



**DEKALB  
ENTERTAINMENT  
COMMISSION**

**2024**

**DEKALB STUDENT FILM FESTIVAL**

**PARTNERSHIP  
OPPORTUNITIES**

# Welcome

## SHELBYA JACKSON

Director, DeKalb Entertainment Commission

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I am thrilled to extend a warm welcome to you on behalf of the DeKalb Entertainment Commission. It is with great anticipation and excitement that we announce Tuesday, March 26 as the 2024 DeKalb Student Film Festival (DSFF) a platform that celebrates the remarkable talent and creativity of our local student filmmakers.

This festival serves as an invaluable opportunity for budding filmmakers to showcase their skills and gain experience working on a project. As a steadfast supporter of our creative community, you play a pivotal role in making this event a resounding success. Through your generous sponsorship, we aim to provide these young artists with the resources and encouragement they need to continue honing their craft.

### Why Sponsor Us

- Your contribution will not only elevate the festival experience but also leave an indelible mark on the future of filmmaking in DeKalb.
- Your contribution will help foster a vibrant and nurturing environment for these emerging talents, propelling them toward promising careers in the entertainment industry.
- Your contribution will help secure accommodations (air, hotel, and meals) for (20) twenty DeKalb County students to attend the 2024 Student Television Network National Convention in Long Beach, California.



# About Us



The DeKalb Entertainment Commission, a division of Decide DeKalb Development Authority, celebrates its 10 year anniversary in 2024 and recognizes the importance of creating a viable and accessible career pathways to the entertainment industry. The DSFF serves as DEC's signature event to provide instruction, education, and opportunities to DeKalb's students. And we welcome your partnership to help us reach our goal!



## Mission

DEC is the heart of the county's entertainment industry and creative community that passionately serves the industry's expansion by offering programs and services that drive job growth, continuous investments, and longevity for DeKalb County.



## Vision

The DEC is where creativity thrives, connecting talent and entertainment..



## Core Values

- Community
- Integrity
- Service
- Sustainability
- Teamwork

# 2024 DSFF SPONSORSHIP BENEFITS

## CINEMATIC PARTNER: \$20,000

- 10 VIP Festival Passes with seating
- 20 single DSFF Reserved seating tickets
- 1 Full page ad in the DSFF program
- Onsite VIP Reception “Presented by” designation
- 6 VIP Reception Passes
- DSFF Award Presenter
- Logo included on DSFF Awards
- Inclusion in DSFF Sizzle Reel
- Logo on screen pre-event
- DEC Website Presence w/ traceable link
- Email Newsletter w/ traceable link
- Dedicated Social Media posting (before, during, + after event)
- Event press release inclusion
- Branded popcorn box
- Copy/logo inclusion in advertising where applicable
- Step and Repeat logo inclusion
- DSFF Social Media Lounge branded presence

## DIRECTOR PARTNER: \$5,000

- 2 VIP Festival Passes with seating
- 6 single DSFF Reserved seating tickets
- 1 half page ad in the DSFF program
- 2 VIP Reception Passes
- Social Media inclusion (before + after event)
- Event press release inclusion
- Step and Repeat logo inclusion

## APERTURE PARTNER: \$2,500

- 10 single DSFF Reserved seating tickets
- 1 Quarter-page ad in the DSFF program
- Social Media inclusion (before event)

## SPOTLIGHT PARTNER: \$10,000

- 6 VIP Festival Passes with seating
- 10 single DSFF Reserved seating tickets
- 1 half-page ad in the DSFF program
- 4 VIP Reception Passes
- Sponsor recognition from stage during welcoming remarks
- Logo on screen pre-event
- Email Newsletter w/ traceable link
- Social Media inclusion (before, during, + after event)
- Event press release inclusion
- Branded popcorn box
- Copy/logo inclusion in advertising where applicable
- Step and Repeat logo
- DSFF Social Media Lounge branded presence

# 2024 DSFF SPONSORSHIP LEVELS SIMPLIFIED

BENEFIT	Cinematic Partner	Spotlight Partner	Director Partner	Aperture Partner
VIP Festival Passes	10	6	2	
DSFF Reserved Seating Tickets	20	10	6	10
Ad in DSFF Program	Full-page	Half-page	Half-page	Quarter-page
Onsite VIP Reception sponsorship	YES			
VIP Reception Passes	6	4	2	
DSFF Award Presenter	YES	Recognition fr. Stage	Recognition fr. Stage	
DSFF Sizzle Reel Inclusion	YES	YES		
Pre-event Logo on Screen	YES	YES	YES	
DEC Website	YES			
DEC e-Newsletter	YES	YES	YES	
Social Media	YES	YES	YES	YES
Event Press Release	YES	YES	YES	
Branded Popcorn Box	YES	YES		
Copy/logo Inclusion in advertising	YES	YES		
Step & Repeat	YES	YES	YES	
DSFF Social Media Lounge Branding	YES	YES		

# 2023 HIGHLIGHTS



Provided financial assistance to 12 DeKalb County Students to attend the Student Television National Convention in Long Beach, California.



Screened a total of 20 short films from 11 DeKalb County Schools, a festival record!



Maintained our commitment to foster Diversity, Equity, and Inclusion (DEI) across all our events and programs.



Earned media included local TV & digital print w/ 500K & 60K respectively. Approx. \$100K in media exposure.



# CONTACT US



The DeKalb Entertainment Commission is the ideal partner for Assembly Studios in support of the 2024 DeKalb Student Film Festival. Our goal of covering the costs of 20 DeKalb County Students to attend the Student Television Network National Convention in California can be achieved with your help.

Each opportunity within this deck is customizable and exclusive. Please contact us today to learn how we can work together to create the best opportunities for your brand!

## **Terra Washington**

Vice President, Marketing  
Decide DeKalb Development Authority  
P: (404) 277.5958  
E: [twashington@decidedekalb.com](mailto:twashington@decidedekalb.com)

## **Laura Ramos**

Marketing Manager  
Decide DeKalb Development Authority  
P: (404) 687-2730  
E: [lramos@decidedekalb.com](mailto:lramos@decidedekalb.com)

