

12 films  
3 days  
1 venue

Real stories.  
Real issues.  
Real characters.  
Real joy.

Fascinating and thought-provoking stories of the world.

19-21 July 2019

#### PARTNERSHIP OPPORTUNITIES

Your business can reach our passionate, documentary film loving 'lifestyle' audience which values authentic experiences, supports local producers, makers and small businesses over multinational conglomerates, and for whom cultural activities are an essential part of their lives.

Discuss.



[www.cdocff.com.au](http://www.cdocff.com.au)

# ABOUT THE CASTLEMAINE DOCUMENTARY FILM FESTIVAL

The Castlemaine Documentary Film Festival, now in its fifth year, will take place at the iconic Theatre Royal Castlemaine for three full days on 19-21 July 2019.

The festival has grown in popularity and attendance year on year and, with funding from Visit Victoria to promote the 2019 festival to Melbourne-based audiences, this year we expect to double attendances at screenings.

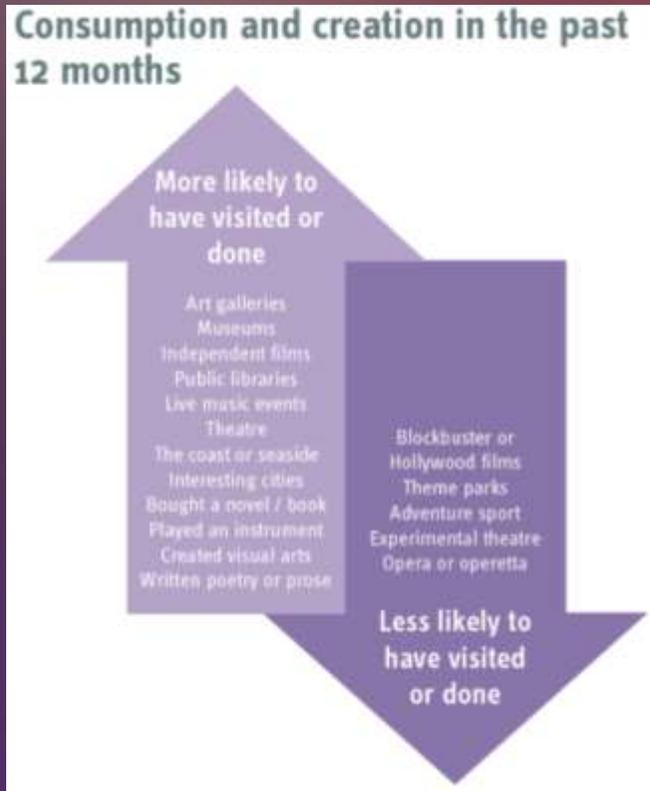
**The 2019 festival program will be announced in late May  
and has some VERY exciting inclusions.**

Curated by dual Emmy-award winning film director, Geoffrey Smith, the Castlemaine Documentary Film Festival provides unprecedented access to film directors and contributors (people in the films), with a selection of live in venue or live by Skype post screening Q&A sessions and live panel discussions.

In an increasingly virtual world lived online, more and more people are craving the authenticity that comes from documentary films. Whether it be the real-life characters, the real-life stories or the real-world problems dealt with in documentary, audiences are connecting with these films like never before. Our previous attendee data tells us that the Castlemaine Documentary Film Festival has been embraced by locals and brings visitation to the Mount Alexander Shire.



A partnership with the Castlemaine Documentary Film Festival provides an opportunity for you to promote your business to a Culture Market Segment\* of well educated professionals who are highly active cultural consumers.



\* from the *Audience Atlas Victoria*

# PARTNERSHIP LEVELS AT A GLANCE



	\$5,000 Fri night	\$2,000	\$1,000	\$800	\$500	\$250	\$100	\$50
Business logo in program*	✓	✓	✓	-	-	-	-	-
Double pass to attend the event*	✓	✓	✓	-	-	-	-	-
Acknowledgement from the stage*	✓	✓	✓	-	-	-	-	-
Business logo/slide on the screen*	✓	✓	✓	-	-	-	-	-
Pull-up banner signage on the stage*	✓	✓	-	-	-	-	-	-
<b>Business logo on a sponsors' page (with others) on the big screen for all screenings</b>	✓	✓	✓	-	-	-	-	-
Ad in the A5 festival program	Full page	Half page	Half page	Full page	Half page	¼ page	-	-
Business logo with a click-through listing on the website	✓	✓	✓	✓	✓	✓	✓	-
Acknowledgement on social media channels	✓	✓	✓	✓	✓	✓	-	-
Business or personal name on the website as a supporter	-	-	-	-	-	-	-	✓
Screening session exclusions	N/A	Fri night	Fri night + special events	All	All	All	All	All

