



The Sunshine Short Film Festival (SSFF) is a prestigious event celebrating the people, history and future of Sunshine.

The inaugural festival was supported by partners: Brimbank Council, the Sunshine Business Association, Victoria University, Village Cinemas Sunshine, Halo Media and a range of other business sponsors in the Brimbank municipality.



Early arrivals for the red carpet



Winner 2012

This year will be the second for the SSFF. The post event hype surrounding the 2012 event has been phenomenal and has manifested through expressions of interest from corporate, educational and not for profit organisations. This will no doubt lead to an even more exciting, bigger and better event this year. Now is the time to get on board and be part of an event that ticks all the boxes on return on investment and good community partnerships. Please read on to find out more...



Why a Sunshine Short Film Festival?

- To engage the local community in a celebration of the people, history and future of Sunshine
- To attract local, regional and national recognition of Sunshine as a, culturally dynamic and economically vibrant town centre
- To connect with youth and new communities in the region and foster community and skills development

What is the Sunshine Short Film Festival?

The SSFF is actually a Competition! Participants have to submit a film no longer than 5 minutes on a given theme. The theme is set each year to ensure original work.

- The themes are designed to have local significance but can also be interpreted metaphorically to allow state wide, national and international entries. The theme last year was 'Living in a land down under' and this year's theme is 'Sunshine Rising'.

The competition is unique in that it is open to:

- The general public including novice and professional film makers
- Schools and new communities: Led by Victoria University, there is a particular focus to involve participation primary and secondary schools as well as grass roots community organisations. This is designed to increase participation and attendance at the festival

Marketing the SSFF

The marketing strategy is intended to deliver at least 70% recognition rate of the SSFF and partner organisations in the Sunshine area. The strategy will include:

- Advertising and advertorials in local media, spots on local radio
- Community listings and listing in film and film culture networks
- A strong Facebook and Twitter profile
- Street posters in the greater Brimbank area and CBD
- Flyer distribution through local businesses and households
- A specific schools and community outreach strategy developed by Victoria University
- TV coverage including a preview of the event on Foxtel and C31 through Australia and New Zealand

Why sponsor the SSFF?

The Sunshine Short Film Festival partners will have the opportunity to:

- Profile your organisation or business within the local community in a highly visible way
- Be acknowledged as a supporter of the Brimbank community through participating and supporting the Festival
- Share in the SSFF brand profile: contemporary, relevant, inclusive of diversity and celebrating excellence



Sponsorship Options

Sponsorship packages can range from \$200 to \$10,000. To offer the greatest flexibility and to provide you with a package that caters for your needs, your sponsorship benefits (either cash or in kind) can be custom fit to your level of investment.

The \$10,000 level is a partnership level and along with the benefits listed below includes a top line mention in all press releases and official documentation as well as verbal recognition of the partnership at all media and presentation events.

	\$5,000+	\$2,500+	\$1,000+	\$250+
Pre Event:				
Your company or organisation logo included on all print and electronic collateral for the event. These could include: website, print advertising, street posters, posters, flyers entry forms, Facebook page and promotional emails	✓*	✓*	✓*	✓*
	* placement and positioning of logo is dependent on your level of investment			
Your company or organisation logo included on the trophies for all prizes	✓			
Your company or organisation logo included on all certificates presented to all participating school teams	✓			
Opportunity to host dedicated advertising on the Festival website for the duration of the festival	✓	✓		
Hyperlink to your organisation website generated by your logo on the Sponsor section of the Festival website	✓	✓	✓	✓
Event:				
Ticketing				
5 free tickets to each of the Festival Screenings	✓	✓	✓	✓
10 free tickets to the Gala Final Screening	✓			
Recognition :				
Verbal acknowledgement by the MC at each of the screening	✓			
Banner or signage placements in the lobby of the cinemas	✓			
Program Book:				
Full page ad	✓			
Half page ad		✓		
Television broadcast acknowledgements	✓			

SUNSHINE SHORT FILM FESTIVAL



Your SSFF Contacts:

Bruce White
Sunshine Business Association
0429 076 426
brucewhite@westpac.com.au

Steve Pereira
Victoria University
0411 652 887
steve.pereira@vu.edu.au