

SOUTH BAY
**FILM+
MUSIC
FESTIVAL**

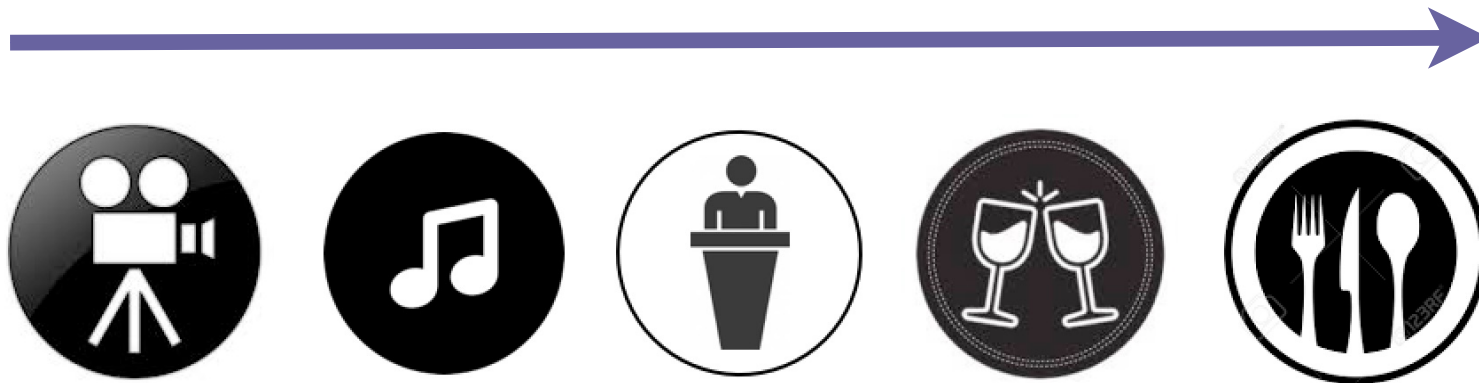


November 10, 2018

Enriching and inspiring through unique cultural experiences.

The Festival will kick off a new quarterly series with a truly unique cultural experience.

Anchored by a film presentation, the day will include a combination of art, music, cuisine and education.



Event Overview

Keynote address – The day will begin with a keynote address by a distinguished professional from the health and wellness space. The introduction will connect thematic partnerships, such as FMTV and Cause Cinema, both organizations bridging movies and social impact.

Mixer – Industry leaders will join the community and locale artists, with tasting of menu items and sharing of ideas on the theme of health and wellness. Sponsors will have tables and activations. Note: Local artists will have their work represented on the walls of the Theater lobby/bar.

Movie Premiere – Similar to traditional Festival screenings, we will present a feature film that has yet to be seen in the region, with special guests from the film available for a Q&A. Partners will also share info and materials on the related cause.

Music Showcase – Southern CA music acts (3-5) will converge to perform a showcase for the community and guests.



Partnership Opportunities

Regional Groups

Depending on the final film selection, the Festival will reach out to local non-profits, clubs and groups to share information on the event with their members. In exchange for their internal outreach, the Festival will offer discounted tickets to their members.

National Groups

In similar fashion, the Festival will partner with national groups, related to the theme/cause, offering exposure in our materials, in exchange for outreach to their local members.

Brand Participation

There are many brands interested in supporting events that educate and inspire audiences. While many do not budgets to contribute financially, we will be creative with our marketing partnerships. From newsletters to postering and post card distribution, these brands can truly make a difference in branding the event in the region. FMTV has thousands of members in the region, for example.

Note: Natures Path, Kind Bars, Earthbar, Kreation have partnered with us and other organizations for branding and partnership opportunities in the past, and could fit health theme.



Marketing Overview

This is a community event, and our intentions are to canvas the South Bay communities with a combination of marketing and promotional efforts to ensure there is greater awareness than in the previous two seasons (*Note: We have nearly 5,000 emails from past attendees.*)

Our goal is to begin promotions 8 weeks prior to the event, assuming we have the City of HB commitment to return as a Founding Partner by this time. Once the final theme/cause has been established, based on the final film selection, we will customize a Marketing Grid to connect to audiences. Each platform and outreach will be set to targeted demo.

We will focus our attention on the following categories, executing on parallel paths leading up to the Festival:

- Social Media
- Print Media
- Sponsorship Promotions
- Signage
- Post Card Distribution
- Email Campaign
- Radio, Merchandise Giveaway



City Sponsorship

City of Hermosa Beach has been a Founding Partner since inception. The consensus from the attendees and the media has been enthusiastic and supportive, yet the sponsorship has been light.

Our hope is we can continue to produce quality events with the City support, and are requesting less fiscal support, as this is our 3rd year.

Request:

Financial Contribution: \$1,250 per quarter in financial support

In-kind Contribution: Rental and staff waiver for each of the 1-day events



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