



**WOMEN OF COLOR ARTS & FILM (WOCAF) FESTIVAL**  
**WWW.WOCAF.ORG**

**SPONSORSHIP KIT**



## 7TH FESTIVAL AT A GLANCE

**WHAT:** The Women of Color Arts & Film (WOCAF) Festival, Atlanta, Georgia is the only one of its kind in the southeast of the United States to celebrate, promote and exhibit artistic creations by women of color filmmakers, visual and performance artists. The Festival will celebrate its 7th year March 15th – 18th 2012. The WOCAF Festival will be a high profile four-day international event that will include screening of films, a visual arts exhibition and a performance showcase by and about Women of color.

**WHERE:** **Film Festival: Various Locations**  
**Visual Arts Exhibition: TBD**  
**Music Showcase: TBD**

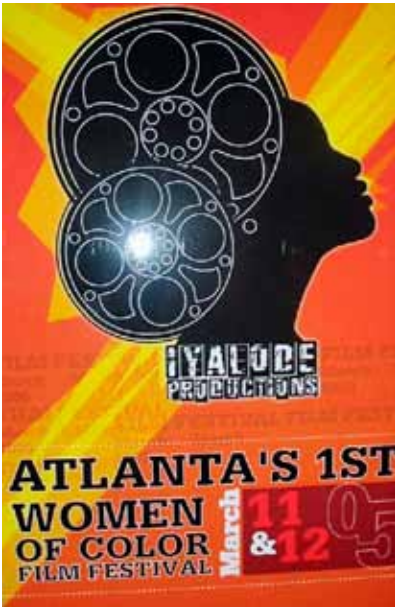
**WHEN:** **March 15th – 18th 2012**

**ATTENDANCE:**

2005:	800
2006:	1200
2007:	1500
2008:	1800
2009:	2000
2010:	2300 (festival reduced to 3days)

**TICKETS:** **TBD**

**PRODUCER:** The WOCAF Festival is produced by WOCAF International Inc, a registered nonprofit 501(c)(3) media arts organization dedicated to the promotion and exhibition of media, visual and performance arts by and/or about women of color and other marginalized groups.





### THE 1ST WOMEN OF COLOR INTERNATIONAL FILM FESTIVAL (MARCH 11 -12 2005)

- Renowned actress Barbara O from Julie Dash's **"Daughters of the Dust"** (Daughters of the Dust is considered to be the first feature length film directed by an African American woman to be theatrically released)
- Award winning Filmmaker Dr. Yvonne Welbon (Director, **"Sisters in Cinema"**)
- **Coquie Hughes** – named as the 1st African-American female to direct three feature length films and the 1st African-American woman to ever write, produce and direct a digital feature (source: *American Institute of Film and Video*)
- **Lord Have Mercy** by Frances-Anne Solomon (Toronto, Canada) screened at the 1st ATL Women of Color International Film Festival, was nominated for 2 Gemini Award's (the Canadian equivalent of the Oscars).

### THE 2ND WOMEN OF COLOR INTERNATIONAL FILM FESTIVAL ((MARCH 24 – 26 2006)

- Canadian Filmmakers Zoë Naomi Bridgeman and Shelly Ross (Director & Producer of **"Souls"**) and several Atlanta based Women of Color Filmmakers.
- **God Sleeps in Rwanda** by Kimberlee Acquaro & Stacy Sherman (Rwanda) screened at the 2nd ATL Women of Color International Film Festival was nominated for an Academy Award for Best Documentary Short.

### THE 3RD WOMEN OF COLOR ARTS & FILM FESTIVAL (MARCH 23 – 25 2007)

- Introduced music performances to the festival. Soul singer's **Tiwa Savage** and **St Juste** Perform at Apache Café

- Atlanta native, actress Tangi Miller (of *Madea's Family Reunion*), actress and producer of **"Hurricane in the Rose Garden"**

### THE 4TH WOMEN OF COLOR ARTS & FILM FESTIVAL (MARCH 21 – 23 2008)

- Filmmaker from Canada, Frances Ann Solomon, Director of **"A Winter Tale"**
- Filmmaker from London, Dami Akinnusi, Director of **"Malcolm's Echo"** and winner of WOCAF's audience award
- Filmmaker from Nigeria, Kunle Afolayan Director of **"Irapada"**
- Filmmaker Miami, Nefertite Nguvu, Director of **"I Want you"**.
- Music performance featured neo soul artiste **"Julie Dexter"**

