

# 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.

**24 JULY 2019**

**25 JULY 2019**

**Castlemaine  
Documentary  
Festival**

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

# About CDOCF



The Annual Castlemaine Documentary Festival (CDOCF), now in its 7th year, will take place at the iconic, centrally located Theatre Royal. The 2021 program, set to be officially released on 10th June, is certain to attract a broad and diverse audience base, with some particularly enticing offerings this year, including 2 full days of hand-picked documentaries, opportunities to meet film-makers and other film practitioners, a series of panels, and 3 festive evening celebrations.

The festival has grown in popularity over the years, quickly becoming Victoria's preeminent regional documentary festival and a not-to-be-missed event, for locals and visitors alike.

Despite the challenges of 2020, CDOCF has continued to thrive, offering our full program in 2020 online, and subsequently offering bi-monthly pop-up screening events, engaging with our regular CDOCF enthusiasts, while also attracting new audiences.

This year we are finding that Victorian residents are relishing in opportunities to immerse themselves again in experiential & cultural experiences. 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 CDOCF has been embraced by locals and drives visitation to the Mount Alexander Shire region. This year, targeting much of our promotion toward Melbourne we expect a lot more of our audiences to come from out of town.

This year's program is curated by Festival Director, Claire Jager. Claire is a director and producer with award-winning films to her credit. She's worked with the ABC as an Executive Producer and a Commissioning Editor at SBS, as well as in senior positions across state and federal film development & financing agencies. With Claire at the helm, the festival will have unprecedented access to directors and contributors, with a superb selection of live panel discussions.

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## MARKETING TO THE ESSENCE CULTURAL SEGMENT\*

A partnership with the CDOCF is an opportunity for you to promote your business to the Market Segment\* of well educated professionals who are active cultural consumers.

This cultural segment tends to be well-educated professionals who are highly active cultural consumers and creators.

They are leaders rather than followers, are confident in their own tastes, and will act spontaneously according to their mood.



### ATTITUDES & LIFE PRIORITIES

Exploring  
Arts & Culture  
Self Development  
Lifelong Learners  
Experience Over Material  
Goods  
Adventures

\* from the Audience Atlas Victoria, 2020

# CDOCF Partnership at a Glance

	\$5,000	\$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*	✓	✓	-	-	-	-	-	-
Business logo on a sponsors' page (with others) on the big screen for all screenings	✓	✓	✓	-	-	-	-	-
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	-	-	-	-	-	-	-	✓



# THE FINER DETAILS



- Business logo on the sponsored screening page in the printed program.
- Double pass to attend your sponsored screening.
- Acknowledgement from the stage is by the Festival Director or event host at the beginning of your sponsored screening.
- Business logo/promotional slide on the screen at the beginning of your sponsored screening.
- 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 festival program - this will be distributed throughout central Victoria, Melbourne CBD and inner suburbs. Ad size varies by partnership level. [Print-ready artwork to be supplied to C-DOC, 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
- festival infrastructure
- boring, but necessary, stuff like insurances and auditors

Castlemaine Documentary Festival is a registered not-for-profit charitable organisation (C-Doc Ltd), governed by a highly experienced volunteer Board of Directors.

# 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...I come away every year somehow changed and enriched. it is a valuable addition to life here.'

'It was a brilliant festival with wonderful and thought provoking films. The program was excellent and covered a good range of topics. Next time I will be ready and keep the weekend free so I can go to everything! I'm spreading the word to everyone I know!'

'Love what you're doing, I've been attending since you started and it's wonderful to see momentum building for docos and for our film festival! Thanks again for an inspiring and thought provoking weekend of films.'

'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



**Tina Helm**

Event Manager

CDOCF 2021

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