



HOLLYWOOD BLACK FILM FESTIVAL

February 22nd - 26th, 2017
Marina Del Rey, CA



2017

Sponsorship
Opportunities

About The Festival

"The festival [HBFF] has become a staple in the Hollywood community and fills a void that hasn't been tapped until now in Hollywood...Black Cinema!"

- Ralph Farquhar - Acclaimed TV producer & writer...The Parkers, Moesha, & South Central

History



HBFF was founded in 1998 by its executive director, Tanya Kersey, in order to enhance the careers of emerging and established black filmmakers, through a public exhibition and competition program. The festival's goal is to play an integral role in

discovering and launching independent films and filmmakers, by bringing them to the attention of the industry, media and public.

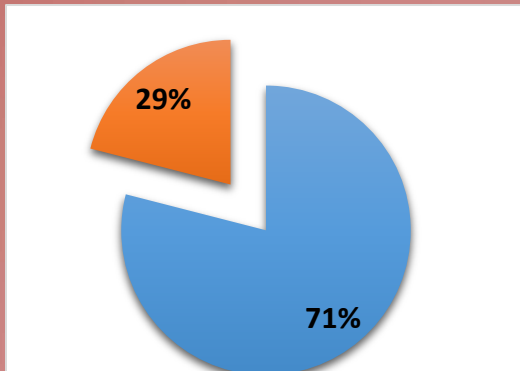
Since its inception, HBFF Has screened a total of 973 independent films; including: 166 Features, 512 Shorts, 155 Documentaries, 107 Student Films, 14 Animated Films, 11 Music Videos and 3 Web Series from the United States, United Kingdom, Canada, France, Japan, the Bahamas, Central African Republic, Ghana, Burundi, Nigeria, Australia, South Africa, Kenya, Haiti, Burkina Faso, Niger, Russia, Brazil, Jordan, Jamaica, Spain, Cuba, Trinidad and Tobago, Singapore and the Philippines. It has held 522 world premieres, 37 U.S. premieres, 136 West Coast premieres and 68 Los Angeles premieres. Over 80,000 people have attended and enjoyed the diversity of Black Cinema through this festival.

HBFF Profile

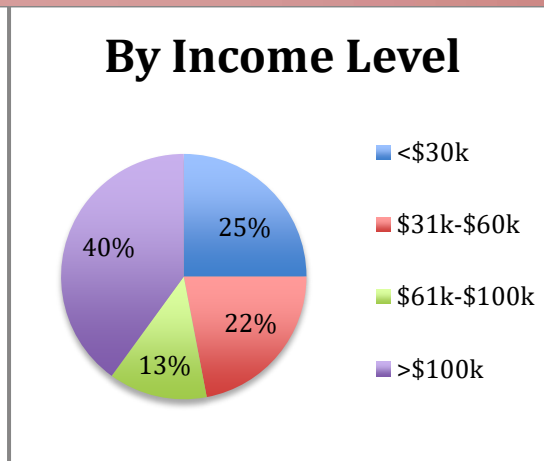
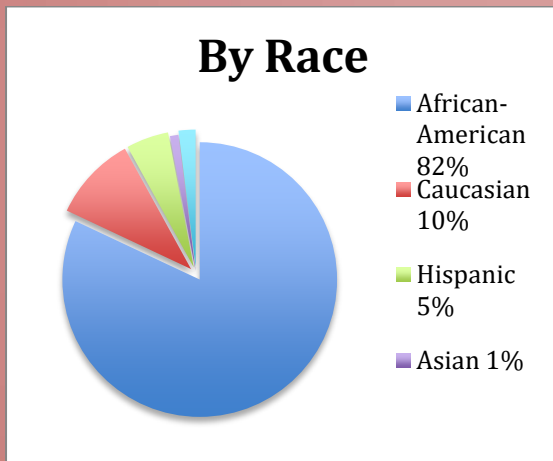
Our audience includes people who are changing the face of film, television, theatre and music around the country; writers, directors, producers, filmmakers, actors, casting directors, agents, technicians, network and studio executives, personal managers, publicists, attorneys, and educators. Our audience also includes industry hopefuls and the movie-going public.

Festival Demographics

Connect with established filmmakers, popular film & TV stars, writers, directors, industry executives, emerging artists, and diverse audiences from Hollywood & around the world.



71% of Attendees graduated from college and 29% of those have attended graduate school.



