

# DOC NYC

AMERICA'S LARGEST  
DOCUMENTARY FESTIVAL

November 13 – 20, 2014



IFC Center



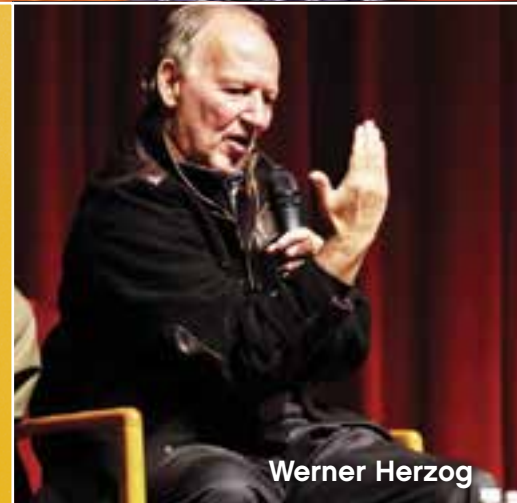
Sarah Polley



Jonathan Demme

"DOC NYC HAS QUICKLY BECOME ONE OF THE  
**CITY'S GRANDEST**  
**FILM EVENTS.**"

WALL STREET JOURNAL



Werner Herzog



Jared Leto



SVA Theatre

FIFTH ANNUAL EDITION OF NEW YORK'S DOCUMENTARY FESTIVAL



DOC NYC  
has tripled in  
size since  
2010

spans downtown  
Manhattan from  
Greenwich Village's  
IFC Center to  
Chelsea's SVA  
Theater

immediately hailed as  
"ambitious"  
The New York Times  
"selective but  
eclectic"  
THE VOICE



Errol Morris



Naomi Watts



Wallace Shawn



Cornel West & Nat Hentoff



Lemon Anderson & Russell Simmons



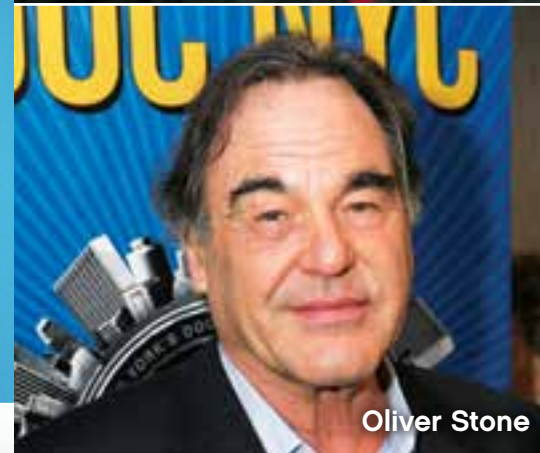
Bebe Neuwirth



Thom Powers & Michael Moore

Artistic Director **Thom Powers** programs  
for Toronto International Film Festival

Executive Director **Raphaela Neihausen**  
& Powers run the weekly series  
**Stranger Than Fiction** at IFC Center



Oliver Stone



Harry Belafonte & Rosario Dawson



Tate Donovan



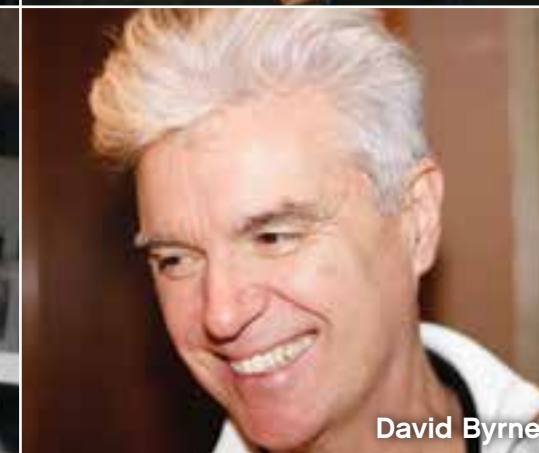
Festival patrons



Raphaela Neihausen & Barbara Kopple



Charlotte Rampling



David Byrne



Anjelica Houston



DOC NYC gives New Yorkers even more to chew on

The latest and greatest in modern nonfiction filmmaking



The New York Times

DOC NYC again holds a mirror to its hometown



An essential summit for all kinds of documentary filmmaking

WALL STREET JOURNAL

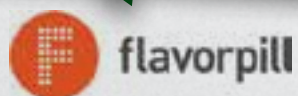
In only its fourth year, DOC NYC feels like an institution

DOC NYC feels like a long-established mainstay



This sprawling nonfiction film fest spans the widest imaginable range of themes

DOC NYC has blossomed into one of our favorite festivals



DOC NYC's Short List has a strong track record of predicting Oscar® nominees and winners!



