

POCAHONTAS REFRAMED “STORYTELLERS” FILM FESTIVAL

SPONSORSHIP OPPORTUNITIES

NOVEMBER 21-24, 2019
HISTORIC BYRD THEATRE



ABOUT THE FESTIVAL

POCAHONTAS REFRAMED

REFRAMING NATIVE AMERICAN LIFE AND EXPERIENCE THROUGH FILM

Representation matters. It matters because it impacts how we interact with our fellow Americans, the way that we educate our children, and it shapes our path forward as a democracy. Storytelling and filmmaking have suffered from a dearth of representation of important groups that influenced American democracy, notably Native Americans.

Native culture is rich, steeped in history and multifaceted, yet mainstream films do not often capture this nuance. The Pocahontas Reframed “Storytellers” Film Festival honors the contributions of Native Americans and aims to raise awareness about Native American language, cultures, and societies through films that share Native American perspectives.

The festival, which is the only one of its kind on the East Coast, brings together producers, directors, authors, cineastes and actors who share a passion for film, and features experiential learning opportunities for the entire public.

The Pocahontas Reframed “Storytellers” Film Festival is a Legacy Project of the American Evolution™ 2019 Commemoration.



HIGHLIGHTS



HOSTILES



RUMBLE



MORE THAN
A WORD



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POCAHONTAS REFRAMED

ABOUT

Pocahontas Reframed strives to bring together artists, authors, filmmakers, and actors willing to share, teach, and explain their creativity and history. The Festival includes Native American-affiliated classic and recently released films that have been official selections of world-renowned festivals including the Sundance Film Festival, the American Indian Film Festival (San Francisco), and the Toronto International Film Festival.

PREVIOUS ATTENDEES

MICHAEL HORSE
ACTOR

PAMELA PIERCE
CEO, SILVER BULLET PRODUCTIONS

SAM BEARPAW
ACTOR

SHELLEY NIRO
FILMMAKER

PIERRE-WILLIAM GLENN
FRENCH CINEMATOGRAPHER

FEDERICO CUATLACUATL
FILMMAKER

CARY MORIN
GUITARIST

DARLENE NAPONSE
FILMMAKER

\$2,500
**SUPPORTING
SPONSOR**

Tickets

6 VIP tickets - includes access to special events and VMFA reception (\$50 value each)

Website

Recognition and link on sponsor page on website

Program

Recognition of sponsor on page in festival program (over 35,000 distributed by *Style Weekly* prior to festival)

Film Poster

Logo on film poster

Social Media

1 mention during festival week on all platforms: Facebook, Instagram, and Twitter

\$5,000
**LEADING
SPONSOR**

IN ADDITION TO
THE SUPPORTING
SPONSOR BENEFITS

Tickets

8 VIP tickets **in total** - includes access to special events and VMFA reception (\$50 value each)

Theater & Reception Signage

Recognition of sponsor logo in onsite signage

Website

Sponsor logo and link on sponsor page on website

Onscreen

Recognition in pre-trailer scroll before all films

Festival Program

Dedicated ¼ page ad
(over 35,000 distributed by *Style Weekly* prior to festival)

Social Media

2 **total** mentions on all platforms:
Facebook, Instagram, and Twitter

\$10,000
**STAR
SPONSOR**

IN ADDITION TO
THE LEADING
SPONSOR BENEFITS

Tickets

12 VIP tickets **in total** - includes access to special events and VMFA reception (\$50 value each)

Festival Program

Dedicated ½ page ad
(over 35,000 distributed by *Style Weekly* prior to festival)

Social Media

3 **total** mentions on all platforms:
Facebook, Instagram, and Twitter

Access

Access to hospitality suite



\$15,000 PREMIERE SPONSOR

IN ADDITION TO
THE STAR SPONSOR
BENEFITS

ONLY **TWO** AVAILABLE

Tickets	20 VIP tickets in total - includes access to special events and VMFA reception (\$50 value each)
Comprehensive Logo Placement	Recognition in all marketing materials
Press	Recognition in press efforts
Speaking	Opportunity for company/organization representative to intro a film or panel
VIP Dinner	Sit-down dinner with filmmakers, actors and festival organizers
Festival Program	Dedicated full page ad (over 35,000 distributed by <i>Style Weekly</i> prior to festival)
Social Media	5 total mentions on all platforms: Facebook, Instagram, and Twitter
VMFA Reception Integration	Official name integration - i.e. reception made possible by X Option to display materials at VMFA launch reception Co-branded step-and-repeat Opportunity for company representative to speak as part of program

SPONSORSHIP LEVELS

SUPPORTING
SPONSOR

LEADING SPONSOR

STAR SPONSOR

PREMIERE SPONSOR



POCAHONTAS REFRAMED

CREATIVE OPPORTUNITIES *ADD-ONS*

Filmmakers Program Sponsor

Co-create a grant together for a Native American filmmaker to commission an original film to premiere at the festival.

Talent Sponsor

Speaker fee for specific filmmaker / actor to attend with a private meet and greet.

We are also open to creative opportunities to amplify the brands of our sponsors. If you'd like to be incorporated in a way you don't see listed, please let us know. We are happy to discuss additional options.

CONTACT US

POCAHONTAS REFRAMED "STORYTELLERS" FILM FESTIVAL

Address

Pocahontas Reframed SFF
1154 Pocahontas Trail
King William, VA 23086

Web

PocahontasReframed.com
@PRSFilmFest

Brad Brown Festival Organizer

Email Director@pocahontasreframed.com

Sam Proctor Sponsorship Coordinator

Email sproctor@fandr.com

Phone 804.393.1382

Deadline

The deadline for sponsorship is August 1, 2019. Please have your logo and any additional brand materials submitted by August 15, 2019.

The festival is a Legacy Project of the American Evolution™ 2019 Commemoration.

Pocahontas Reframed "Storytellers" Film Festival is a tax deductible charitable organization (501(c)3).

