

Texas Filmmakers Corporation
Film Festival Committee Meeting
July 21, 2006

Primary Locations:

Campus Theater - HQ
GDAC – Workshops and classrooms
Courthouse on the Square
Cool Beans
Fine Arts Theater?
Movie Tavern?

Preliminary Schedule:

Day 1: Friday:

12:00 Registration
1:00 Screenings/lectures/workshops
7:00 Opening night event

Day 2: Saturday:

10:00 Registration
12:00 Screenings/lectures/workshops
7:00 Gala – Cocktail Party

Day 3: Sunday:

10:00 Registration
12:00 Screenings/lectures/workshops
7:00 Awards – Closing event

Possibilities for Sponsorship:

American Airlines
Coors or Budweiser
Bacardi
Titos – Texas Vodka
Diet Coke – Currently has a marketing campaign based on “Real”
Wells Fargo
AVID
Panasonic
Sony
Cannon
Panavision
Local Real Estate
Local vendors
Hotels (hotel/motel association)
Mikes Hard Lemonade - lanyards

Resources:

Levins'

Lynne Moon

Sabra Young – TAFTP

Louie Partida - TAFTP – American Airlines – Bud –
TAFP – In kind donations - exhibits

Mark Burnbaum

Michael Cain – DEF2

Melina McKinnon – DEF2

Mayor Brock - Denton

Michelle Cunningham – Denton

Mark H – Panhandle House

Jon Collins – Panhandle House

George Sandra Walsh

Volunteers:

1. TA's & Grad Students
 - a. Jessica Schoenbaechler
 - b. Tania Khalaf
 - c. Laurel Petty
 - d. Tonya Estes
 - e. Liz Daggett
2. TF Volunteers
3. Graphic design students – contest for artwork for festival and bag
4. Marketing students
5. Business students
6. Hospitality students
7. Senior citizens
8. High school – AV/Film/Video

Ideas:

1. **Sponsorship Opportunity** book, very well put together, sleek design. Listing all of the various opportunities for individual and corporate sponsorship. Including monetary and in-kind donations.
2. **Advertising** recruit marketing students to sell advertising for program. To develop and ad campaign, banners, advertising, PSA.
3. **Cocktail party** on the square at garden area next to flower shop on Elm a couple of doors down from Fine Arts Theater. Have Jazz band on the courthouse lawn, entertaining entire town all evening. Inside garden gate is RFF only, patrons must show badge.
4. **Trade show** type exhibits at various venues.
5. **Marketing bag** (like SXSW) sell advertising in programs and at an additional price. Materials can be included in the bag everyone will receive. Bags can come

from Future without Poverty – low cost and philanthropic, Design competition for artwork/graphics on bag.

6. **Audience pick for best flick** – to be calculated and awarded on the spot. (David) need ballots.

Develop:

1. **Registration system for submissions** – online with printout application to be mailed in with submission. (formats we will accept? DVD, Mini DVD...) levels of price, early registration – late registration. Submission categories, Deadlines.
2. **Registration system for Attendance** - online- patrons can pick up badge at registration on day of event.
 - a. Levels of attendance:
Weekend pass, all festival pass, party pass, film pass, per film pass, lecture/workshop pass,
 - b. Passes: for filmmakers specific, passes for volunteers, lecturers, special guests, VIP, TF ...will need printer, lanyards, passes/pouches.
3. **System for judging**- jury selection, judging criteria, categories, award levels.
4. **Printing**: to be designed and printed
 - a. Program
 - b. Marketing bag
 1. art work contest
 - c. Call for entries
 - d. Jury ballots
 - e. Audience pick ballots
 - f. Awards
 - g. Sponsorship opportunity book
 - h.

Needs:

1. Guest lecturers
2. judges
3. volunteer coordinator
4. pr
5. marketing
6. design
7. PSA for TV

Calendar:

1. Develop deadlines
 - a. Submission – (5 months in advance?)
 - b. Advertising
 - c. Sponsorship
 - d. Registration deadlines - different prices for early bird – walk up

Homework

List of potential sponsors

List of potential Jurors

List of potential lecturers/classes

List of Questions/ideas...