Website & Social Media Metrics



- Site Visits: 144,136
- Page Views: 338,905
- Mailing List: 11,000
- Facebook @: Over 10,000+ Followers
- Twitter (@HBFF): 2,400+ Followers: 7200
- LinkedIn: 5,000+ Connections

Celebrity Guests & Past Sponsors

- Sidney Poitier
- Forest Whitaker
- Blair Underwood
- Obba Babatundé
- Tracey Edmonds
- Eriq LaSalle
- Sanaa Lathan
- Ice T
- George Tillman
- Bill Duke
- Rockmond Dunbar
- John Singleton
- Michael Beach
- Loretta Devine
- Cedric the Entertainer
- Anthony Anderson
- Lamaan Rucker
- Will Packer



* * *

- 20th Century Fox
- ABC Entertainment
- AMBI
- American Express
- Apple/iTunes
- Avid
- BET
- BHERC
- CBS Entertainment
- Charles Schwab & Co.
- Directors Guild of America
- Glidecam
- Grand Marnier
- HBO Family Channel
- Hennessy
- Hollywood Creative Directory
- KKBT "The Beat"
- L.A. Film Office
- L.A. Film School
- NATPE
- NBC/Universal
- New Line Cinema
- Nickelodeon
- Nike
- Organization of Black Screenwriters
- Pepsi-Cola
- Red Bull
- Screen Actors Guild
- Sony Pictures
- TBS Superstation
- UK Film Council
- Warner Bros.
- Wells Fargo



Media Partners

"I look forward to this event [HBFF] every year. It's a significant contribution to the community, and the rich aesthetics of filmmaking."

-Karl Gibson- The Hollywood Reporter

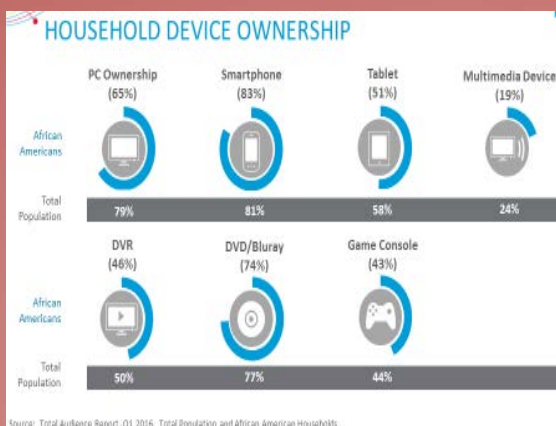
We've Been Making Headlines for 14 Years

Extend the reach of your brand and secure media visibility by sponsoring one of the many HBFF events. HBFF has the pleasure of partnering with the most forward-thinking companies inside and out of the film industry. Join us as we continue to celebrate Black Cinema and further the profitable efforts of our attendees and our sponsors.

- Los Angeles Sentinel
- Los Angeles Times
- Los Angeles Wave Newspaper Group
- USA Today
- Entertainment Weekly
- Filmmaker Magazine
- Indewire.com
- AOL Black Voices
- The Hollywood Reporter
- Upscale Magazine
- The Wall Street Journal
- Associated Press
- Daily Variety
- British Sky Broadcasting
- The Source Magazine
- Good Day Arizona (KTVK-TV)
- Good Day Atlanta (WAGA-TV)
- KJLH-102.3 FM
- KKBT-100.3 FM



African-American Consumer Profile

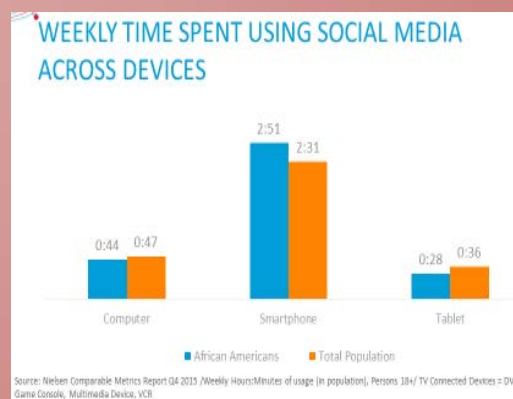


Increasingly Affluent, Educated and Diverse: African-American consumers are making gains and upending outdated stereotypes on multiple fronts. From education to income to social media and civic engagement, they are becoming increasingly affluent, influential and culturally diverse. From 2000 to 2014, the nation's Black population grew 35% more quickly than the total population and at more than double the 8.2% growth rate of the White population. By 2060, the Black

population will increase from 45.7 million* to 74.5 million, comprising, 17.9% of the total U.S. population.

