

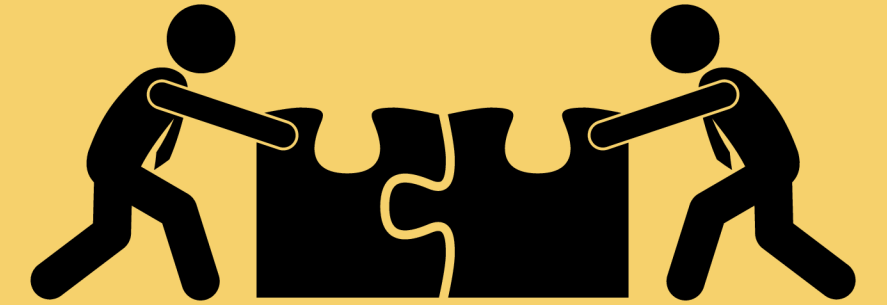


**S P O N S O R S H I P P A C K E T**  
**November 14 – 16, 2025**





## About US



Tonic TV Network proudly presents the Tonic TV & Film Festival, our first festival of the year, dedicated to discovering and showcasing new talent in the film industry. This festival serves as a platform for emerging filmmakers, writers, and creatives to bring their visions to life, with winners earning the opportunity to work on original Tonic TV content.

Our mission is to connect fresh talent with innovative brands, fostering collaborations that lead to compelling storytelling. By allowing new voices to integrate your brand into their narratives, we create authentic and engaging content that resonates with audiences.

**Join us as we bridge the gap between creativity and opportunity, championing the next generation of filmmakers and storytellers.**



## **Sponsorship Opportunities**



We are thrilled to offer a variety of sponsorship packages designed to deliver maximum impact for your brand. Each package is crafted to align with your goals, enhance visibility, and provide meaningful engagement opportunities with our audience.

### **1. Title Sponsor (Limited to 2 Sponsor)**

**Position your brand as the face of the festival.**

### **2. Presenting Sponsor**

**Enjoy high visibility during key moments of the festival.**

### **3. Supporting Sponsor**

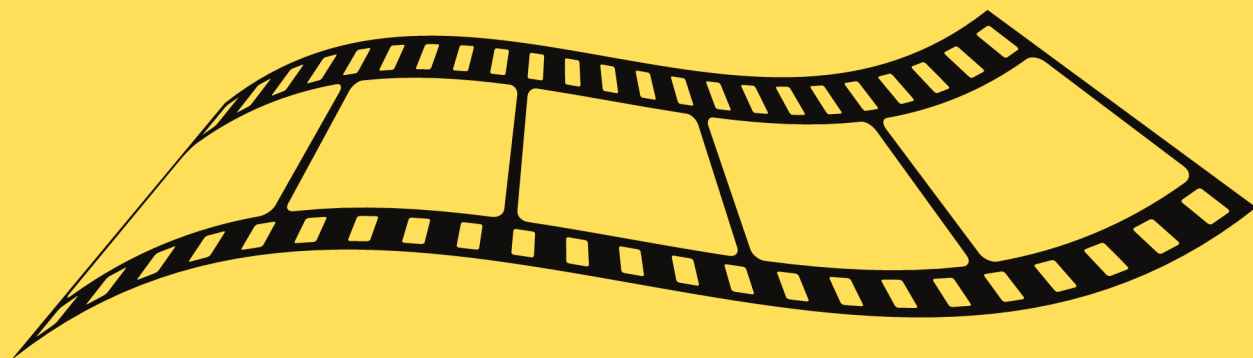
**Align your brand with our festival while enjoying flexible branding opportunities.**

### **4. Custom Partnerships**

**Let's create a partnership that works for you.**

### **5. Budget Sponsorship**

**Grow with the festival and community.**



# Why Sponsor Our Festival?

- **Unparalleled Visibility:** Reach a diverse and engaged audience through multi-channel branding opportunities.
- **Community Impact:** Support a beloved event that enriches the community and creates shared experiences.
- **Measurable Results:** Gain insights into audience engagement and maximize your return on investment.
- **Long-Term Value:** Build lasting connections with our attendees and partners.





