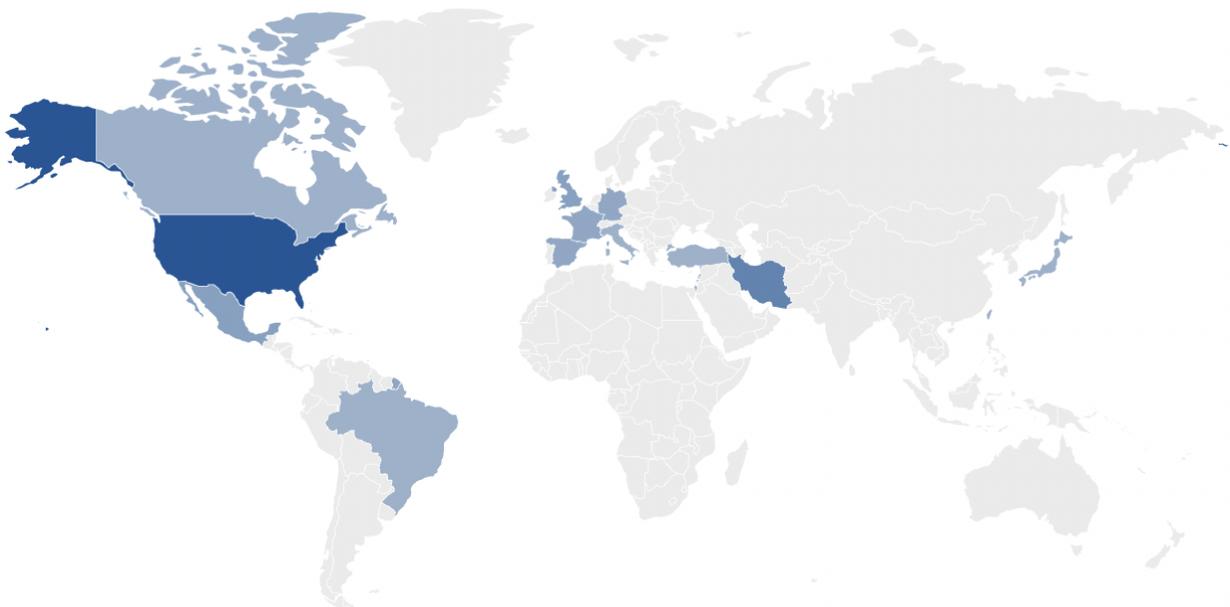




# Ridgefield Independent Film Festival

## Sponsorship Opportunities

2022-23



*2022 submissions map*



*RIFF2021 at Keeler Tavern Museum & History Center*

## A Townwide Film Festival

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RIFF was conceived to be a site-specific, town-wide film festival, with the expressed mission “to make the world a more compassionate place through the sharing of stories through cinema” by bringing filmmakers from around the world and right here at home to our incredible town to enjoy all we have to offer. The food, the flavor, the culture, the shopping, and the unique and stunning venues of Ridgefield Connecticut. In our inaugural year, 2016, RIFF welcomed 1100+ filmgoers, including filmmakers from as far away as China, to eight venues throughout Ridgefield. The festival grew to accommodate more than 4000 festival attendees in 2019. In 2020 we adapted quickly

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to the Covid-19 pandemic and went online. In 2021 we returned as a smaller 3-venue hybrid virtual/in-person festival with full houses once again. For 2022/23 we will present the **BEST OF RIFF Shorts Fest on August 21, 2022** at The Ridgefield Playhouse and our annual 4-day **Town-Wide Festival May 18-21** at venues all around Ridgefield.

