

# EQUUS Film Festival

2019



Image by: Amber Taylor



## ABOUT THE EQUUS FILM FESTIVAL

The seventh annual EQUUS Film Festival will take place December 5, 6, 7 & 8, 2019 at the Kentucky Horse Park in the Wrigley Media Group Theaters in Lexington Kentucky, the Horse Capital of the World! It is the first event of its kind to offer a home to the storytellers of the horse world, with films, documentaries, videos, commercials and shorts from around the world and cultural elements of fine equestrian art and literature.

Founded in 2013 by Lisa Diersen, Director/Organizer, an avid equestrian, who has spent her life in the company of horses. The festival was joined by Diana De Rosa, and international equine photographer and journalist, in 2015 as Co-Organizer of the NYC Festival. The EQUUS Film Festival highlights and rewards the diverse and creative efforts of those who pay artistic homage to the horse.

Lisa's mission is to show the world how horses can bring everyone together regardless of race, age, gender, abilities or disabilities. She presently raises, trains and loves Lusitano horses in Maple Park, Illinois.

The EQUUS Film Festival is now available ON-DEMAND, streaming to all your devices. Visit our website at: <http://www.equusfilmfestival.net/> and our FaceBook page.

### PR AND/OR SPONSOR CONTACT:

Lisa Diersen [lisa@equusfilmfestival.net](mailto:lisa@equusfilmfestival.net) +1-630-272-3077

Press Link: Diana De Rosa [dderosa1@optonline.net](mailto:dderosa1@optonline.net) +1-516- 848-4867

**SOCIAL MEDIA:** <https://www.facebook.com/EquusFilmFestivalNYC>

Pinterest - <https://www.pinterest.com/EFFNYC/>

Twitter - <https://twitter.com/EQUUSFilmNYC>



*Hundreds of films have gained recognition, found international distribution and reached global audiences We believe that film holds the power to experience a story in the most compelling way.*

*We empower storytellers to share their unique equine stories in the most optimal setting: a movie theater.*

*By placing the EQUUS Film Festival in the unique locations around the world, people from all walks of life can enjoy these inspiring stories.*

*We look forward to welcoming you to the 2019 EQUUS Film Festival, where you can enjoy the impressive line-up of films, amazing artists and interesting authors*

Founder | Lisa Diersen

## WHAT: EQUUS Film Festival - 7<sup>th</sup> Annual

**WHY:** The EQUUS Film Festival has been created to highlight and reward the diverse and creative efforts of those who artistically pay homage to the horse. EFF offers a platform to educate and enlighten the world to all issues related to horses. EQUUS Film Festival's ultimate goal is to better the world for horses.

**WHEN:** DECEMBER 5, 6, 7 & 8, 2019

Thursday: Opening VIP event  
Films & EQUUS Events - Friday & Saturday & Sunday  
Friday 12 pm - 10 pm  
Saturday 12 pm - 10 pm  
Sunday 12 pm - 6 pm  
Sunday WINNIE Awards Ceremony

**WHERE:** KENTUCKY HORSE PARK, Lexington KY  
Wrigley Media Group Theaters

**HOW:** Tickets available online, visit the website for more details:  
[www.equusfilmfestival.net](http://www.equusfilmfestival.net).

**SOCIAL MEDIA:** <https://www.facebook.com/EquusFilmFestivalNYC>

Pinterest - <https://www.pinterest.com/EFFNYC/>

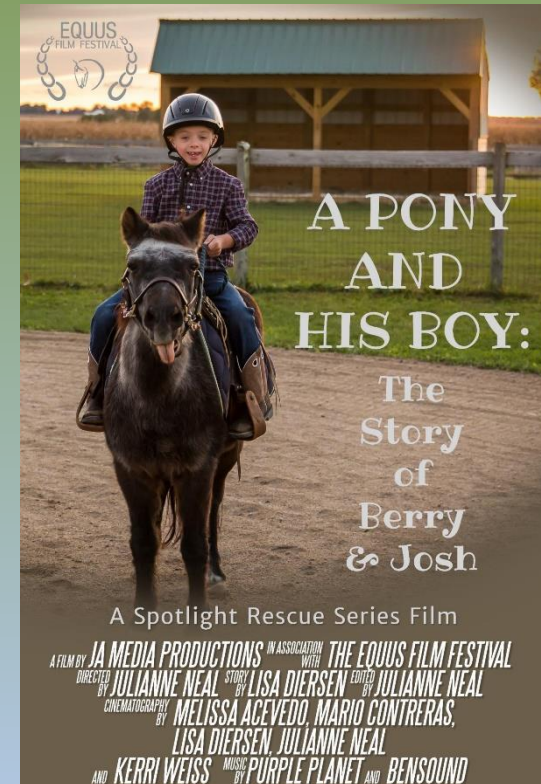
Twitter - <https://twitter.com/EQUUSFilmNYC>

**EQUUS FILM FESTIVAL HISTORY:** The EQUUS Film Festival was founded by Lisa Diersen, an avid equestrian, who has spent her life in the company of horses. Her mission is to show the world how horses can bring everyone together regardless of race, age, gender, abilities or disabilities. She presently raises, trains and loves Lusitano horses at home.

