

24TH ANNUAL
**AFRICAN
AMERICAN
FILM MARKETPLACE**
& S.E. MANLY
SHORT FILM SHOWCASE



2018 SPONSORSHIP OPPORTUNITIES

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EVENT DETAILS

Date: Friday through Sunday, April 27-29, 2018

Events: **Opening Night Ceremony**
April 27, 2018 / 7:00pm
Nate Holden Performing Arts Center
4708 West Washington Blvd., Los Angeles, CA 90016

**24th Annual African American Film Marketplace
and S.E. Manly Short Film Showcase**
April 28 – 29, 2018 / 10:00am – 10:00pm
Raleigh Studios
5300 Melrose Ave., Hollywood, CA 90038

**Anticipated
Attendance:** 3,000 over the entire weekend

Admission: Ticketed Events and Screenings, Weekend Passes

Logistics: Awards Show Format, Hosted Receptions,
Film Screenings, Panels, Q&A,
Marketplace Vendor Booths



24TH AFRICAN AMERICAN FILM MARKETPLACE & S.E. MANLY SHORT FILM SHOWCASE

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Celebrate Our 24th Year With This Great Sponsorship Opportunity

Enjoy a welcoming, entertaining, and inspiring cinematic experience. Now in its 24th year, the African American Film Marketplace and S.E. Manly Short Film Showcase was started 24 years ago by host organization the Black Hollywood Education and Resource Center* (BHERC) as a forum for African American filmmakers to showcase their films while networking with industry personnel and others.

Named for its founder Sandra Evers-Manly, the African American Film Marketplace and S.E. Manly Short Film Showcase (AAFM) weekend begins with the red carpet event "A Great Day In Black Hollywood". This Opening Night event recognizes and pays tribute to African American film industry icons, pioneers and community leaders as well as celebrating a new generation of filmmakers.

The next two days feature screenings of films and documentaries that inspire, challenge, make us think, laugh and more. In addition

to films, over the years the festival has presented diverse entertainment industry speakers and workshops that have included Writers on Writing, Directors on Directing, the Pitch Tent, and the Casting Couch.

A highlight of the weekend is the addition of the annual Youth Diversity Film Festival for Middle and High School students. This Youth festival provides a forum for students to display their talent and discuss some of the key challenges that students face today.

The African American Film Marketplace and S.E. Manly Short Film Showcase concludes the weekend with the fan favorite Soul Food Reception.

As you can see there are many opportunities for sponsorship of all or part of this wonderful and unique program with an outstanding history and reputation in Los Angeles.



***About BHERC** - Founded in 1996 by Sandra Evers-Manly, the Black Hollywood Education and Resource Center (BHERC) is a nonprofit, public benefit organization designed to advocate, educate, research, develop, and preserve the history and future of Blacks in film and television. Through Film Festivals, Award Ceremonies, Book Signings, Script Readings, Contests, Scholarships, other programs and special events, BHERC recognizes the contributions of Black men and women in front of and behind the scenes in the entertainment industry.

ATTENDEE DEMOGRAPHICS

24th ANNUAL
**AFRICAN
AMERICAN**
Film Marketplace
and
U.S. Multi Short Film Showcase

Benefits of Partnership

- Align your company with an event that has a proven track record
- Connect your brand to this community on the ground level
- Retain and increase customer loyalty
- Reach your targeted market consumer

Festival Numbers At-A-Glance

| | |
|---|----------------|
| Number of Festival Entries: | 1,000 |
| Number of Festival Attendees: | 3,000 |
| Number of Films Selected & Screened: | 71 |
| Number of Youth Films Entered & Screened: | 23 |
| Number of Countries Submitting Films: | 77 |
| Influencers Email Reach: | 400,000 |

Marketing Reach

Email: **850,000** (LA Weekly; LA Sentinel; BlackNLA;
Save the Date; EURweb, KPFK; Actor's Choice)
Radio: KJLH 102.3; KDAY 93.2; KPFK
Social Media Marketing Reach: **500,000**
Print Impressions: **350,000** LAWeekly; LA Sentinel, LA Focus
Street Team Outreach: **10,000** Fliers

Demographics*

| | |
|--------|-----|
| Female | 53% |
| Male | 47% |

Audience

LA Metro; San Francisco Bay Metro;
Dallas/Houston, Texas; Jacksonville/Miami, Florida;
Washington, DC Metro;
International

Community Oriented Multi-Generational Diverse Filmmakers

Cultured, Worldly & Fun
Tech Savvy
Upscale Diverse Audience



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SPECIAL EVENTS

24th ANNUAL
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Film Marketplace
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S.E. Short Film Showcase

Special Event Sponsorship Opportunities:

