- Television and radio commercial rotation
- E-blast inclusion

### And these unique benefits...

- Dedicated inside 1/2 page of film festival programs and quick-guides
- 6 All Access Passes for advance seating at movie screenings
- 6 Festival Passes
- 50 individual movie-screening tickets
- "Signature Sponsor" press and publicity license with access to festival photos and videos

## PRESENTING SPONSOR (\$55,000)

*Includes 8 Platinum Memberships to the Lone Star Film Society*

### All the above benefits plus...

- A table with filmmakers at Film Festival Gala/Celebrity Honoree Awards
- 10 VIP invitations to Lone Star Awards Ceremony and Reception
- 8 All Access Passes for advance seating at movie screenings
- 8 Festival Passes
- 60 individual movie-screening tickets
- "Presenting Sponsor" press and publicity license with access to festival photos and videos

## TITLE SPONSOR (\$75,000)

*Includes 10 Platinum Memberships to the Lone Star Film Society*

### All the above benefits plus these unique benefits...

- Logo placement on official LSFF step and repeat
- A table with filmmakers at Film Festival Gala/Celebrity Honoree Awards
- 10 VIP invitations to Lone Star Awards Ceremony and Reception
- 10 All Access Passes for advance seating at movie screenings
- 10 Festival Passes
- 20 Opening Night Film tickets
- 80 individual movie-screening tickets
- "Title Sponsor" press and publicity license with access to festival photos and videos



## 2013 GALA CO-SPONSOR (\$15,000)

**Festival Gala and Celebrity Awards**

**Friday, November 8, 2012**

**The Fort Worth Club**

*Includes 4 Platinum Memberships to the Lone Star Film Society*

- Featured in all gala marketing and publicity, including social media networks
- Featured on the official Lone Star Film Festival Website, as well as festival newsletters
- 1/2 page in gala program and logo featured in all gala signage
- 1/4 page in festival program and quick-guide
- 6 VIP invitations to Lone Star Awards Ceremony and Reception
- A table with filmmakers at Film Festival Gala/Celebrity Honoree Awards
- 2 All Access Passes for advance seating at film screenings
- 2 Festival Passes
- 10 Opening Night VIP tickets
- 20 individual movie-screening tickets
- Exclusive gala photo opportunity and meet-and-greet with festival honorees

## LSFS offers year-round programs and a platform for conversation about cinema 365 days a year.

In addition to the Lone Star Film Festival, **the LSFS will provide at least 9,000 people with high quality film programming in 2013** through partnerships with top international film distributors as well as the Kimbell Art Museum and Modern Art Museum of Fort Worth.

A highly interactive new website and vibrant social media network will provide original and curated content to LSFS audiences around the world, including exclusive interviews with LSFF guests and honorees, as well as top filmmakers from around the festival circuit.

**Year-round exposure allows sponsors to maintain awareness with LSFS audiences heading into the November festival.**

### Opportunities include:

- Signage and other branding at programs and events
- Advertising on [lonestarfilmssociety.com](http://lonestarfilmssociety.com)
- Sponsor Stories: Editorial profiles of LSFS sponsors incorporated with online editorial content
- Story Sponsorship: Sponsors can elect to sponsor online editorial content
- Incorporation into email and social media messaging that reaches more than 25,000 people per month

The screenshot shows a Facebook post from the Lone Star Film Society. The main content is a video titled "Billy Bob Thornton on JAYNE MANSFIELD'S CAR" by Andrew Young, dated February 21, 2013. The video thumbnail shows Billy Bob Thornton and another man in a studio setting. Below the video is a "Share/Bookmark" button and a text block. The text block contains a quote from Thornton about his award-winning performance and work in such movies as SLING BLADE and BUCKETHEAD BULL, and mentions his Oscar nomination for SLING BLADE. It also mentions his role as director in JAYNE MANSFIELD'S CAR, which he also starred in and co-wrote. The text continues with details about the film's premiere at the Lone Star Film Festival and Thornton's receipt of the LSFS Achievement in Film Award. Below the text is a quote from Thornton about the film's setting in the 1960s during the Vietnam War and the relationship between the two families. The post also includes a "Follow Us Online!" section with social media icons, a "Subscribe to Our Newsletter" form, and a list of "Upcoming Events" for March 8, 13, 24, and 28, 2013. At the bottom, there is a "Recent YouTube Videos" section with a video thumbnail and a "Pinterest Feed" section.

YEAR-ROUND EXPOSURE





**“The Lone Star Film Society is not only respected in this community and beyond for excellent work, but their willingness to share their abilities and skills with young minds makes them stand out as innovative, caring leaders in the industry”**

*- Daphne Barlow Stigliano, President of the Boys & Girls Club of Greater Fort Worth*

**“Filmmaking for our patients allows them to discover something new, to express themselves, it takes their mind off of why they are hospitalized and it leaves them with a sense of accomplishment and pride.”**

*- Shannon Jones, Creative Arts Coordinator/Child Life Specialist at Cook Children’s Medical Center*

**Through numerous partnerships, the LSFS offers year round educational opportunities for children and adults. The LSFS provides educational opportunities to more than 3,000 area youth annually.**

**PANELS AND CONVERSATIONS**

Held primarily during the Lone Star Film Festival, the LSFS presents panels and one-on-one conversations featuring leaders in world cinema.

**YEAR-ROUND SCREENINGS**

The LSFS presents screenings of the best in new and repertory world cinema, and provides historical, critical and contextual information relevant to the films either at the event or via its Website.

**CHILDREN’S PROGRAMMING**

Each year, the LSFS partners with the Kimbell Art Museum and Modern Art Museum of Fort Worth to present a special selection of creative films for families, as well as thoughtful activities between screenings that highlight connections with the works in the galleries and the films.

**FILMMAKING WORKSHOPS**

The LSFS partners with Cook Children’s Hospital, the Boys and Girls Club of Greater Fort Worth and Texas Young Women’s Leadership Academy to provide underserved and at risk youth with the basic tools and knowledge for self expression through filmmaking.

Kimbell Art Museum

TheModern

CookChildren’s



# LONE STAR

---

## FILM SOCIETY

LoneStarFilmSociety.com  
817-924-6000  
info@lonestarfilmsociety.com