20 Feet From Stardom  
2014 Oscar® winner



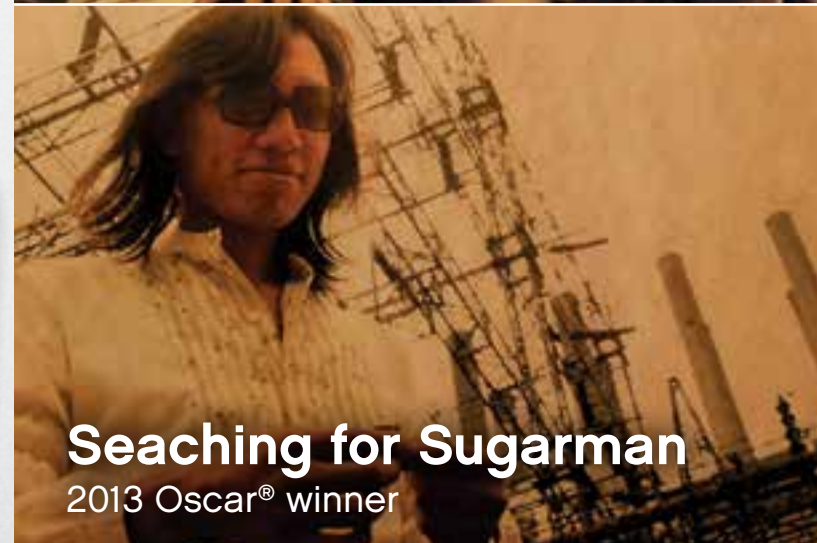
The Act of Killing  
2014 Oscar® nominee



The Square  
2014 Oscar® nominee



Dirty Wars  
2014 Oscar® nominee



Searching for Sugarman  
2013 Oscar® winner



Undeclared  
2012 Oscar® winner



Voted by MovieMaker magazine as one of the *Top Five Coolest Documentary Film Festivals in the World!*



**Robust Attendance Growth**

Since 2010, DOC NYC tripled its lineup to include 130+ films/events and tripled its attendance to 18,000 ticket buyers.

DOC NYC is now the largest documentary fest in America.



**Branding**

Guaranteed visibility for your brand at the Festival means a unique relationship with business decision makers, community leaders, tastemakers, influencers, trendsetters and celebrities. Our customized opportunities allow the most successful engagement with your target audience.



**Targeted Web Outreach**

- ★ DOCNYC.net unique visitors per year: 60,000
- ★ Original blogs, photography and video content to engage viewers around the world
- ★ E-mail blasts reach 125,000



**Social Media**

- ★ Original video and photo content; Exclusive interviews with filmmakers and special guests
- ★ Active presence on Facebook, Twitter, YouTube and Flickr
- ★ DOC NYC Artistic Director @thompowers: 15K followers; Director of Programming @1basil1: 13K followers



**Awards**

- ★ Jury prizes available for features and shorts, as well as audience award
- ★ New awards tailored to brands
- ★ Grand Jury winner of best Short will qualify for consideration in the Documentary Short Subject category of the Annual Academy Awards® without the standard theatrical run, provided the film otherwise complies with the Academy rules.



Rufus Wainwright



Girl With Black Balloons (Metropolis Winner)

**Opening Night, Galas and Special Events**

- ★ Top name directors & talent
- ★ Live performances
- ★ Parties

**Competition Sections**

- ★ Viewfinders: visionary filmmakers
- ★ Metropolis: uniquely New York stories
- ★ Audience Award
- ★ Short films



Short List panel



Rwandan drummers from Sweet Dreams

**Doc-A-Thon Panels**

- ★ In-depth talks with industry leaders
- ★ Discover what's new in creativity, technology, distribution
- ★ Experts from broadcasting, social media, branding

**Expansive Thematic Sidebars**

- ★ Midnight docs: high adrenaline and rock n roll
- ★ Short-list of year's most notable docs
- ★ Tributes to film icons
- ★ Tie brands to content like food, fashion, music, culture, travel, environment, technology, women, parenting, seniors, etc.