"A GREAT DAY IN BLACK HOLLYWOOD" OPENING NIGHT AWARDS & POST RECEPTION

\$15,000 / Sponsorship of kick off film festival and after-party. Includes 20 reserved seats and 20 tickets to after-party with filmmakers. Reserved space with VIP table. Sponsored product to be featured during party. 300+

CLOSING NIGHT FILM FESTIVAL & SOUL FOOD RECEPTION

\$10,000 / Includes 20 reserved seats and 20 tickets to the after-party with filmmakers. Reserved space with VIP table. Sponsored product to be featured during party. 300+

ANNUAL YOUTH DIVERSITY SHOWCASE

\$10,000 / Sponsorship of student films showcase. Includes 10 reserved seats and exclusive signage.

AAFM President's Choice Industry Panels

\$1,500 / Each Panel

MARKETPLACE BOOTHS

\$500 / Per Booth Space (8' Table)



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CORPORATE SPONSORSHIP



We offer customizable sponsorships based on your marketing objectives:

CORPORATE SPONSORSHIP:

- **Presenting:** \$50,000
- **Marquee:** \$30,000+
- **Star:** \$10,000+
- **Gold:** \$5,000+

Each level includes branding, social media, product sampling, inclusion in program guide, sponsor trailer, and festival passes.

IN KIND PARTNER:

Sample your product at our festival events and screenings and in gift bags, and receive hospitality, branding, and festival passes.

MEDIA PARTNER:

Opportunity for media partner to receive on-site branding, hospitality, and festival passes in exchange for media placements.



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SPONSOR BENEFITS



SPONSOR BENEFITS

| | Presenting \$50,000 | Marquee \$30,000 | Star \$10,000 | Gold \$5,000 | Media/ Hospitality In-Kind \$2,500 |
|--|------------------------|---------------------|------------------|-----------------|---|
| ACTIVATION & ON-SITE | | | | | |
| Logo on Step & Repeat | X | X | | | |
| Sponsorship of Opening Night (Awards, After-Party) | X | | | | |
| Logo on Event Signage | X | X | X | X | |
| HOSPITALITY | | | | | |
| Concierge Services, branded VIP seating, early entry | X | X | X | X | X |
| Festival Passes / Discount on additional Passes* | X | X | X | X | X |
| Access to Hospitality area | X | X | X | X | X |
| MARKETING EXPOSURE | | | | | |
| Logo in Program | X (cover) | X (full pg color) | X (full pg bw) | X (half pg) | X (quarter pg) |
| Ad in Program | X | X | X (logo) | X (logo) | |
| Branding on Website | X | X | | | |
| Branding on Festival Passes/Lanyards | X | X | | | |
| Inclusion in print and electronic ads | X | X | | | |
| On screen ads during festival | X | | | | |
| Logo in Eblasts | X | X | | | |
| Dedicated Eblasts | X | X | | | |
| Social Media | X | X | | | |
| Press Release | X | X | X | | |
| Co-Branded Gift Bag (option) | X | X | X | X | |
| Premium logo item in gift bag (option) | X | X | X | X | |
| Rep inclusion in Panel discussion | X | X | X | X | |
| (other tbd) | X | X | | | |

SPONSORSHIP A-LA-CARTE

24th ANNUAL
**AFRICAN
AMERICAN**
Film Marketplace
and
U.S. Minority Short Film Showcase

SPONSORSHIP A-LA-CARTE OPPORTUNITIES

| | Full Page (Color) | Full Page (B/W) | Half Page | Quarter Page 1/4 | Eighth Page 1/8 |
|---------------------------------------|----------------------|--------------------|-----------|---------------------|--------------------|
| Program Ads | \$2,000 | \$1,500 | \$1,000 | \$750 | \$500 |
| Lanyard Printing | \$2,500 | | | | |
| Gift Bag | \$5,000 | | | | |
| Opening Night Awards & Post Reception | \$15,000 | | | | |
| Closing Night and Soul Food Reception | \$10,000 | | | | |
| Hospitality Area | \$5,000 | | | | |
| AAFM President's Choice Panels | \$1,500 | | | | |
| Youth Diversity Film Festival | \$10,000 | | | | |
| Marketplace Booths | \$500 | | | | |



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ABOUT THE ORGANIZATION



Black Hollywood Education & Resource Center (BHERC) FILM PROJECTS IN THE COMMUNITY

The Black Hollywood Education and Resource Center (BHERC) founded in 1996 by Sandra Evers-Manly, is a nonprofit, public benefit organization designed to advocate, educate, research, develop, and preserve the history and future of Blacks in film and television. Through Film Festivals, Award Ceremonies, Book Signings, Script Readings, Contests, Scholarships, other programs and special events, BHERC recognizes the contributions of Black men and women in front of and behind the scenes in the entertainment industry. BHERC Signature programs include:



African American Film Marketplace and S.E. Manly Short Film Showcase

Now in its 24th year, the African American Film Marketplace and S.E. Manly Short Film Showcase was started as a forum for African American filmmakers to showcase their films while networking with industry personnel and others. The films and documentaries screened are under an hour and feature a host of topics that inspire, challenge, make us laugh and more. Over the years the festival has included various speakers and workshops; such as Writers on Writing, Directors on Directing, the Pitch Tent and the Casting Couch.