“

**Have an idea and an execution plan? Everyone is welcome to RIFF.**

- Joanne Hudson, Founder/Director

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## Ways to RIFF

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Sponsor a specific film, film block such as our “Made in CT” film series, or event

### Executive Producer **\$5000**

- Logo on publicity, advertising media, print and online social media marketing materials including sponsor reel shown before all programs
- Prominent full-page ad in Festival program

- Placement of marketing materials, certificates and samples in Festival gift bag, RIFF Central and the Filmmakers' Lounge
- 2 VIP + 4 - ALL ACCESS passes allowing entry to all RIFF screenings, festivities and events, all year-long, reserved seating up to 15 minutes before screening/event

## Producer **\$1500**

- Acknowledgement in print and online, social media, and logo on sponsor reel shown before all programs
- Placement of marketing materials, certificates and samples in Festival gift bag, RIFF Central and Filmmaker Lounge
- 4 ALL ACCESS Passes allowing entry to all RIFF screenings during Festival weekend • program guide ad

## Associate Producer **\$500**

- Acknowledgement in print and online, social media, and logo on sponsor reel shown before all programs • 2 ALL ACCESS Passes to all 2022/23 RIFF screenings, panels, parties, and special events • program guide listing



## Ways to RIFF

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Sponsor a specific filmmaker, or award

## Casting Director **\$2500**

Sponsor a RIFF Emerging Filmmaker, Best Picture, or Best Actor Award

- Opportunity to present the Award at RIFF Awards Ceremony
- Acknowledgement in print and online, social media, and logo on sponsor reel shown before all programs • Placement of marketing materials, certificates and samples in Festival gift bag, RIFF Central and Filmmaker Lounge • 4 ALL ACCESS Passes allowing entry to all RIFF screenings during Festival weekend • program guide ad

## Locations Manager **\$1000 or In-Kind**

Bring an international filmmaker to RIFF. Sponsor plane travel or host a filmmaker in your home, hotel, or BnB.

- Acknowledgement in print and online, social media, and logo on sponsor reel shown before all programs • Placement of marketing materials, certificates and samples in Festival gift bag, RIFF Central and Filmmaker Lounge • 2 ALL ACCESS Passes allowing entry to all RIFF screenings during Festival weekend • program guide ad

## Ways to RIFF

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### Become a Venue Partner

Ridgefield has some of the most unique and charming venues on earth. Our Main Street has been designated the first official Cultural District in the state of Connecticut. Whether you're a museum, a theater, an art gallery, a restaurant or a shop, you can become a RIFF Venue and RIFF with us. We have programmed site-specific films and events at such locations as: Keeler Tavern Museum, The Prospector Theater, The Ridgefield Playhouse, The Aldrich Contemporary Art Museum, The Ridgefield Library, The Ridgefield Theater Barn, The Ridgefield Guild of Artists, Luc's Cafe, and Ballard Park. Whether you wish to host a party, awards ceremony, the Filmmakers' Lounge, or a film screening we want you, because RIFF is about showing off our town to filmmakers from around the world. Contact us about screening a film on your restaurant tv, the side of your building, or your art gallery wall. Talk to us about hosting our Filmmakers' Lounge. Talk to us about hosting an awards ceremony. We want everybody to RIFF.



*RIFF Audience and film at The Aldrich Contemporary Art Museum*



## Ways to RIFF

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### Become an In-Kind Sponsor

- Acknowledgement in print and online, social media, and logo on sponsor reel shown before all programs
- Placement of marketing materials, certificates and samples in Festival gift bag, Festival office and Filmmaker Lounge
- 2 ALL ACCESS Passes allowing entry to all RIFF screenings during Festival weekend

*Chéz Lenard serves gourmet hot dogs at The Ridgefield Playhouse after CT premier of Manhattan Night*



*RIFF Audience at The Ridgefield Playhouse*

## Ways to RIFF

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Become a Financier.

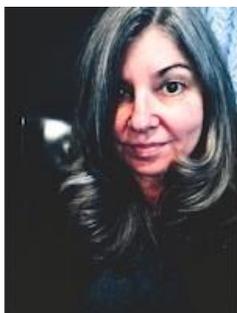
### **Exclusive Above the Title Festival Presenter \$10,000**

- [Your Company] presents The Ridgefield Independent Film Festival. Your company name will be listed above the title of the festival in all publicity, advertising media and print and online social media marketing materials including sponsor reel shown before all programs
- 10-second promotional spot prior to sponsor reel at all events
- Logo front of program and full page back of program ad
- Placement of marketing materials, certificates and samples in Festival gift bag, RIFF Central and Filmmaker Lounge
- 4 VIP plus 10 ALL ACCESS passes allowing entry to all RIFF Festival screenings, festivities and events, all year-long, reserved seating up to 15 minutes before screening/event, preferential parking