### THE 5TH WOMEN OF COLOR ARTS & FILM FESTIVAL (MARCH 19 – 22 2009)

- Filmmaker from Nigeria – Tunde Kelani, Director of **"Arugba"**,
- Music performance featured internationally acclaimed singer **"Asa"**
- Introduced a Visual Arts Exhibitiaon to the festival which features the selected works of women throughout the metro Atlanta area
- In 2009, The WOCAF Festival received a proclamation from the Atlanta city council recognizing the role of The WOCAF Festival in celebrating, promoting and exhibiting the creative endeavors' of women of color in the arts and film



## THE 6TH WOMEN OF COLOR ARTS AND FILM FESTIVAL (MARCH 25TH – 27TH 2010)

- **From a Whisper**, a Kenyan drama film written and directed by African Movie Academy Award winner Wanuri Kahiu screened at the Jimmy Carter

Presidential Library as the opening night film at the 6th annual festival

- Panel discussion “Celebrating Josephine Baker: Exploring black female sexuality in the global imagination” with panelists Peri Frances of Alliance Francaise

### MEDIA COVERAGE

Visit our press page for links to several interviews:  
<http://www.wocaf.org/press/media-coverage/>

- Julie Dexter & WOCAF Festival Director on Fox 5's Good Day Atlanta
- Festival Director Interviewed on Jodines Corner
- African Magazine interview with WOCAF Festival Director

### SOCIAL MEDIA

As WOCAF is an organization that is focused on a niche market globally, we deem it fit to have a vibrant virtual presence on the major social media networks viz Facebook and Twitter. With a growing followership, we

### IMPORTANCE TO THE COMMUNITY:

The WOCAF event is the only festival of its kind in the southeast of the United States to exclusively present, promote and celebrate the artistic talents of Women of Color filmmakers, musicians and artists.

WOCAF serves to expand the global dialogue on women's issues through the presentation of positive empowering images in film, music and art..

continue to use these platforms to maintain a consistent connection with our target audience. Visit us at [www.twitter.com/wocaf](http://www.twitter.com/wocaf) and [www.facebook.com/wocaf](http://www.facebook.com/wocaf) to view our online traffic.

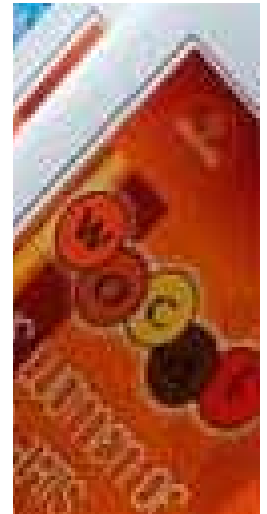


## SUMMARY OF SPONSOR LEVELS



- > **PRESENTING SPONSOR**    \$10,000
- > **GOLD SPONSOR:**            \$5,000
- > **SILVER SPONSOR:**         \$2,500
- > **BRONZE SPONSOR:**        \$1,000

All sponsorships include a package of marketing opportunities, logos, and VIP passes to the film festival. Sponsorships are negotiable, but must include 50% monetary contribution. WOCaf is able to tailor existing sponsorship levels to best suit your organization/company or individual needs.



## SPONSORSHIP INFORMATION

### **PRESENTING SPONSOR: \$10,000**

1. Opportunity for Presenting Sponsor's 30-second commercial promotional trailer to be screened before each film.
2. Opportunity for Presenting Sponsor products to be distributed at the festival (product sampling).
3. Opportunity for a company representative to address an audience of their choice
4. Consumer data capture.
5. Prominent placement (inside front cover or back cover) of a full-page color ad in the official Festival brochure.
6. Presenting Sponsor logo on a slide promoting the festival shown before every screening at main Festival venues.
7. Company logo on all promotional materials and advertisements prior to festival, (newspapers, radio and TV).
8. Eight reserved VIP seating for all screenings.
9. Banner or other corporate signage (provided by company) on display during the festival.
10. Company listed as presenting sponsor in all press releases.
11. Prominent placement on our website cross-linked and promoted all across the Internet.

### **GOLD SPONSOR: \$5,000**

1. Prominent placement (inside back cover) of a full-page color ad in the official Festival brochure.
2. Opportunity for Presenting Sponsor products to be distributed at the Festival (product sampling).
3. Presenting Sponsor logo on a slide promoting the festival shown before every screening at main Festival venues.
4. Company logo on all promotional materials and advertisements prior to festival, (newspapers, radio and TV).
5. Four reserved VIP seating for all screenings.
6. Banner or other corporate signage (provided by company) on display during the festival
7. Company listed as Gold sponsor in all press releases.
8. Prominent placement on our website cross-linked and promoted all across the Internet.