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NETFLIX

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NEW YORK nymag.com

HBO DOCUMENTARY FILMS

PRESENTING FILMMAKER PARTY



**About**

- ★ Five-screen, state-of-the-art cinema
- ★ Located in the heart of NYC's Greenwich Village



**Audiences**

- ★ One of the country's perennial top-grossing theaters on a per-seat basis
- ★ Diverse, educated, influential
- ★ Weekly e-mail: 20,000
- ★ Quarterly programs distributed throughout NYC: 20,000
- ★ Passersby: 30,000 people/day
- ★ Attendance: 450,000 moviegoers/year
- ★ IFCcenter.com: 605,000 unique visitors, 1.1 million site visits in 2013



**Events**

- ★ US theatrical premieres of major independent hits
- ★ Festivals: Oscar®-Nominated Shorts, Rendez-Vous with French Cinema, NY International Children's Film Festival, DOC NYC, Human Rights Watch Film Festival
- ★ Midnight movies, classics and shorts
- ★ Partnerships with The New York Times, Columbia University, NYU, McSweeney's and others
- ★ In-person appearances by filmmakers and stars like David Lynch, James Franco, Catherine Deneuve, Jane Fonda, Jonathan Demme and more



# SPONSOR PACKAGES

# CUSTOM PACKAGES AVAILABLE!

	Presenting Sponsor	Leadership Sponsor	Major Sponsor	Supporting Sponsor	Event Sponsor	Signature Sponsor	Contributing Sponsor
	\$250K	\$125K	\$75K	\$50K	\$25K	\$15K	\$7.5K
<b>PRINT &amp; WEB EXPOSURE</b>							
Exclusive website banner and linked logo placement	x						
Brand presence	All events	Pick 2: Opening Night, Closing Night, Comp Section, Short List	Comp Section OR Short List	Doc-A-Thon OR Non-Comp Film Section	1 Doc-A-Thon full day OR 2 films	1 Doc-A-Thon panel	
Logo on posters/postcards	Top billing	First tier	Second tier	Third tier			
Logo on festival badges	x	x	x				
Recognition in social media	x	x	x	x	x	x	
Catalogue ad	Back or inside cover	Full page	Full page	Full page	1/2 page	1/2 page	1/2 page
Logo and link on website	x	x	x	x	x	x	x
<b>THEATER AND MEDIA EXPOSURE</b>							
Standalone trailer	All events	All events	Sponsored events				
Logo in festival trailer	Top billing	First tier	Second tier	Third tier	Fourth tier	Fifth tier	
Live "thank-you" from stage	All events	All events	Sponsored events	Sponsored events	Sponsored events	Sponsored event	
Opportunity to provide Jury Prize or Audience Award	x	x	x				
Theater signage	x	x	x	x			x
Recognition in press materials	Top billing	First tier	Second tier	Third tier			
<b>DIRECT PARTICIPATION</b>							
Tickets to opening and closing night	20	12	10	6	4	4	4
Tickets to other events	8	6	4	4	4	2	2
<b>ADDITIONAL</b>							
Audience giveaway	All events	All events	Sponsored events	Sponsored events	Sponsored events	Sponsored event	
Branded merchandise	x	x	x	x	x	x	x
Gifts for VIPs	x	x	x	x	x	x	
<b>Presenting</b>	<b>Leadership</b>		<b>Major</b>	<b>Supporting</b>	<b>Event</b>	<b>Signature</b>	<b>Contributing</b>
The Presenting Sponsorship is a singular opportunity and offers an elite level of association with extensive festival-wide exposure and title recognition. Every mention of DOC NYC will also include the "presented by" credit for your company, along with many exclusive benefits at the Festival.	The Leadership Sponsorship offers preferred status and first tier recognition with festival-wide exposure. Your company is awarded leading visibility, exclusive benefits and access throughout the Festival.		The Major Sponsorship offers preferred status and second tier recognition with festival-wide exposure. Your company is awarded major visibility, exclusive benefits and access throughout the Festival.	The Supporting Sponsorship offers preferred status and third tier recognition with festival-wide exposure. Your company is awarded visibility, program recognition, enhanced benefits and access throughout the Festival.	The Event Sponsorship offers "ownership" of one full day event and festival-wide access, visibility throughout the festival.	The Signature Sponsorship provides a customized sponsorship of one event with access and visibility throughout the festival.	The Contributing Sponsorship provides access, visibility and participation throughout the Festival.



**For sponsorship inquiries:**

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**For updates, visit [DOCNYC.net](http://DOCNYC.net)**

 **DOCNYCFESTIVAL**  **DOCNYCFEST**