

FILM INDEPENDENT SPIRIT AWARDS

SPONSORSHIP OPPORTUNITIES

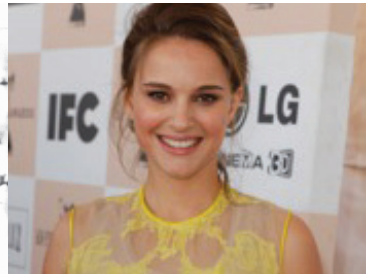
And the Spirit Award goes to...

"...the edgy, freewheeling ceremony is Tinseltown's chance to let down its hair while honoring first time and unusually innovative independent films, screenplays, and performances," declares *USA Today*.

The Film Independent Spirit Awards is the premier awards show for the independent film community. Held the day before the Oscars in a tent on the beach in Santa Monica, the Spirit Awards honors films and filmmakers who embody independence and originality. Televised in millions of homes and covered internationally by the press, the Spirit Awards recognizes the achievements of independent filmmakers and promotes independent film to a wider audience.

The Spirit Awards offers an opportunity to promote your company within one of the most respected properties in the film industry. Companies such as Acura, Garnier, ELLE, Stella Artois, L'Oréal Paris, Netflix, and LACOSTE participate because their brands are aligned with the visionary talent and excitement represented at the Spirit Awards. From our standing media exposure to celebrity product placement, the Spirit Awards offers the opportunity to reach the film industry's young opinion makers — a fashionable, trendsetting, market-leading group.

Choose the sponsorship package that best meets your corporate needs. Please contact Danièle Neuharth in the Film Independent Development Department at 310.432.1252.



Sponsors receive primary exposure, placement, and recognition at the Spirit Awards properties, including the Nominations Announcement Press Conference, Nominee Screening Series, Nominee Reception, and Awards Ceremony.

Sponsors receive exclusivity within their industry segment and may initiate specific promotions associated with the Spirit Awards. Sponsors receive the first opportunity to purchase additional tables for the Awards Ceremony when confirmed by October 1. To keep your spirit of independence visible throughout the year, sponsors receive recognition in Film Independent's donor list and a one-year Film Independent VIP Membership providing complimentary access to a host of film events for three company employees.

Nominations Announcement Press Conference

This event, held on a late November morning at a Los Angeles-based hotel, is the to kick off event of the Spirit Awards season. Celebrity presenters including Jason Bateman, Zach Braff, Matt Dillon, Taraji P. Henson, Laura Linney, Eva Mendes, Sandra Oh, Jeremy Renner, Mark Ruffalo, Kevin Spacey, and Alfre Woodard are among those who have read the five nominees in each category to the press. The event, held three months prior to the Awards Ceremony, draws reporters from CNN, Entertainment Tonight, Access Hollywood, *USA Today*, and the *Los Angeles Times* for the scoop on the Spirit Awards nominees. Most of all, this event is the first chance for the press and the world to hear about who is in the running for a Spirit Award.

Nominee Screening Series

For two months preceding the Awards Ceremony, nominated films receive national exposure at screenings in Los Angeles and New York. In Los Angeles, nominated films are showcased in Hollywood. New York screenings

are held at the Tribeca Screening Room in Manhattan. The Nominee Screening Series gives Film Independent members across the country a chance to see all of the films before casting their ballots.

Nominee Brunch

The Nominee Brunch is an exclusive event for the Spirit Award nominated filmmakers. Nominees, presenters, select press, and Film Independent's major donors mix and mingle. Meet the stars who come to honor colleagues and up-and-coming filmmakers. This intimate gathering is traditionally hosted during Golden Globes weekend. Past hosts include Patricia Clarkson, Jodie Foster, Salma Hayek, Terrence Howard, Samuel L. Jackson, Sandra Oh, Quentin Tarantino, and Kerry Washington.

Awards Ceremony

The main event: Over 1,500 guests and 500 members of the press from around the world gather to honor the year's finest independent films and most talented crop of independent filmmakers. The Awards Ceremony is broadcast to audiences in millions of homes. Basking in the afternoon sun of Santa Monica, strolling up the blue carpet, you'll find the best and brightest of the indie community. Reporters from ET, Access Hollywood, Extra, CNN and E! Entertainment Television capture comments from the passing stars, including Jennifer Aniston, Jessica Alba, Alec Baldwin, Javier Bardem, Angela Bassett, Halle Berry, Cate Blanchett, Don Cheadle, Tom Cruise, Penelope Cruz, Benicio Del Toro, Anne Hathaway, Angelina Jolie, Nicole Kidman, Brad Pitt, Geoffrey Rush, Mark Ruffalo, Hilary Swank, Michelle Williams, and more.