The youthfulness and vitality of Black consumers, bolstered by an influx of affluent and educated immigrants, is amplifying buying power and expanding influence across a wide spectrum of services and goods in the U.S. mainstream. Digitally enabled and culturally connected, the Black consumer story is now receiving much overdue attention.

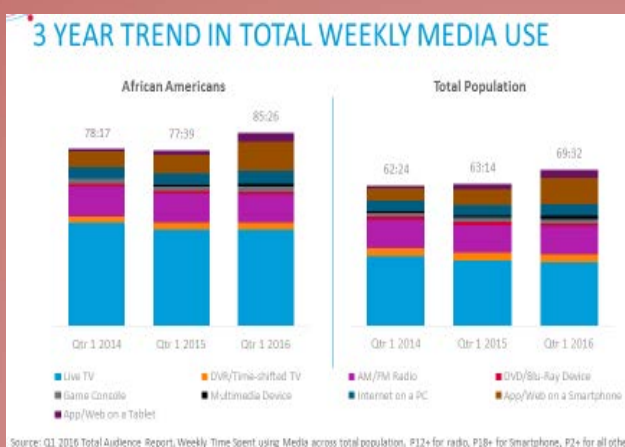
An immigrant upswing: Black immigrants now account for 8.7% of the nation's Black population; or, one in every 11 African-Americans -- which is nearly triple the share in 1980. The influx of diverse immigrants-- who will account for one in six African-Americans by 2060 --is enriching the cultural mix of U.S. Blacks and contributing to an overall rise in consumer education and affluence.



Historic education growth: The percentage of Black high school graduates enrolled in college jumped last year to 70.9%, exceeding that of both Whites and Hispanics. Further, high school graduation rates for Black students rose to over 70%, which outpaced the growth for all students nationally. Blacks are also making progress in

*African-American Consumer Profile

STEM (science, technology, engineering and mathematics) careers. Rising education rates for young Blacks and inroads into STEM professions will fuel steady income increases and help secure their place in the future U.S. workforce.



Advancing Income growth:

African-American income growth rates outpaced that of non-Hispanic Whites at every annual household income level above \$60,000. The largest increase for African-American households occurred in the number of households earning over \$200,000, with an increase of 138%, compared to a total population increase of 74%.

Youthful influencers:

Due to a combination of youth and rising cultural influence, African-Americans are creating mainstream trends in music, television, movies and more. Marketing to Millennials and younger generations must include messages to reach African-American youth, as the average age of African-Americans is 31.4 years compared to 39 years for the non-Hispanic White population or 36.7 years for the total population.

African-Americans are consumers of all types of media: The year 2015 represents a tipping point for African-Americans. As voracious media consumers, powerful cultural influencers experiencing burgeoning population growth create an unprecedented impact across a broad range of industries, particularly in television, music, social media and social issues. Black consumers are adroit and well-informed commentators who are making their voices heard, and in many cases, defining and leading the national conversation on important social issues.

Buying Patterns. African-American households spend more on basic food ingredients and beverages and tend to value the food preparation process. Other popular buying categories include fragrances, personal health and beauty products, as well as family planning, household care and cleaning products.

* "THE STATE OF AFRICAN-AMERICAN MEDIA USAGE"

Sara Erichson, Executive Vice President, Client Solutions & Audience Insights, Nielsen, June 24, 2016

Sponsorship Benefits



This powerful sponsorship opportunity creates high visibility, not only among the festival's large and sought-after Hollywood creative community, but also among a broad mainstream audience. We will work closely with your company to provide tailor-made options to suit your objectives and your budget, giving you maximum impact.

PRESENTING SPONSOR \$125,000 (Exclusive)

The presenting level sponsorship gives you the highest level of visibility, exclusive benefits and access throughout HBFF. It is a singular opportunity and offers an elite level of association with extensive festival-wide exposure and title recognition.