In addition to the Film Showcase, there is an annual Youth Diversity Film Festival for Middle and High School Students. This Youth festival provides a forum for students to display their talent and discuss some of the key challenges that students face today. The African American Film Marketplace and S.E. Manly Short Film Showcase annually kicks off with A Great Day In Black Hollywood, an evening that pays tribute to African American pioneers and leaders in the film industry and community as well as celebrating a new generation of filmmakers.



Reel Black Men Film Festival

BHERC spotlights shorts created by Black male filmmakers. This screening and dialog is an opportunity for emerging African American male directors to showcase their skills, talent and vision through film screenings, while giving the audience a chance to view and discuss the artistry, passion and sacrifice involved in the independent filmmaking process.



SISTAS Are Doin' It For Themselves Film Festival

BHERC spotlights shorts created by Black female filmmakers. This screening and dialog is an opportunity for emerging African American female directors to showcase their skills, talent and vision through film screenings, while giving the audience a chance to view and discuss the artistry, passion and sacrifice involved in the independent filmmaking process.



Youth Diversity Film Festival

BHERC spotlights shorts created by diverse student filmmakers. This screening and dialog is an opportunity for emerging young directors to showcase their skills, talent and vision through film screenings, while giving the audience a chance to view and discuss the artistry, passion and sacrifice involved in the independent filmmaking process.



Artistry in Motion

Artistry in Motion seminars target students with strong interests in art, computer graphics, and animation. The seminars cover methods of developing animation storyboards and the production of current animated commercials, television shows, and film and music videos. Artistry seminars are designed to introduce middle and high school students to the magical world of animation and the diverse opportunities in animation.



Fight Back With Film

Born out of Sandra Evers-Manly's concern and compassion for Mothers who have lost their children to gang violence, Fight Back With Film was a competition for BHERC filmmakers to create new projects that would effect a change in gang violence and its impact on our families, friends and the community. Four short films and one documentary were produced through this program and have been recognized by various organizations and public schools as a tool in their mission to address gang violence.

SPONSORSHIP COMMITMENT



SPONSORSHIP COMMITMENT FORM

| Select Category | Price | Size | Quantity | Sub-Total |
|--|--------------|------|----------|-----------|
| <input type="checkbox"/> Presenting Sponsor | \$50,000 | | | |
| <input type="checkbox"/> Marquee Sponsor | \$30,000 | | | |
| <input type="checkbox"/> Star Sponsor | \$10,000 | | | |
| <input type="checkbox"/> Gold Sponsor | \$5,000 | | | |
| <input type="checkbox"/> Media/In-Kind | \$2,500 | | | |
| <input type="checkbox"/> Lanyard Printing | \$2,500 | | | |
| <input type="checkbox"/> Gift Bag | \$5,000 | | | |
| <input type="checkbox"/> Opening Night Awards & Post Reception | \$15,000 | | | |
| <input type="checkbox"/> Closing Night and Soul Food Reception | \$10,000 | | | |
| <input type="checkbox"/> Hospitality Area | \$5,000 | | | |
| <input type="checkbox"/> AAFM President's Choice Panels | \$1,500 each | | | |
| <input type="checkbox"/> Youth Diversity Film Festival | \$10,000 | | | |
| <input type="checkbox"/> Marketplace Booths | \$500 each | | | |
| TOTAL AMOUNT: | | | | |

Contact Information

Name _____ Business Title _____

Company _____

Address _____

Assistant/Contact Name _____ Phone _____ Email _____

Phone _____ Fax _____ Email _____

Program Ads

☐ Full Page (Color) \$2,000
 ☐ Full Page (B/W) \$1,500
 ☐ Half Page \$1,000
 ☐ Quarter Page \$750
 ☐ Eighth Page \$500

Method of Payment

☐ Bill Me
 ☐ Check
 Credit Card: ☐ Visa ☐ MasterCard

Credit Card # _____ Exp. Date _____ Sec. Code _____

Authorized Signature _____

THANK YOU!

24TH ANNUAL AFRICAN AMERICAN FILM MARKETPLACE & S.E. MANLY SHORT FILM SHOWCASE

Thank You For Your Consideration!

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