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# Sponsorship Opportunities



## Title Sponsorship – Private Agreement

1. EFF Title Sponsor
2. Official Sponsor category\*
3. Prominent logo display and link on EQUUS Film Festival website
4. Prominent logo display on EQUUS Film Festival Sponsor Backdrop
5. Prominent logo display in marketing and promotional material
6. Mention in press kit and releases
7. VIP credentials – Personalized credential for exclusive and unlimited access to all festival activities – 16x
8. VIP Priority seating for the main events – 16x (must be in seats 10 minutes prior to start time)
9. Complimentary beverages at the main events
10. Invitation to the Opening VIP event – 16x
11. Commercial in the EFF Lobby Reel and before selected films
12. Opportunity for Table Top at Theater and/or Pop-Up Gallery
13. Marketing material and/or product placement in guest and VIP bags
14. WINNIE Award Presenting Sponsor
15. Extra: Agreed to by both parties \_\_\_\_\_

- Official Sponsorship gives sponsor exclusivity to their product or service.

ALL SPONSORS HAVE THE RIGHT TO USE THE EFF LOGO AND NOTE THAT THEY ARE A PROUD SPONSOR OF THE EQUUS FILM FESTIVAL.





## Presenting Sponsorship - \$15,000

1. Presenting Sponsor Title
2. Official Sponsor category\*
3. Prominent logo display and link on EQUUS Film Festival website
4. Prominent logo display on EQUUS Film Festival Sponsor Backdrop
5. Prominent logo display in marketing and promotional material
6. Mention in press kit and releases
7. VIP credentials – Personalized credential for exclusive and unlimited access to all festival activities – 10x
8. VIP Priority seating for the main events –10x (must be in seats 10 minutes prior to start time)
9. Complimentary beverages at the main events
10. Invitation for the Opening VIP event– 10x
11. Commercial in EFF Lobby Reel and before selected films
12. Opportunity for Table Top at Theater or Pop-Up Gallery
13. Marketing material and/or product placement in guest and VIP bags
14. WINNIE Award Presenting Sponsor
15. Extra: Agreed to by both parties \_\_\_\_\_

- Official Sponsorship gives sponsor exclusivity to their product or service.

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## MUSTANG SPONSOR - \$10,000

1. Official Sponsor Category\*
2. Prominent logo display and link on EQUUS Film Festival website
3. Prominent logo display on EQUUS Film Festival Sponsor Backdrop
4. Prominent logo display in marketing and promotional material
5. Mention in press kit and releases
6. VIP credentials – Personalized credential for exclusive and unlimited access to all festival activities – 8x
7. VIP Priority seating for the main events – 8x (must be in seats 10 minutes prior to start time)
8. Complimentary beverages at the WINNIE Awards
9. Invitation for the Opening VIP event – 8 x
10. Opportunity for Table Top in Pop-Up Gallery
11. Marketing material and/or product placement in guest and VIP bags
12. WINNIE Award Presenting Sponsor
13. Extra: Agreed to by both parties \_\_\_\_\_