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## RIFF team

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### JOANNE HUDSON

#### Founder/Festival Director/Board Chair

Joanne is a playwright, director and filmmaker whose plays have been commissioned, developed and produced by Huntington Theatre Co., Boston Playwrights Theatre, HERE Arts Center, The Tank, The Marsh, Thrown Stone, East River Commedia, SIPA (School of International Public Affairs at Columbia University), Keeler Tavern Museum, Iceland Fulbright, Vestmannaeyjar Iceland Library and others. As a Fulbright Scholar in creative writing, she traveled to Iceland to write a play about a scientist who loses her ethics and finds her humanity, “unbidden,” now included in the literature of the Westmann Islands.

She holds an MFA in Playwriting from Columbia University School of the Arts. Joanne founded RIFF in 2015 in order to be around filmmakers and learn the craft of filmmaking, and in the hopes of making the world a more compassionate place through the sharing of stories through cinema.

### JILL MANGO

#### Marketing Director/Board Member

Jill Mango is a public relations and marketing executive with 25+ years of experience promoting music, film, and events. She has worked with an eclectic mix of artists and clients throughout her many years in the entertainment business as a writer, publicist, product manager, digital media consultant and artist manager. After earning a degree in journalism from New York University and stints at Rolling Stone and SPIN magazines, she held PR and marketing positions at major and independent record labels, including Atlantic Records, Island Records, RCA Records, and Mammoth Records. She headed the New Media department at Girlie Action Media during the early days of the digital music revolution, where she directed the consumer press campaign for the original launch of Napster. She ran her own company, Mango Media, for a dozen years where she handled public relations for music and event clients, including an early iteration of the Bicycle Film Festival in NYC. She worked on the first RIFF in 2016, then served as Co-Director in 2017 before heading the marketing team at The Ridgefield Playhouse. She joined SpinLab Communications in January 2020 and works on projects at the intersection of music, business and technology. Her first and only film role was as an extra in Whit Stillman’s debut, Metropolitan.





## LISA CAMBRIDGE-MITCHELL

### Moderator/Board Member

Lisa Cambridge-Mitchell founded Persist in Joy, a Personal Development and Leadership Coaching and Consultancy after 20+ years of heading publicity, artist development, and marketing for household names like TLC, P!NK, Usher, OutKast, Ciara, Toni Braxton, Snoop Dogg, CeeLo Green, Miguel, G-Eazy, Chris Brown, Tinashe and countless more. While building an accomplished and rewarding career as a senior music executive, Lisa found herself discouraged by the glass ceiling and patriarchal corporate politics. Asking, "Is this it?" she began re-evaluating her career. A long-term career as a senior executive in the music business is especially rare for women. Feeling underutilized and frustrated with the lack of clear advancement, in 2016, Lisa turned her frustration into an opportunity to serve by becoming a change agent for others that she had not experienced as a career professional. Boldly channeling her artist development talent, she formed Persist in Joy, LLC, determined to further her work of collaborating with exceptionally talented creative people and supporting their success. Lisa, a graduate of the University of Virginia and a certified iPEC Leadership Index Master Practitioner. She lives in Connecticut with her husband, young son, and very aloof rescue dog, Steph Curry. Other accomplishments rounding out her life include board membership and volunteering in the refugee resettlement space.

## PAMME JONES

### Board Secretary

Pamme previously served as event coordinator and served on the artistic advisory board of RIFF, before joining the board as Secretary in 2022. Pamme has been Executive Director of the Ridgefield Theater Barn since 2017. Prior to being Executive Director, her service to the RTB included two years as President of the board of directors and two years as the box office manager. Her transition from a career in flowers and wedding/event planning into theater full time was natural. As a lifelong performer, the marriage of flowers and theater as a profession was a rare blessing where two passions could be served. Pamme took a 16-year break from both her career and performing to be home in Ridgefield with her husband, raising their three children. She is an appointed member of Ridgefield Arts Council, where she serves as co-chair of Make Music Day Ridgefield. She is an active member of the Western Connecticut Cultural Alliance and was named to Ridgefield Magazine's "Ridgefield's Top 25 in 2019." Her commitment to the arts grows as an extension of her fierce belief that being able to incubate spaces where tolerance, inclusion, education and growth are fostered through participation in all art forms. To be able to do this in our culturally rich and idyllic town of Ridgefield, CT is icing on the cake.



