



The Reno Film Festival
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Reno, NV 89503
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www.renofilmfestival.com

Sponsor Name: _____

Contact Name: _____

Contact Phone: _____

Contact Fax: _____

Contact E-Mail: _____

Mailing Address: _____

Sponsor Website: www. _____

Reno Film Festival 2009-10 Sponsorship Agreement

This agreement made and entered into on the date indicated under the signatures on the last page, by and between the Reno Film Festival and the undersigned, outlines a sponsorship program with respect to the 2009-10 Reno Film Festival season of events as detailed below.

Scheduled for 2009-10 are the following (all dates/events are subject to changes):

September 25 & 26	Manhattan Short Film Festival in Reno and Screenwriting Workshop
March dates TBD	Oscar Shorts Screenings
May dates TBD	Lumière All-School Film Fest
May or June dates TBD	10 th Reno Film Festival

Reno Film Festival's Obligations to Sponsor

The undersigned sponsor will receive benefits befitting its sponsorship level from the Reno Film Festival as detailed herein throughout the term of this agreement. Benefits include event tickets & hospitality and a number of marketing opportunities (see chart). The Reno Film Festival understands that individual sponsors may have specific needs and the benefits defined below may be altered and tailored to meet those sponsor needs. Cash sponsors (see top of page 3) will be afforded the "naming" of their event in addition to the benefits detailed below.

The Reno Film Festival reserves the right to amend or delete some benefits if, in the interests of the event, it seems reasonable and right to do so. If any benefits are amended or deleted, the Reno Film Festival will exert its best efforts to offset such changes with benefits of equal or greater value.

Sponsor Levels	Presenting	Oscar	Golden Globe	SAG	Nominee
<i>Benefits:</i>	\$25,000+ Sponsor's name over all events	\$10,000 - \$24,999	\$5,000 - \$9,999	\$3,000 - \$4,999	\$1,000 - \$2,999
All Access Pass (for 2009 festival access to all screenings and events; All Access Passes may be exchanged for additional movie tickets, etc.)	16	8	6	4	2
Passes for Other Events (i.e. Manhattan Short Film Festival, Oscar Shorts)	16	8	6	4	2
Sponsor Ad (in 2010 Festival Program)	Full Page Color	3/4 Page Color	1/2 Page Color	1/4 Page Color	1/8 Page Color
Promotional Materials (for all RFF events from date of sponsorship through 6/10)	Logo* *space permitting	Logo* *space permitting	Name	Name	Name
Media Advertising (for all RFF events from date of sponsorship through 6/10)	Logo* *space permitting	Logo* *space permitting	Name	Name	Name
Pre-show Acknowledgment (at all RFF events from date of sponsorship through 6/10)	Name	Name	Name	Name	Name
Access to Preferred Seating (at all screenings and events; requires timely RSVP and early arrival)	X	X	X	X	X
The Right to use RFF Name & Logo (in your promotional & media materials from date of sponsorship through 6/10)	as 'Presenting Sponsor'	as 'Official Sponsor'	as 'Official Sponsor'	as 'Official Sponsor'	as 'Official Sponsor'
RFF Webpage Advertising (plus a link to your website if applicable)	X	X	X	X	X
Add'l Purchase Discount for tickets (purchased one week prior to any event)	25%	20%	15%	15%	10%

There is the opportunity for cash donor sponsors to name/host a specific film, film series or event. With local business cash sponsorships, the festival is hopeful to offer free or reduced movie tickets to the public, crediting the naming sponsor for this special pricing. The breakdown for these opportunities are detailed below and more than one sponsor can "team up" to be the host and/or the Reno Film Festival may "team up" two sponsors (with their permission). For instance, two or three sponsors can host the opening party & film. Sponsor benefits are detailed above.

- Manhattan Short Film Festival in Reno \$ 2,000
- Oscar Shorts 2,000
- Festival films 500 each
- Indie shorts competition series (over 4 days),exclusive 2,000
- Indie shorts competition series (over 4 days),co-sponsor 500 each
- Lumière All-School Film Fest (3-day series),exclusive 2,000
- Lumière All-School Film Fest (3-day series), co-sponsor 1,000 each
- Educational panels & seminars, per event 500 each
- Opening party & film, exclusive 3,000
- Opening party & film, co-sponsor 1,500 each
- Dinner gala, exclusive 3,000
- Dinner gala, co-sponsor 1,500 each
- Tee-shirt sponsor (shirts with sponsor name for Lumiere students, volunteers, etc.) 1,000

Sponsor’s Obligations to and Benefits from the Reno Film Festival

In exchange for the benefits outlined in the previous section, the undersigned sponsor will provide the following to the Reno Film Festival. Sponsorships may either be cash or in-kind or a combination of these. The undersigned sponsor will provide \$_____ cash or an in-kind valued at \$_____ for the Reno Film Festival. An invoice for cash sponsorships will follow within 30 days of agreement signing, with payment due _____.

All sponsors are asked to furnish a camera-ready logo as soon as possible upon signing this agreement, emailing it to info@renofilmfestival.com, and agree to comply with deadlines on ad submissions, RSVPs for event participation, etc.

Host/Named Sponsorship

The undersigned will be the named host of the following Reno Film Festival film, film series or event:

In-Kind Support

The undersigned sponsor will provide the following in-kind support valued as indicated above:

Notes to Agreement

In the event the Reno Film Festival does not take place due to any cause beyond the reasonable control of the parties, this agreement shall terminate and the Reno Film Festival’s only obligation shall be to return the undersigned sponsor any cash portion of the underwriting fee paid to the Reno Film Festival less any direct out-of-pocket expenses incurred prior to the date of termination. This agreement does not constitute a partnership or joint venture or principal-agent relationship between the two undersigned parties. The undersigned parties may not assign the agreement to anyone else. This agreement shall be governed by the laws of the State of Nevada and is complete and represents the entire agreement between the undersigned parties.

Both parties signing below agree to defend, indemnify and hold harmless to each other and their respective officers, agents, and other employees from all claims, suits, actions, liabilities, costs and expenses (including attorney’s fees) resulting from injuries (including death), to all persons, including, but

not limited to, guests, patrons, invitees, contractors, suppliers of materials, caused by the negligence or willful misconduct of either parties, their officers, agents or other employees. Both parties acknowledge that their obligations under this paragraph shall survive the termination of this agreement.

The Reno Film Festival (Tax ID: 88-0397573) has been designated a 501 © 3 non-profit organization from the IRS and the undersigned sponsor's participation is tax deductible.

The parties to this agreement warrant that the persons executing this agreement are authorized to execute this agreement and are authorized to obligate their respective organizations to perform this agreement.

This agreement for 2009-10 Reno Film Festival season _____ (sponsor's initials)
This agreement for 2010-11 Reno Film Festival season _____ (sponsor's initials)

(Sponsor name)

Reno Film Festival

(Signing party name, title)

(Signing party name, title)

(Date)

(Date)