# Sponsorship Packages

## Title Sponsor

**Be the headliner of the festival with exclusive naming rights and unparalleled visibility.**

### Key Benefits:

- Exclusive festival naming rights (e.g., “The [Your Brand] Festival)
- Premium logo placement on all materials (digital and physical)
- Exclusive speaking opportunities during key festival events
- Extensive media coverage and mentions in press releases
- Dedicated activation space at a high-traffic location
- Product Placement in original content exclusively for Tonic TV Network for 12 Months.
- Ad Campaign for 12 months on Tonic TV Network.

**Investment: Starting at \$30,000**

**Ideal for: Brands looking for maximum exposure and leadership positioning within the community.**





# Sponsorship Packages



## Presenting Sponsor

**Be the star of key moments with high-impact branding opportunities.**

### Key Benefits:

- Logo featured prominently during marquee events and performances
- Inclusion in all digital campaigns and targeted social media promotions
- Priority placement in festival schedules, guides and Product placement in original content for Tonic TV Network
- Opportunity for co-branded giveaways during select events
- Ad Campaign for 12 months on Tonic TV Network.

**Investment: Starting at \$15,000**

Ideal for: Companies aiming for visibility at specific high-profile events or activities.

## Supporting Sponsor

**Build a strong association with the festival through branding across multiple touchpoints.**

### Key Benefits:

- Logo placement in promotional materials, programs, and the festival website
- Strategic visibility at festival venues
- Acknowledgment during sponsor thank-you announcements
- Opportunity to distribute promotional materials or swag
- Ad Campaign for 12 months on Tonic TV Network.

**Investment: Starting at \$10,000**

Ideal for: Businesses seeking to reach a broad audience with cost-effective exposure.



# Sponsorship Packages

## Custom Partnerships

**Tailor your sponsorship to fit your brand's unique goals.**

**Options Include:**

- Naming rights for specific events, zones, or amenities (e.g., VIP Lounge, Food Court, Charging Stations)
- Creative activations like experiential booths, product sampling, or live demonstrations
- Exclusive hospitality benefits for your team and guests
- Branded giveaways or custom engagement opportunities
- Product Placement in original content exclusively for Tonic TV Network for 12 Months.
- Ad Campaign for 12 months on Tonic TV Network.

**Investment: Pricing is based on partnership scope (custom quotes are available).**

**Ideal for:** Organizations with specific objectives or creative marketing ideas looking for a flexible approach.



# Budget Sponsorship Packages

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## Community Sponsor 1

**Build a strong association with the festival through branding and community.**

### **Key Benefits:**

- Logo placement in promotional materials, programs, and the festival website
- Strategic visibility at festival venues
- Acknowledgment during sponsor thank-you announcements
- Opportunity to distribute promotional materials or swag
- Ad Campaign for 6 months on Tonic TV Network.

**Investment: Starting at \$5,000**

Ideal for: Businesses seeking to reach a new audience with cost-effective exposure.

## Community Sponsor 2

**Build a strong association with the festival through branding and community.**

### **Key Benefits:**

- Logo placement in promotional materials, programs, and the festival website
- Strategic visibility at festival venues
- Opportunity to distribute promotional materials or swag
- Ad Campaign for 4 months on Tonic TV Network.

**Investment: Starting at \$2000**

Ideal for: Businesses seeking cost-effective exposure.



