

SPONSORSHIP PACKET

For Reedy Reels Film Festival

Discover and be discovered!





For the past ten years, our love for film has driven Reedy Reels. Now, we're eager to elevate our impact, with the goal of establishing a nationally renowned destination film festival. The unwavering

INTRODUCTION

commitment of our sponsoring family has been instrumental in our journey, and we are now ready to embark on an exciting new chapter of growth. Discover how you can be part of our future by contacting

Rhodes at rhodes@reedyreels.com to arrange a meeting and lunch.

Community and filmmaking are probably the two biggest things I strive for. I joined Reedy as the new Executive Director so that I could see that continue in SC. And those two go hand in hand as filmmaking demands community to not only create the films but to also share the stories that are held within them. I invite you to join our community and make our story part of yours.

- Rhodes Farrell, Executive Director/Chair

Tele



ABOUT REEDY

02

VISION

To bring a diverse edge to the Upstate by reaching outside of the commercial cinema multiplex, amplifying the voices of aspiring artists and visionaries and becoming a key component of the filmmaking infrastructure in Upstate South Carolina.

PURPOSE

Reedy Reels Film Festival promotes the appreciation of the art of filmmaking while generating support for independent film-makers especially in the Upstate. The festival engages the community and creates exposure for local film-making while building inspiration and new opportunities for local artists.

MISSION

To showcase the work of talented independent filmmakers, writers, actors, and artistic visionaries, raise awareness and appreciation for the art of film, diversify Greenville's artistic and cultural scene, and educate the community about how to succeed in this unique art form.









DEMOGRAPHICS & NUMBERS

As the largest film festival in the Upstate, We have experienced strong consistent growth year after year and anticipate this upward trend to continue.

- 33% of submissions and 20% of attendance is represented by high school and college students.
- The weekend supports a total of 700+ attendees.
- 45 50% of attendees were from outside the Upstate of SC.
- Each year we show between 55-75 films.
- Thousands of social media views, targeted emails, news interviews, and more.
- Economic impact: ~\$50,000
- Attendees from all over the southeast outside of the Upstate and even from New York and California, staying an average of 2 nights.
- Attendee age groups range from high school to retired with a majority in their 35-55 years of age.



SPONSORSHIP PACKAGES

	Sponsor Spotlight	Producer's Circle	Scene Setter	Arts Advocate	Friend of Reedy
Value	\$5,000+	\$2,500 - 4,999	\$1,500 - 2,499	\$1000 - 1,499	\$500 - 999
Discount For Your Friends	25%	20%	15%	10%	N/A
Logo Placement	 Premium website placement Digital program Social media post Sponsor board during event (Largest) Digital signage Commercial on screen before films Email campaigns Lanyard badges 	 Website Digital program Social media post Sponsor board during event (large) Digital signage On screen before films 	 Website Digital program Social media post Sponsor board during event (medium) Digital signage 	Website Digital program Social media post	Website Digital program
Digital Program Ad (must be provided)	Back CoverFull Page	• Full Page	Half Page	• Half Page	• Quarter Page
Tickets	10 Weekend passes	8 Weekend passes	6 Weekend passes	4 Weekend passes	2 Weekend passes
Film Block Sponsor	Yes	Yes	Yes	No	No
Booth	Yes	Yes	No	No	No

^{*}A portion of your sponsorship can be supplemented through marketing support. Promotion of Reedy Reels Film Festival to your networks is greatly appreciated and we want to reward that.

In-kind sponsorship will require detailed offering and associated value of each item

^{*} Sponsorship can be in cash or in-kind value.

^{*}The Reedy Reels organization is a 501c3 non-profit organization that is registered with the State of South Carolina.



EVENT PROMOTION PLAN



- Press Release Through local news outlets and arts media sources
- Social Media Ads & Boosted Posts This is targeted to regions outside the Upstate as we have a strong local reach and returning ticket buyers base.
- Film Commission
- Local film groups such as Film Bar Greenville, Film Craft, Carolina Film Alliance
- Email Campaigns
- Posters/Flyers in local businesses and hotspots
- Influencer and Celebrity Partnerships
- Early-bird ticket sales





EVENT SCHEDULE

Previous years have included 10 blocks of films from 1 to 2 hours each (approximately 70 films total), 3 educational sessions with industry professionals, a kickoff party, Saturday happy hour, and an awards ceremony. All while leaving time for patrons to explore wonderful downtown Greenville and network with the filmmakers.

This year you can look forward to even more of everything with the help of our friends at the SC Governor's School for Arts & Humanities













BUDGET ESTIMATES





Description	Price		
Venue	\$10,000		
Projection System	\$5,000		
Shirts and Merch	\$1,500		
Marketing	\$7,000		
Ticketing Fees	\$2,000		
Other (Food, decor, operations, etc.)	\$3,500		
Total	~\$34,000		

Ticket sales and film submission fees cover about half our total expenses. Without your continued support, the festival would be impossible. Thank you again!







MEET OUR TEAM



RHODES FARRELL

CHAIR / DIRECTOR



ASHLEY CRANE

VICE - CHAIR



STEPHANIE FRANKLIN

SECRETARY



MIKE ETHRIDGE

TREASURER



MATT FOSTER

EMERITUS



KEN SEAY

EMERITUS



BOB EVANS

EMERITUS





THANK YOU

Even your time and attention on this document is so much appreciated. Your consideration means the world to us, and we're genuinely excited about the possibility of partnering with you. We truly believe that we can achieve something incredible together.