## DANIELLE DI VECCHIO

### Board Treasurer

Danielle is a certified Daily Money Manager with a background in the Arts. She spent 25 years as a working actress in New York City, best known for her role on "The Sopranos" as Barbara Soprano, Tony's (other) sister. Danielle lives in Fairfield County with her practice based in Stratford, and brings her many talents and contacts to share with the festival.

## Ways to RIFF at a glance 2022-23

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Cash Sponsorships	Festival Presenter \$10,000	Executive Producer \$5000	Casting Director \$2500	Producer \$1500	Locations Mgr. \$1000	Associate Producer \$500
Exclusive Sponsorship	Above the title listing as Fest presenter	Sponsor a film block or event	Sponsor an Award	Sponsor a feature length film	Sponsor a filmmaker	Sponsor a short film
Preeshow Reel	1st logo to appear	Featured logo	Featured logo	Featured logo	Featured logo	Logo (shared slide)
Testimonial	10 second spot Appears before sponsor reel	-	-	-	-	-
Email Blast Advertising	Logo + website link in all email blasts	One time featured logo + Website Link	-	-	-	-
RIFF website	Logo + website link	Logo + website link	Logo + website link	Logo + website link	Logo + website link	Logo + website link
Social Media	Featured post	Featured post	Featured post	Featured post	Featured post	Featured post
Program Guide	Front cover logo, back cover ad	Full page ad	½ page ad	¼ page ad	¼ page ad	Listing next to sponsored film
Verbal Thanks	All events	All screenings	At your sponsored event	At your filmmaker's event	At your filmmaker's event	At your filmmaker's event
Promotional Materials Placement	Gift bags, RIFF Central, Filmmakers' Lounge, All screenings	Gift bags, RIFF Central, Filmmakers' Lounge, All screenings	Gift bags, RIFF Central, Filmmakers' Lounge	Gift bags, RIFF Central, Filmmakers' Lounge	Gift bags, RIFF Central	Gift bags, RIFF Central
Tickets	4 VIP + 10 AA	2 VIP + 4 AA	4 AA	4 AA	2 AA	2 AA

## Ways to RIFF at a glance 2022-23 for Venue Partners & In-Kind

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Venue Partners & In-Kind	Venue Partner	In-Kind Trade Value \$5000	In-Kind Trade Value \$2500	In-Kind Trade Value \$1000	In-Kind Trade Value \$500	In-Kind Trade Value \$250
Preeshow Reel	Featured Logo	Featured Logo	Featured Logo	Logo (shared slide)	Logo (shared slide)	listing
Testimonial	10 second spot at your venue	-	-	-	-	-
Email Blast Advertising	Logo + website link in all email blasts	One time featured logo + Website Link	One time featured logo + Website Link	-	-	-
RIFF website	Logo + website link					
Social Media	Featured post	mention				
Program Guide	Featured Logo + ¼ page ad	Featured Logo + ⅛ page ad	Featured Logo	Featured Logo	listing	listing
Verbal Thanks	All events	All events	All events	-	-	-
Promotional Materials Placement	Gift bags, RIFF Central, Filmmakers' Lounge, All screenings	Gift bags, RIFF Central, Filmmakers' Lounge, All screenings	Gift bags, RIFF Central, Filmmakers' Lounge, All screenings	Gift bags, RIFF Central, Filmmakers' Lounge, All screenings	Gift bags, RIFF Central, Filmmakers' Lounge, All screenings	Gift bags, RIFF Central, Filmmakers' Lounge, All screenings
Tickets	6 VIP	4 VIP	4 AA	2 AA	2 AA	2 AA

Ridgefield Independent Film Festival is a 501(c)(3) non profit organization.  
All donations are tax deductible to the extent allowed by law.