## Why Partner With Us?



**Audience Reach: Engage with a potential 4,552 attendees along with a broader online audience. Join us in expanding your reach to those passionate about independent storytelling.**

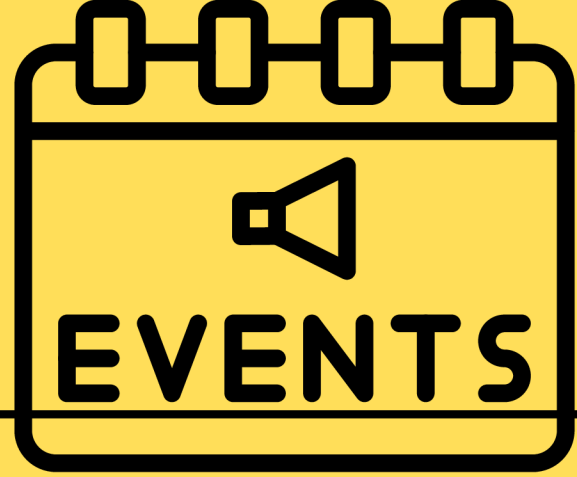
Community Engagement: Partner your brand with a cherished event that honors Independent TV and Film.

Exclusive Benefits: Boost your brand's visibility through focused campaigns and significant interactions.

Measurable ROI: Optimize your impact by gaining insights into audience engagement and brand exposure.







## 2025 Event details



Our first festival will be in the Chicago Area in the Hyde Park neighborhood.

**Date: November 14 – 16, 2025**

**Location:**

Chicago Area/ Hyde Park Neighborhood  
(TBA)