- Every mention of HBFF will also include the "presented by" credit for your company
- Marquee logo placement on advertising
- Festival communication and signage
- Exclusive sponsorship of a signature event or venue
- :30 commercial spot in previews prior to each film screening program during the festival,
- Free-standing signage & banner throughout festival
- Recognition during in theater announcements
- 12 transferable all-access VIP festival passes,
- 20 additional opening and closing night tickets,
- Front and center page color ad in festival program book
- Logo recognition
- Promotional product inserts and a robust social media campaign including sponsored banners, footers, widgets, blog posts, tweets, and Facebook

PREMIERE SPONSOR \$75,000.00

Your company is awarded major visibility, brand awareness, and cross-promotional marketing.

- A branded festival event OR a :30 commercial spot in previews prior to each film screening program during the festival
- Prominent placement on signature "Pocket Guide"
- Signage at all Festival venues
- Recognition during in-theater announcements
- 10 transferable all-access VIP festival passes
- 10 additional opening and closing night tickets
- Full back page color ad in festival program book
- Logo recognition
- Promotional product inserts
- Inclusion in social media marketing promotions.

Sponsorship Benefits

PARTNER SPONSOR \$50,000.00

Put your company and brand front and center

- A table space w/banner display and sampling in our high-traffic festival headquarters
- :30 commercial spot in 4 select previews prior to film screenings
- 8 transferable all-access VIP festival passes
- 8 additional opening and closing night tickets
- Full Page color ad in festival program book
- Logo recognition
- Social media mentions
- Product distribution in VIP and filmmakers' bags



SUPPORTING SPONSOR \$25,000.00

Support HBFF and have your company and brand seen by festival goers.

- A table space w/banner display at our high-traffic festival headquarters
- 6 transferable all-access VIP festival passes
- 6 additional opening and closing night tickets
- Half page color ad in festival program book
- Logo recognition
- Product distribution in VIP and filmmaker bags.

SUPERSTAR SPONSOR \$10,000.00

Show that your company is a "Superstar" with top promotions

- A table space w/banner display at our high-traffic festival headquarters
- 4 transferable all-access VIP festival passes
- 4 additional opening and closing night tickets
- Half page Color ad in festival program book
- Logo recognition
- Product distribution in VIP and filmmaker bags

Sponsorship Benefits



FRIEND OF THE FESTIVAL \$1,500.00

Become an HBFF Friend and reap the rewards of your generosity

- 4 transferable all-access VIP festival passes
- VIP access for two (2) to all HBFF events
- Your logo included in festival-wide collateral and promotional inserts in registration bags.



Special Opportunities



Special Sponsorship Opportunities: The Hollywood Black Film Festival (HBFF) offers an array of targeted special sponsorships and marketing opportunities as a means of gaining increased visibility for your company or product. Show your support by taking advantage of one of these diverse and integrated marketing opportunities that include new product demonstrations, premieres, parties and receptions, hospitality suites, and much, much more.

OPENING NIGHT PARTY

Join us as we kick off the first day of the Hollywood Black Film Festival, where you'll have the opportunity to "rub shoulders" with some of the most prominent film industry professionals and influential celebrities.

CLOSING NIGHT OSCAR PARTY

Come be part of a special night as HBFF Closes its 14th edition by hosting a star studded Oscar viewing party during the 2017 Academy Awards.

NIGHT OF TRIBUTE

Join us as we honor our most notable industry professionals to date, and recognize their contribution within our entertainment industry as well as in the African American community

AWARDS LUNCHEON

This VIP luncheon awards ceremony, with celebrity host, highlights the festival. Sponsor company logo, products and services will be center stage with the recent winners of HBFF in press photographs and accompanying releases distributed to world-wide media outlets. All eyes will be on this highly anticipated event.

RECEPTIONS AND MIXERS

Naming rights to high profiled, celebrity driven social occasion that will be hosted throughout the four day festival.

Special Opportunities

FILMMAKERS LOUNGE

The "hub" of the festival where guests frequent throughout the day and where meetings/discussions take place. This is exclusive to past holders and VIP guests attending the festival. This venue gives peer to peer brand exposure and direct interaction with attendees. Will include sponsor activation areas.

FILMMAKERS WELCOME RECEPTION

Welcome the 2017 filmmakers and storytellers to HBFF at this invitation-only breakfast. Press photo opportunities abound capturing your company logo and products with film and television industry insiders as they mingle with the rising stars of film and television selected to participate in this year's festival.

FILMMAKER JURY AND AUDIENCE AWARDS (Monetary & In-kind prizes)

We are seeking an array of prize packages for the HBFF filmmaker and storyteller finalists. We are looking for in-kind sponsorships of filmmaker pre, production and post-production services - camera equipment, software production suites, sound, lighting, editing, etc. -- business planning & budgeting tools



A CONVERSATION WITH...