\* For sponsored film only

# THE FINER DETAILS



- **Business logo on the sponsored screening page in the printed program.**
- **Double pass to attend your sponsored screening only.**
- **Acknowledgement from the stage is by the Artistic Director or event host at the beginning of your sponsored screening.**
- **Business logo/promotional slide on the screen is at the beginning of your sponsored screening only.** Your business is responsible for providing the slide to required specifications and deadline.
- **Business signage on the stage for your sponsored screening – pull up banner /flag– to be provided by your business.**
- **Your business logo on a sponsors' page (with others) on the big screen for all screenings. Your business to provide logo in the required format to meet deadline.**
- **Ad in the A5 festival program** - this will be distributed throughout central Victoria, Melbourne CBD and inner suburbs. Ad size varies by partnership level. Print run minimum 4,000. Print-ready artwork to be supplied to the Castlemaine Documentary Film Festival, meeting specifications and deadline.
- **Your business logo with a click-through listing on the festival website – with other businesses on a sponsors' page.**
- **Sponsor acknowledgement on Castlemaine Documentary Film Festival social media channels – Instagram, Facebook and Twitter.**
- **Exclusivity of film sponsorship for opening night or special events is by negotiation and is not covered by these partnership levels.**

# WHAT YOUR PARTNERSHIP ENABLES



Funds raised from all partnership levels go towards:

- **filmmaker in venue attendances** – with your help, we can bring more filmmakers (international and local) to screenings, providing audiences with a deeper and richer experience,
- **venue hire,**
- **signage,**
- **promotion and marketing,**
- **program printing and distribution,**
- **volunteer training and uniforms,**
- **film festival infrastructure,**
- **boring, but necessary, stuff like insurances and auditors.**

Castlemaine Documentary Film Festival is a registered not-for-profit charitable organisation (C-Doc Ltd).

It is governed by a highly experienced volunteer Board of Directors; details may be viewed on our website [www.cdocff.com.au](http://www.cdocff.com.au)

# IN THE MEDIA

Bendigo Advertiser – April 2019



ABC Radio social media – July 2018



**ABC Central Victoria** is at Theatre Royal Castlemaine.

July 21, 2018 · Castlemaine · 🌐

The fourth annual Castlemaine Documentary Film Festival launched last night.

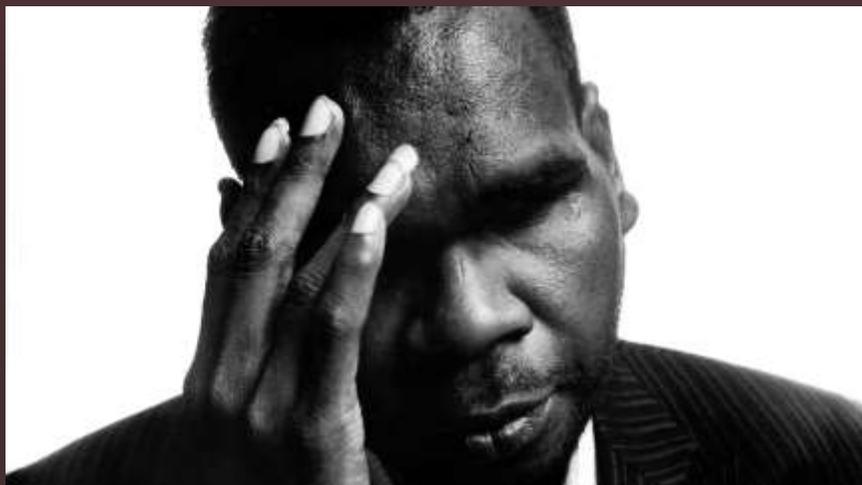
People from near and far packed the Theatre Royal in Castlemaine to watching the stunning documentary *Gurrumul* by locally born Director, Paul Damien Williams.

The film festival is just one of the many amazing events we have here in central Victoria.

What are you up to this weekend ?

[Gurrumul Yunupingu Foundation](#) [Dr G Yunupingu](#) [Castlemaine Documentary Film Festival](#)

FilmInk – June 2018



# WHAT OUR AUDIENCES SAY



*'The festival is great for Castlemaine and I had several friends come up from Melbourne to attend. They made a weekend out of it. It brings culture, debate, knowledge, entertainment to our wonderful part of the world.'*

*'It is a significant event. I enjoy the choice being not just current productions, e.g. the Hockney was a treasure. I come away every year somehow changed and enriched. It is a valuable addition to life here.'*

*'Great festival; we really appreciate the opportunity to see such a selection locally. I would attend more sessions next time.'*

*'Keep it going, if you can. If it was not for the distance we would have gone for other movies as well. It also makes Castlemaine even more attractive to visit. Thanking for organising CDOC.'*

*'Best thing to have happened to Castlemaine. Timing is great, occurring before MIFF and writers' festivals. Documentary films can be as entertaining as any big blockbuster, and MUCH, MUCH, MORE interesting! Please keep going, look forward to seeing more next year.'*

*'It was great and I will definitely go to more films in future. A friend came from out of town and it was good to organise other friends to attend films with. My friend from out of town ate and drank in town as well.'*

*'It is very well curated. An excellent collection of films. Coming from elsewhere it would be great cost wise if local accommodation might offer a package, to help keep costs contained, so people might stay the whole weekend.'*



## DISCUSS: our partnership

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