## SPONSORSHIP INFORMATION

### **SILVER SPONSOR: \$2,500**

1. Full-page B&W ad in official festival brochure.
2. Company logo on all promotional materials and advertisements.
3. Two reserved VIP seating for opening and closing night only.
4. Company listed as silver sponsor in all press releases.
5. Placement on our website cross-linked and promoted all across the Internet.

### **BRONZE SPONSOR: \$1,000**

1. 1/2 -page B&W ad in official festival brochure.
2. Company listed as bronze sponsor in all press releases.
3. One reserved VIP seating for opening and closing night only.
4. Placement on our website cross-linked and promoted all across the Internet.

### **OTHER SPONSORSHIP LEVELS**

Sponsors are welcome to contribute other amounts not listed above.  
Please contact us and we will be happy to answer any questions you may have.

### **IN-KIND GOODS OR SERVICES**

The Women of Color Arts & Film Festival/Atlanta may be willing to trade your company's goods or services in exchange for a festival sponsorship. Please contact us to discuss this option.



## SPONSORSHIP INFORMATION

### FESTIVAL ATTENDEE PROFILE:

#### AGE

Median Age	31 years
18-24	11.5%
25-34	32.6%
35-49	44.3%
50-65	11.6%

#### EDUCATION

Attended some college	5%
Trade/Technical school	10%
College Graduate	55%
Advanced College Graduate	30%

#### PERSONAL INCOME

\$30,000 plus	33.8%
\$50,000 plus	42.7%
\$75,000 plus	23.5%

#### RACE

Asian	4%
Black	45%
Latino	9%
White	7%
Other	5%

#### GENDER

Female	60%
Male	40%

#### PERSONAL STATUS

Single	66.3%
Married	33.7%

#### OCCUPATION

Professional/Managerial	60%
Media, Arts, Entertainment	40%



Source: Festival attendee survey 2005, 2006, 2007, 2008, 2009, and 2010

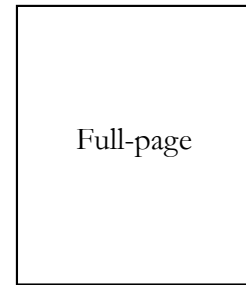


## SPONSORSHIP INFORMATION

### ADVERT RATES

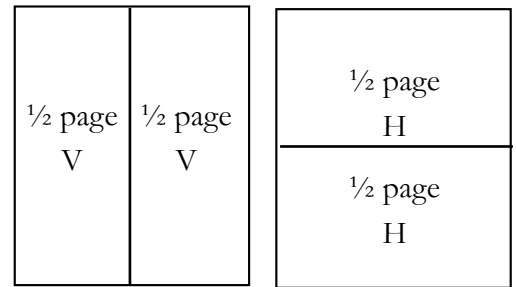
#### FESTIVAL PROGRAM ADVERTISEMENT RATES

- Full-page Color: \$1250.00 (Limited Number available)
- Full-page B/W: \$950.00
- 1/2 page Color: \$600.00
- 1/2 page B/W: \$450.00
- 1/4 page Color \$350.00
- 1/4 page B/W \$200.00



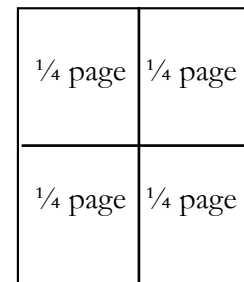
#### AD SIZES

- Full Page: 8.25 x 10.75
- 1/2 Page: 7.0 x 4.875
- 1/4 Page: 4.625 x 3.325



#### SPECIFICATIONS:

- Full bleed
- All ads must be high-resolution (300 dpi or better) with support files embedded.
- Materials must be provided on disk or via email in one of the following formats: PDF (preferred); Tiff/GIF; JPG. Formats must include all supports embedded.



Please email ad layouts  
[info@wocaf.org](mailto:info@wocaf.org)  
[moji@wocaf.org](mailto:moji@wocaf.org)

The logo for WOCAF FESTIVAL is positioned in the bottom left corner. It features a stylized female figure on the left, followed by the word "WOCAF" in a bold, sans-serif font. The letter "O" is replaced by a film reel. Below "WOCAF" is the word "FESTIVAL" in a smaller, all-caps, sans-serif font.

WOCAF  
FESTIVAL