This is a series of candid conversations with some of the industry's hottest movers and shakers. HBFF has been honored to have directors and producers such as John Singleton (2 Fast 2 Furious), George Tillman (Barbershop) and scribe, Tina Andrews (Why Do Fools Fall in Love?) participate in these informative discussions. Your sponsorship includes your company logo printed on related signage

Special Opportunities

INFOTAINMENT CONFERENCE

Our Infotainment Conference is the most sought out opportunity of the festival. We provide exciting panel discussions and workshops as well as educational and engaging discussions. The Infotainment Conference covers a wide range of topics from film financing, production, distribution and marketing, to pitching, writing for television, film and new media, in addition to specific programs of interest to actors. Each year the talk-show style panels, roundtable discussions and workshops feature nearly 100 industry leaders including studio executives, filmmakers, producers, directors, writers, agents, distributors, attorneys, business managers, guild representatives and actors.

PITCH-A-THON

A MUST ATTEND event for filmmakers and storytellers hoping to sell their idea, story, book, or screenplay to Hollywood buyers. Participants pitch their story ideas to entertainment industry executives, talent agents and key personnel who have the power to “greenlight” desired projects.

MONOLOGUE SLAM

Actors get the unique opportunity to share their acting skills by performing a 1 minute monologue in front of Hollywood’s Top Casting Directors and a panel of industry judges.

PROJECT STARGAZERS

Is the first initiative between NASA and HBFF. Open to all writers, the competition is accepting science fiction or science fact story ideas for film, television or web series, that clearly feature NASA space or earth science facts as integral plot elements.



PRINT and MEDIA ADVERTISING

NAME BADGE/LANYARD

Attendees will be wearing your company’s name all week! The Name Badge/Lanyard sponsorship provides exclusive, highly-visible level of exposure during the entire film festival. This sponsorship provides HBFF name badge holders and/or lanyards for approximately 500 attendees. Each registered attendee will be given their name badge in these holders and are required to wear the badges while participating in HBFF events.

Special Opportunities

REGISTRATION BAG

Reach every HBFF festival pass holder by sponsoring the Registration Bag. The sponsor's name and/or logo brand will be printed on approximately 1,000+ attendee bags. Includes your company promotional / informational insert in each bag.

FESTIVAL PROGRAM GUIDE

ADVERTISING OPPORTUNITIES

An opportunity to be part of our souvenir guide for our 14th edition. The Program Guide is the comprehensive guide used by festival attendees with film listings, festival event information, schedules, special event information, ticket information, and promotion of Festival sponsors and partners. It acts as a guide to restaurants, night clubs, hotels, services and retailers. Our centerfold will include a map highlighting all of our venues and the HBFF "Friends of the Festival".



QUANTITY AND DISTRIBUTION

5,000 print & 15,000 plus

Interactive PDF on HBFF website.

On-site at Festival and Marina del

Rey/surrounding cities distribution points including screening venues, hotels, shops and restaurants

PRICING

Interior Ads

Double-Page Spread..... \$1500

Full Page..... \$750

Half Page..... \$500

Quarter Page..... \$250

Premium Ads

Blank Cover..... \$2000

Inside Cover..... \$750

Third Cover..... \$500

PRINT SPECS

Acceptable File Formats: PDF, JPEG; PDFs: use X-1a:2001 setting; Color CMYK only. NO RGB, spot color, lab color, pantone, etc. Images/Photos Photo/art resolution must be 300dpi or higher; Line art/text must be 600 dpi

Contact Us

"FESTIVAL AT THE BEACH"

The Hollywood Black Film Festival, in its 14th edition, will take place February 22-26, 2017 in the picturesque seaside community of Marina Del Rey, CA.

Your sponsorship is an integral part of our success. HBFF promises to give your brand the highest level of exposure and strategic visibility within the festival.

HBFF offers a variety of custom sponsorship and custom activation opportunities designed to meet your company's specific marketing and promotional awareness goals. Our development team will work with individual sponsors to create a packages that complements those specific marketing and sales objectives.

To request your custom sponsor partnership opportunity package, please contact our brand development department for more information at:

Email: Sponsor2017@HBFF.org

Phone: 1.844.560.HBFF
(4233) Ext. 810

Thank you in advance for your support!