**Expected Attendance:**

1500 or More Attendees

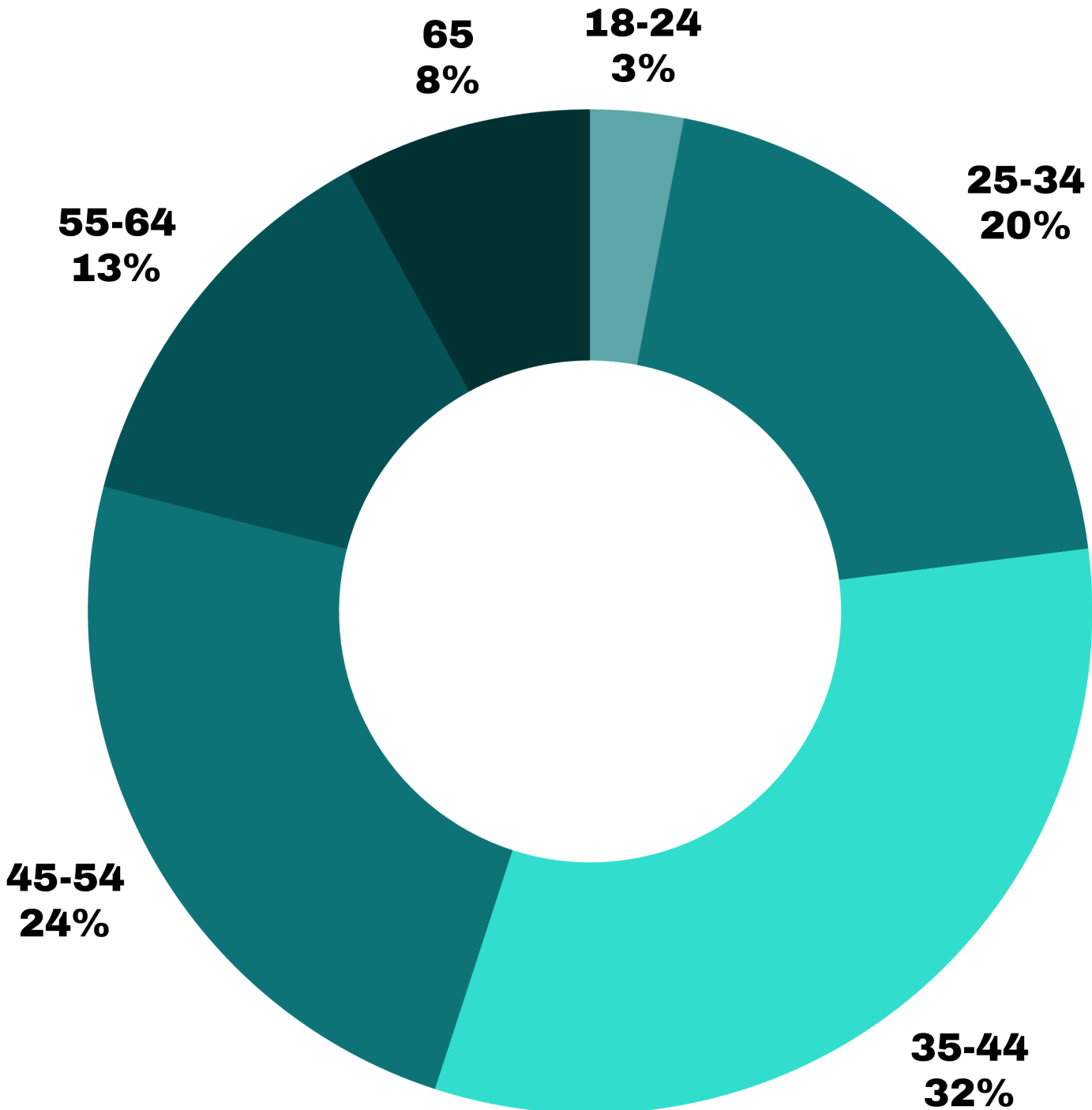




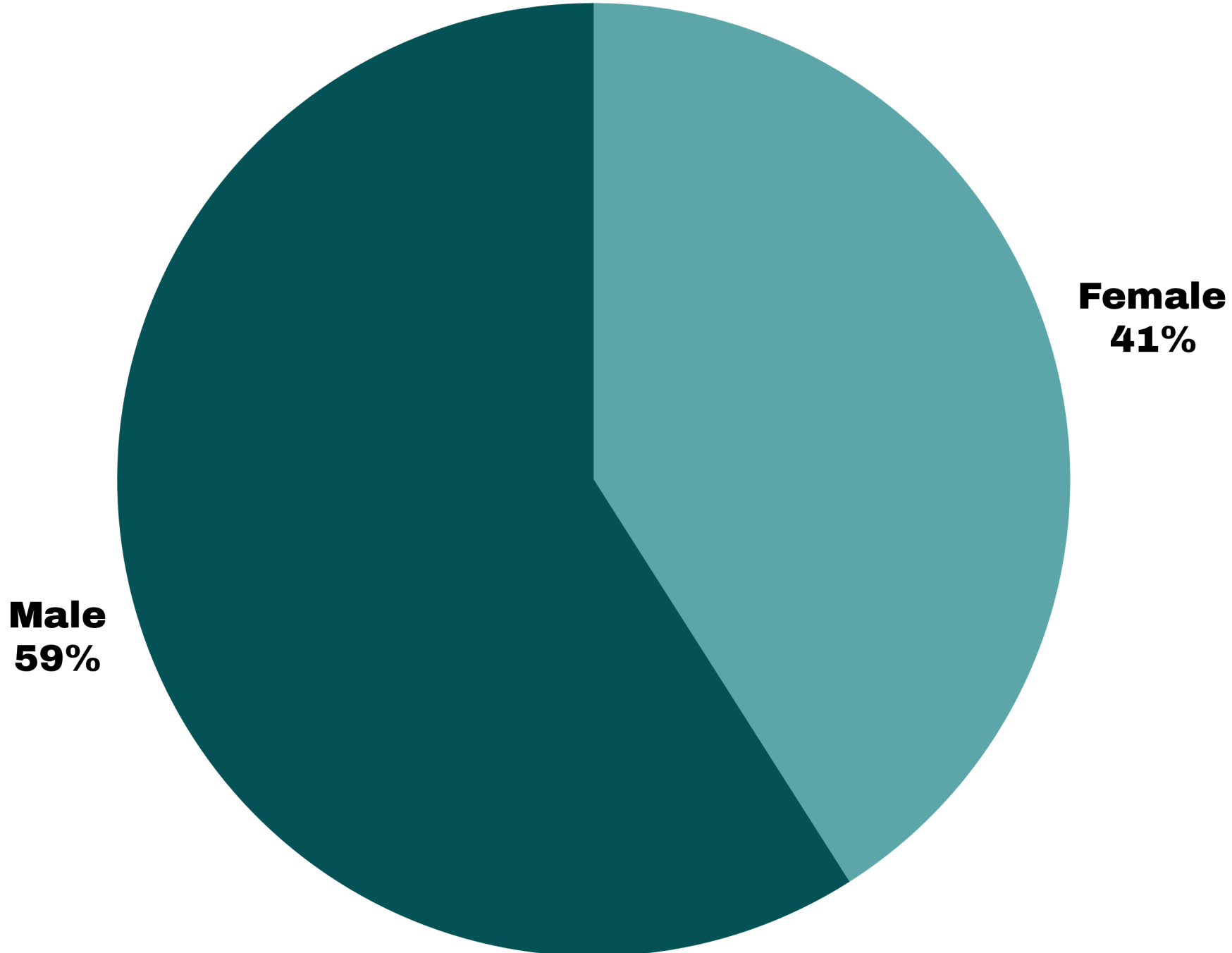
# Audience Demographics



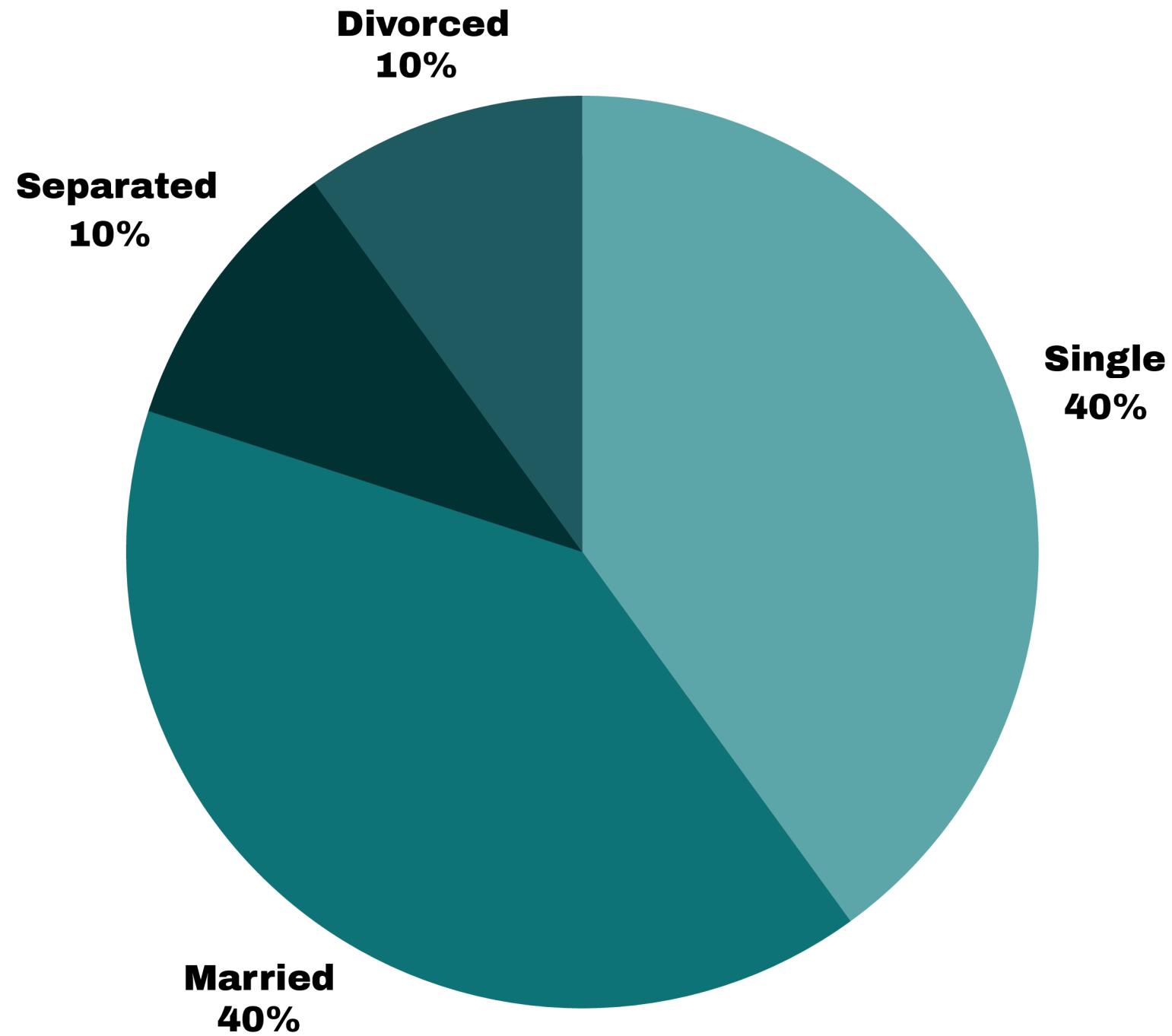
# Age Distribution



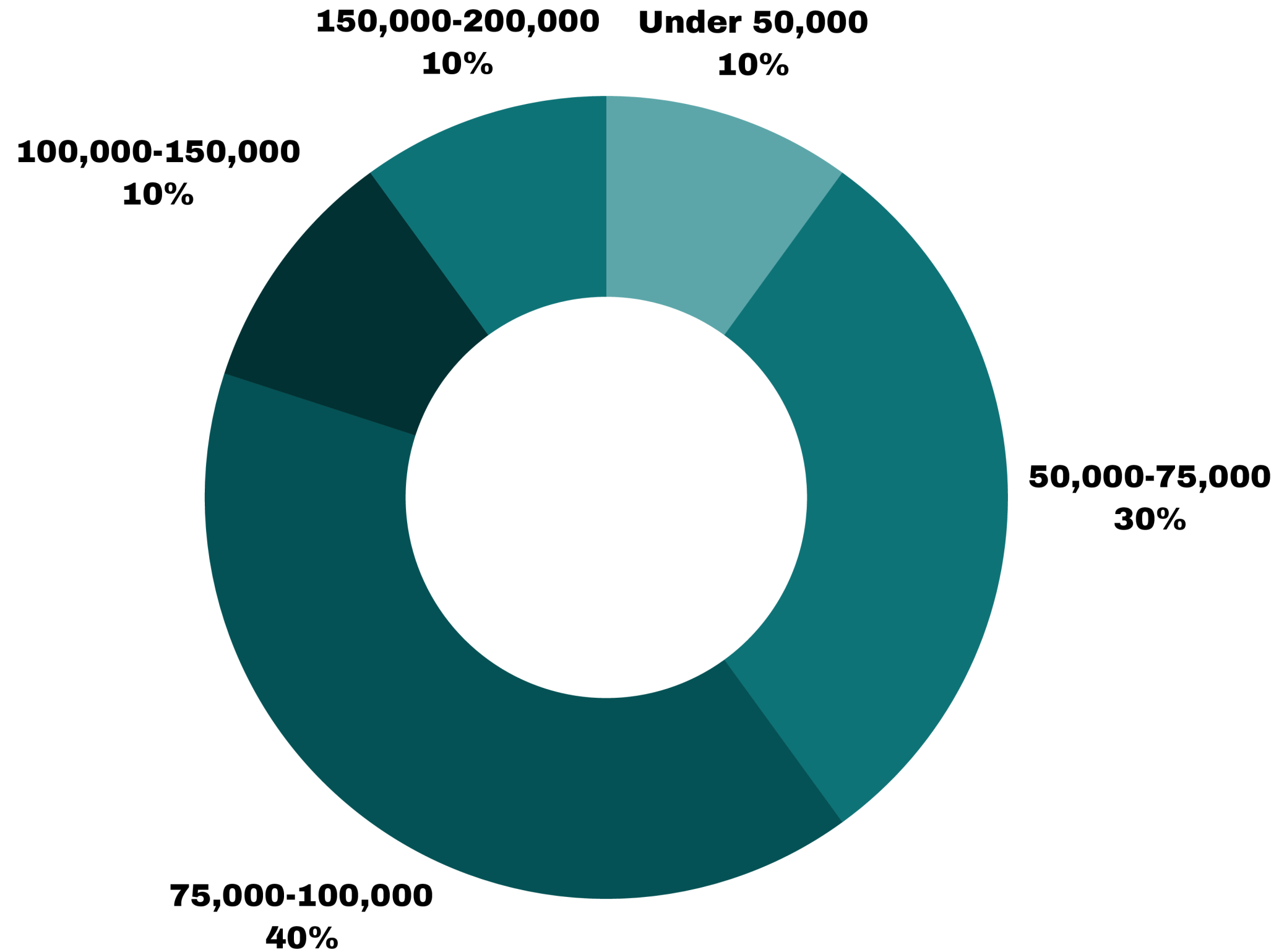
# Gender Distribution



# Marital Status Distribution



# House Hold Distribution



## Who attends?



### **Age:**

25-34 years old 40% 35-44 years old 30%

### **Income:**

\$28K to \$45K annually 30% \$50K to \$100K annually 70%

