

## MEDIA THAT MATTERS

Now is a great time to be thinking about sponsorship opportunities to reach over 100,000 mediamakers, educators, nonprofits and activists at Media That Matters 2010 set for June 2-3, 2010, in New York City.



**Media That Matters, one of the world's first online film festivals,** is turning ten years old and has grown from an innovative idea in 2001 to a global program of short-form, social-issue media.

**Every year we reach hundreds of thousands** of people who represent a key demographic of young and mid-career urban women and men.

**Our community is inspired by great stories** and issues of consequence to our society. They place a premium value on organizations and companies that contribute to bettering our world.

**Media That Matters reflects this optimistic outlook** by drawing attention to pressing concerns that can be changed. Every year there are films about human rights, the environment, women's issues and more.

Partnerships with Media That Matters and MediaRights.org deliver a yearlong, global and integrated program to more than 1,000,000 people, including access to hundreds of independent filmmakers and over 21,000 members across the United States.

### Sponsorship Packages

- Banner/signage placement at Media That Matters Premiere or Awards Ceremony (or both!)
- Presence on Media That Matters website pages with a logo and a link
- Presence on MediaRights.org website with a logo, a link and a trailer
- DVD sponsorship
- Party sponsorship
- Screening sponsorship
- Panel or Q&A sponsorship
- Theater sponsorship

### Participants

- Young and mid-career women and men from urban areas
- Emerging filmmakers and mediamakers
- Educators
- Nonprofits and grassroots organizations
- Journalists
- Students
- Activists

### Age and Gender

- 18-34
- Female (69.4%) Male (30.1%) Other (0.5%)

### Age Breakdown

- 17-24 (16%)
- 25-34 (44.5%)
- 35-44 (18%)
- 45-54 (8.5%)
- 55+ (13%)

### Estimated Media Impressions

- MTM Print: 10,000
- MTM/MediaRights.org Email Database: 21,000 independent media insiders, activists and educators
- MTM Online: 500,000 annually

### Top Social Issues for Our Participants

- Women's Issues
- Human Rights
- Environment

## PRIMARY SPONSORSHIP OPPORTUNITIES

Select one or all of the events below for sponsorship. Media That Matters is more than your usual festival or event. It's engaging!



*Sponsor one event or ask about our Full Sponsorship Package.*

Wednesday, June 2, 2010 – Early Evening  
**MEDIA THAT MATTERS IMPACT SALON**  
Location: Visual Arts Theater, Chelsea

The Impact Salon is an hour-long gathering in advance of the Premiere during which partner organizations have a chance to share their work. Sponsoring the Impact Salon provides you with a platform (and an actual table) for connecting with like-minded organizations and people.

*Sponsorship of the IMPACT SALON starts at \$5,000.*

Wednesday, June 2, 2010 – Evening  
**MEDIA THAT MATTERS PREMIERE**  
Location: Visual Arts Theater, Chelsea

The media! Nothing beats the theater experience. The Premiere is a time when Media That Matters films get their time in the limelight. If you're part of this event, your name, logo and short video will be screened before a live audience of nearly 300 people.

*Sponsorship of the PREMIERE starts at \$7,500.*

Thursday, June 3, 2010 – Daytime  
**MEDIA THAT MATTERS WORKSHOP**  
Location: Visual Arts Theater, Chelsea

This deep-diving daylong event is the core of what Media That Matters is all about. Authentic interaction with our dynamic community. Sponsoring this daylong event will give you direct access to connected and progressive creatives in New York City.

*Sponsorship of the WORKSHOP starts at \$5,000.*

Thursday, June 3, 2010 – Evening  
**MEDIA THAT MATTERS AWARDS CEREMONY**  
Location: HBO Headquarters, Midtown Manhattan

This celebratory showcase is a moment for all of us to step back and let the winning Media That Matters winners shine. It's also a time to network with colleagues during the pre-ceremony cocktail hour and during the late night afterparty.

*Sponsorship of the AWARDS CEREMONY starts at \$10,000.*

For details regarding Media That Matters sponsorship, please contact Enrico Cullen at 646-230-6368, x219, and [enrico@artsengine.net](mailto:enrico@artsengine.net). The deadline for sponsorship of Media That Matters 10 is March 18, 2010. Thank you for your interest!