

# DUBLIN SMARTPHONE FILM FESTIVAL

***SPONSORSHIP DECK***

*January 25<sup>th</sup>-26<sup>th</sup> 2020*

# THE FUTURE OF FILMMAKING

- Money is now no longer a barrier to creativity.
- Smartphone technology has provided amateur and professional filmmakers with the greatest tool for filmmaking.
- Savvy filmmakers now have the ability to write, shoot, edit, and market their projects all in the palm of their hands
- Breakout Sundance hit *Tangerine* was shot on an **IPHONE 5S** and in the process revolutionized the film industry



Behind the scenes on *TANGERINE* shot on **IPHONE 5S**

# THE DUBSMART FF EXPERIENCE

Now in its third year, The Dublin Smartphone Film Festival is an international Film Festival dedicated to films shot exclusively on Mobile Phones. Making huge waves both nationally and internationally the Dubsmartff has sold out in its previous two efforts and is poised to get even bigger for 2020.

Not just content with showcasing smartphone filmmakers, the festival's aim is to recognize, celebrate, educate and inspire the growing Smartphone filmmaking community. With this, the festival has expanded beyond the constraints of a single event. Throughout the year we run a number of workshops and are positioning ourselves as the go-to educational forum for the Mobile filmmaking community in Ireland

The festival attracts exceptional sponsorship each year from companies like Manfrotto and Shoulderpod allowing us to represent the best in Smartphone filmmaking equipment on the market





# FILM MAKING



# AWARDS



# YOUTH WORKSHOPS



# ADULT WORKSHOPS

# WHAT ARE PEOPLE SAYING

## Jason Van Genderen

### Filmmaker

**"A festival that punches well above it's weight! Rarely (as a filmmaker) do you encounter a festival that engages with both it's entrants and audience as much as these guys do. Even though I was participating from the other side of the globe, I still felt every part included and valued. Great sponsors, valuable prizes and flawless communication and social engagement - 5 stars all round from me."**





## **Ian Leer**

### **Filmmaker**

**"A growing festival with a dedicated and friendly festival director. Easy to communicate with, and they actively push the films and filmmakers on their social media. The screenings are always sold out for maximum viewing of the quality smartphone films from around the world. Highly recommend."**

# **Silvana Benedetto**

## **Festival Attendee**

**“Very well organized in friendly and beautiful location. The quality of the films was so high that it was difficult to believe they were shot just with smartphones! I strongly recommend this festival!”**



# FESTIVAL AT A GLANCE

## 1 DAY EVENT

- 2X Sold Out Festivals
- 100+ Films from 20+ Countries
- 30+ Workshop Attendees
- 12+ Sponsors
- 10+ Volunteers

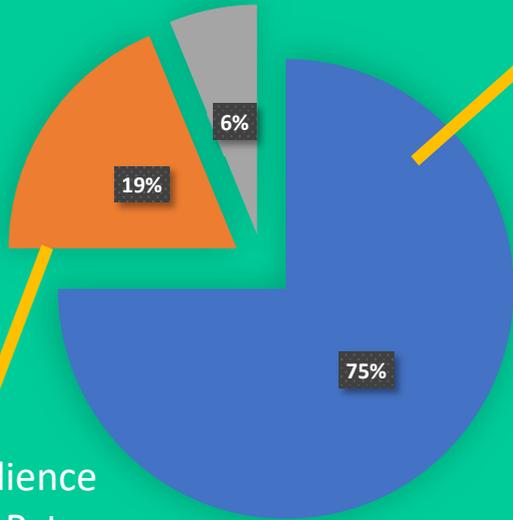
## NATIONAL COVERAGE



# WHO'S GOING

- General
- VIP
- Sponsor

## Audience Breakdown



**75% General**

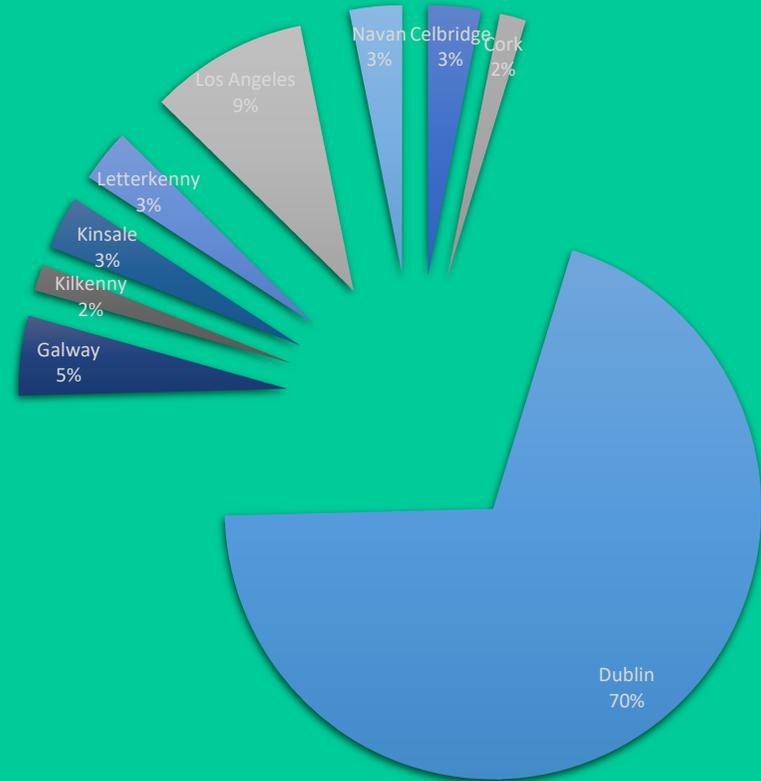


53% 47%

**Average Age 30**  
**Filmmakers**  
**Students**  
**Art Enthusiast's**

\*VIP audience includes Patrons, filmmakers, industry executives and sponsors

## Attendees



- Celbridge
- Cork
- Dublin
- Galway
- Kilkenny
- Kinsale
- Letterkenny
- Los Angeles
- Navan

## CONSUMER INTERESTS



**MOBILE PHONES**



**FILM MAKING**



**NEW TECH**



**EDUCATION**



**CINEMA**

<b>SPONSORSHIP LEVELS</b>	<b>PRESENTING (12k)</b>	<b>PREMIERE (5k)</b>	<b>SUPPORTING (1k)</b>
<b>Presenting Sponsor recognition</b>	<b>X</b>		
<b>Dedicated section in Program</b>	<b>X</b>	<b>X</b>	
<b>Category naming rights</b>	<b>X</b>	<b>X</b>	
<b>Dedicated email Blasts</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>30 second video spot</b>	<b>X</b>	<b>X</b>	
<b>Social Media posts</b>	<b>4 DEDICATED POSTS</b>	<b>2 DEDICATED POSTS</b>	<b>MENTION ONLY</b>
<b>Logo recognition (print, digital, onsite, trailer)</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Co-branded T-SHIRTS</b>	<b>X</b>	<b>X</b>	
<b>Welcome announcement</b>	<b>Opening and Closing</b>		
<b>Festival passes</b>	<b>10 passes</b>	<b>4 passes</b>	<b>2 passes</b>





*Lets Talk*

**Robert Fitzhugh**

*Festival Director*

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