### **Location:**

Primarily Chicago in the Hyde Park Neighborhood

### **Interests:**

Film Workshop events, Local/National goods, local food and drink experiences, and wellness activities.

# Digital and media reach



**Your sponsorship will extend beyond the event day with a robust digital and media campaign designed to amplify your brand's exposure and visibility.**

## **Media Campaigns:**

- **Pre-Event Campaigns:**

Your logo and brand will be featured in sponsored posts and promotions across platforms, including Tonic TV Network, Facebook, Instagram, and Email Marketing.

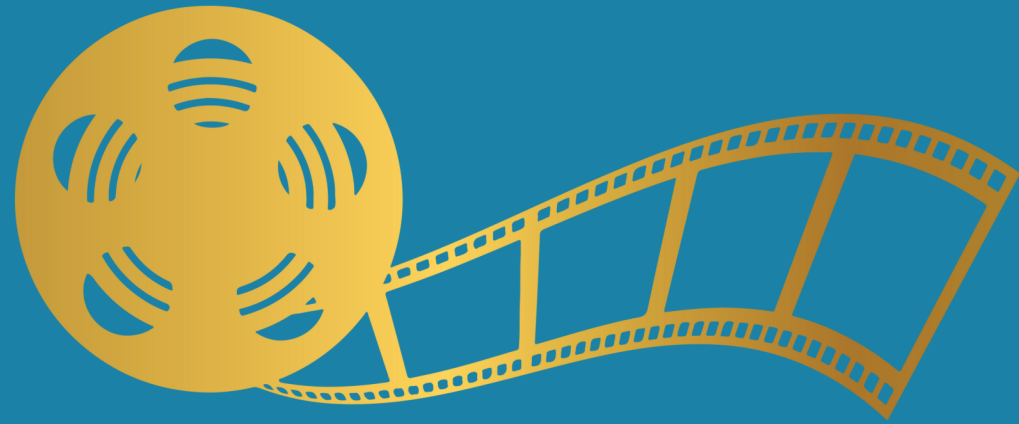
Inclusion in countdown campaigns, ticket promotions, and sponsorship highlight posts.

- **Day-of Event Content:**

Live coverage of the event will feature sponsor branding, including on-stage performances, attendee experiences, and branded areas like the bar or VIP lounge.

## **Post-Event Recap Posts:**

After the event, your logo will appear in thank-you posts and highlight reels shared with thousands of attendees and followers.



# **Next Steps**

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**Let's Get Started!**

**Contact us today to discuss the sponsorship package that best fits your goals.**

**A'aisha Fowler**

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**Website: [www.tonictvnet.com](http://www.tonictvnet.com)**

**Website: [watch.tonictvnet.com](http://watch.tonictvnet.com)**

**<https://filmfreeway.com/TonicTVandFilmFestival>**