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**EQUUSFilmFestival.net**

**#EFFKHP**

**#EFF19**

**#EQUUSFILM**

**#EFFTOUR**

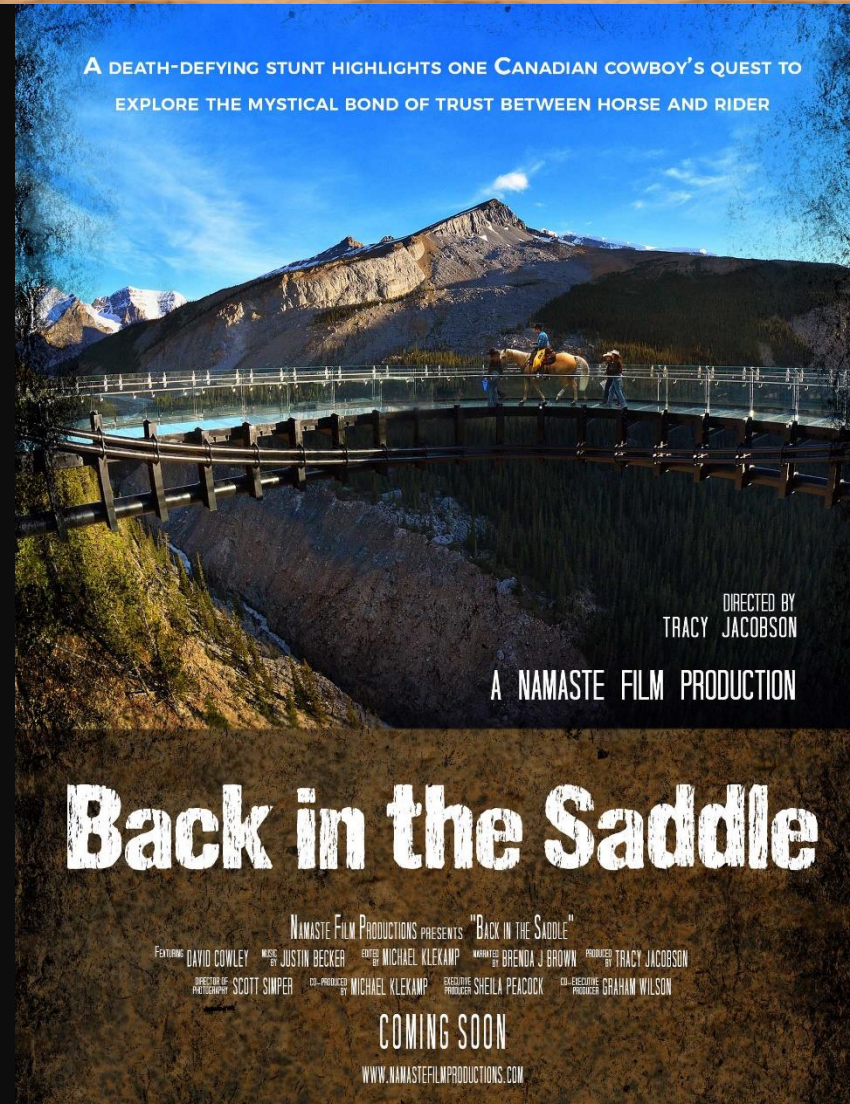
**#EQUUSART**

**<http://bit.ly/EQUUSFFOnDemand>**

## QUARTER HORSE SPONSOR - \$7000

1. Screening Room Sponsor (Daily)
2. Logo display and link on EQUUS Film Festival website
3. Logo display on EQUUS Film Festival Sponsor Backdrop
4. Logo display in marketing and promotional material
5. Mention in press kit and releases
6. VIP credentials – Personalized credential for exclusive and unlimited access to all festival activities – 4x
7. VIP Priority seating for the main events – 4x (must be in seats 10 minutes prior to scheduled start time)
8. Complimentary beverages at the WINNIE Awards
9. Invitation for the Opening VIP event – 4x
10. Opportunity for Table Top Display in Pop-Up Gallery
11. Marketing material and/or product placement in guest and VIP bags
12. WINNIE Award Presenting Sponsor
13. Extra: Agreed to by both parties

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Official EQUUS Film Festival Image  
QUEBEC by Janice Fischer

## LUSITANO SPONSOR- \$5000

1. Logo display and link on EQUUS Film Festival website
2. Logo display on EQUUS Film Festival Partner Backdrop
3. Logo display in marketing and promotional material
4. Mention in press kit and releases
5. VIP credentials – credential for exclusive access to all festival activities - 2x
6. VIP Priority seating for the main events – 2x  
(must be in seats 10 minutes prior to scheduled start time)
7. Complimentary beverages at WINNIE Awards
8. Invitation for the Opening VIP event – 2x
9. Extra: Agreed to by both parties - \_\_\_\_\_

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**EQUUSFilmFestival.net #EFFKHP #EFF19 #EQUUSFILM  
#EFFTOUR #EQUUSART <http://bit.ly/EQUUSFFOnDemand>**

A COMING OF AGE STORY  
FROM THE ROOF OF THE WORLD

# Boy Nomad

A SHORT FILM BY NIOBE THOMPSON



## PONY VIP SPONSOR - \$1000

1. VIP credential for exclusive and unlimited access to select festival activities
2. Priority seating for the main events (must be in seats 10 minutes before scheduled start of event)
3. Complimentary beverages at the WINNIE Awards
4. Invitation for the Opening VIP event
5. Extra: Agreed to by both parties

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HANDFUL OF FILMS PRESENTS "BOY NOMAD"  
DIRECTED BY NIOBE THOMPSON & DENNIS WELLS CINEMATOGRAPHY AARON MUNKSON & DARRON DONAHUE  
EDITOR SCOTT PARKER COMPOSER DARREN FUNG PRODUCTION MANAGER SANDRA TOBER PRODUCER NIOBE THOMPSON

WWW.BOYNOMAD.COM

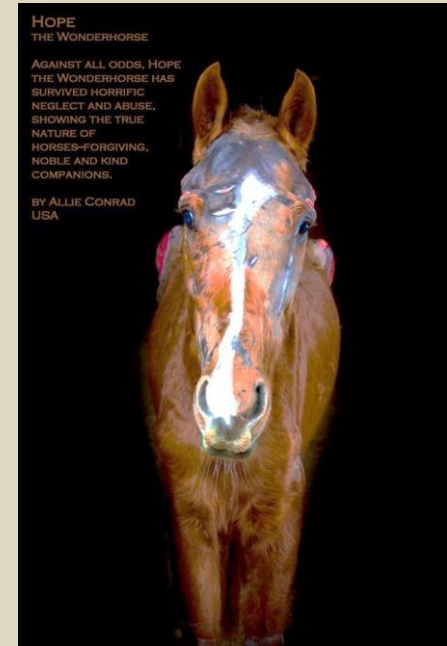
 Handful of Films

EQUUSFilmFestival.net #EFFKHP #EFF19 #EQUUSFILM  
#EFFTOUR #EQUUSART <http://bit.ly/EQUUSFFOnDemand>

## Born To Die



## Last Chance Corral



## Hope The Wonderhorse



**Friend - \$50**

**Supporter - \$500 of the EQUUS Film Festival**

### **Friends:**

Many people donate their time and energy to the EQUUS Film Festival because they believe it is an event with a great future and a positive message. We are reaching out to those who simply want to support our efforts with their \$50 sponsorship.

- Friends will be listed on the website

### **Supporters:**

With a \$500 sponsorship you can be a small but important part of the EQUUS Film Festival. Supporter Sponsorships will also be used to help sponsor non-profit film submissions into the festival.

- Supporters will be listed on the website and on a banner/poster at the festival

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## **YOUR BUSINESS OR SERVICE COULD BE THE NAME ASSOCIATED SPONSOR (\$3,000) WITH ANY OF THE FOLLOWING:**

- Pop-Up Gallery
- Official Artist's Gallery Sponsor
- Literary Corner
- Official EFF Videographer
- Screening Room
- Information Table
- Press Area
- Volunteer Area, Food & Beverage Sponsor

## **OFFICIAL SPONSORSHIP CATEGORIES AVAILABLE (\$3,000)**

- Official Barn Sponsor
- Official Book Publishing Company Sponsor
- Official Hotel
- Official Insurance Firm
- Official Investment Firm
- Official Equestrian Clothing
- Official Boot
- Official Private Jet
- Official Equine Pharmaceutical
- Official Filmmaker Sponsor
- Official Grooming Sponsor
- Official Horse Trailer Sponsor
- Official Printing Sponsor
- Official Snack Sponsor
- Official VIP Bag Sponsor (your logo and EFF logo on bag)
- Official Water Sponsor
- Official Welcome Bag Sponsor (your logo and EFF logo on bag)

## **Advertising Opportunities**

- Advertising opportunities on the EQUUS Film Festival website & social media
- Opportunity to expand your reach throughout the year on the WINNIE Winners Tour (new banner in every tour stop)
- Expand Your Reach on the WINNIE Winners Tour
  - \$500 logo placement – per tour stop
  - \$500 Commercial on Lobby Reel – per tour stop
  - \$750 logo placement and commercial – per tour stop
- Logo and ad placement in the EFF promotional video (<https://vimeo.com/149902432>)

## **Special Events and Customized Programs**

The opportunity to host for your guests a Private Screening, Meet & Greet with Filmmakers and/or a Green Carpet Party.

- The opportunity to present awards and prizes to WINNIE Award winners

**NOTE: Sponsor may also include product in EFF Welcome and/or VIP bags or in our annual Silent Auction which is on display in the Pop-Up Gallery.**

- Availability of tables and chairs in Pop-Up Gallery TBD
- Table sponsors should be prepared to supply whatever they need at their tables

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For additional information or to sign up for a Sponsorship Contact our sponsorship team:

Lisa Diersen +1-630-272-3077 [lisa@equusfilmfestival.net](mailto:lisa@equusfilmfestival.net)

or Diana De Rosa +1-516-848-4867 [dderosa1@optonline.net](mailto:dderosa1@optonline.net)

The EQUUS Film Festival also celebrates the Artists and Authors of the horse world.

From the beauty of the horse galloping across the big screen, exquisite fine art paintings and photography, to falling into a wonderfully written equestrian themed literary work, the EQUUS Film Festival is home to the Equestrian Storytellers of the world.

Artists from around the world enter the EQUUS Film Festival for a chance to have their work selected as one of our Official images.

We reward the storyteller's efforts with our coveted WINNIE Awards each year. In 2016 we added WINNIE Award categories for literary works and Artist.





[EQUUSFilmFestival.net](http://EQUUSFilmFestival.net)  
#EFFKHP #EFF19  
#EQUUSFILM #EFFTOUR  
#EQUUSART