

# EQUUS Film Festival

## NYC 2018



**EQUUSFilmFestival.net #EFFNYC #EFF18 #EQUUSFILM**

## About the EQUUS Film Festival

The EQUUS Film Festival is the first film festival oriented around equestrian themed content from all over the world. EFF empowers storytellers to show the rich history and diverse tapestry of horses in human culture through equestrian content. We have feature films, documentaries, shorts, music videos, commercials, training educational materials, art and literary.

EFF has been created to highlight and award the diverse and creative efforts of those who artistically pay homage to the horse. In 2017, the festival hosted over 90 films at the HELEN MILLS Theater and Event Center in New York City. From horse related commercials to wounded warrior films, blind equestrian journeys, feature length documentaries and narrative films, gathered from 17 countries around the globe.

The interest is International. Our films have come from France to New Zealand and everywhere in between.



*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 2018 EQUUS Film Festival, where you can enjoy the impressive line-up of films, amazing artists and interesting authors.*

Founder | Lisa Diersen

# EQUUS Film Festival Fast Facts

## WHAT: EQUUS Film Festival - 6<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:** November 16-18, 2018

Friday November 16: Opening VIP event

Films & EQUUS Events - Friday & Saturday

Friday November 16: 12 pm - Midnight

Saturday November 17: 12 pm - Midnight

Saturday November 17: 12 pm - 2 pm - Li'l Herc's Family Fest

Sunday November 18: WINNIE Awards Ceremony 12:00 pm – 2:00 pm

Sunday November 18: 2 pm - 4 pm

- Special Guided Tours of the Historic New York Carriage Horse Stables

**WHERE:** New York City, New York (*theater subject to change without notice*)  
WINNIE Awards Event – Wild Horses Of Sable Island Gallery

**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 in St. Charles, IL at The Royal Lusitano.

## 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





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Sponsorship  
Opportunities



[EQUUSFilmFestival.net](http://EQUUSFilmFestival.net) #EFFNYC #EFF178 #EQUUSFILM #EFFTOUR #EQUUSART

## 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 - \$25,000

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 \_\_\_\_\_

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# FRIESIAN 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**  
**#EFFNYC**  
**#EFF18**  
**#EQUUSFILM**  
**#EFFTOUR**  
**#EQUUSART**

## 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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EFF17 OFFICIAL ARTIST ANIKA JOUBERT



## 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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Official EQUUS Film Festival Image  
QUEBEC by Janice Fischer

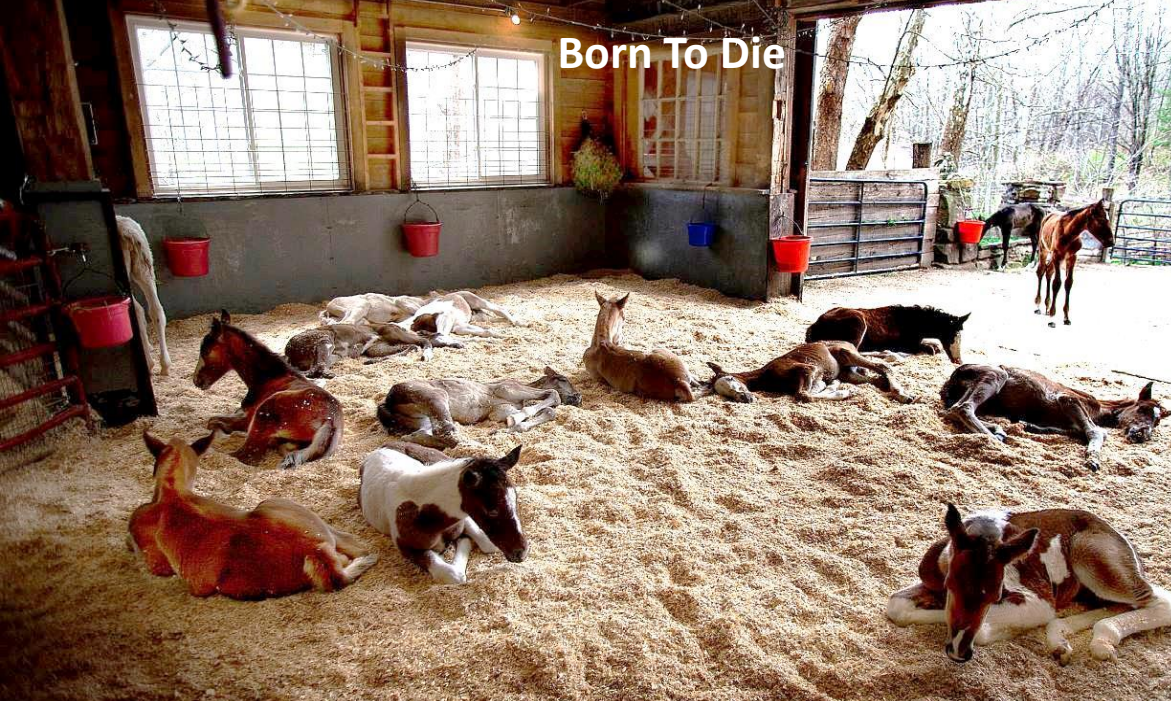


EFF17 OFFICIAL ARTIST ANIKA JOUBERT

### **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

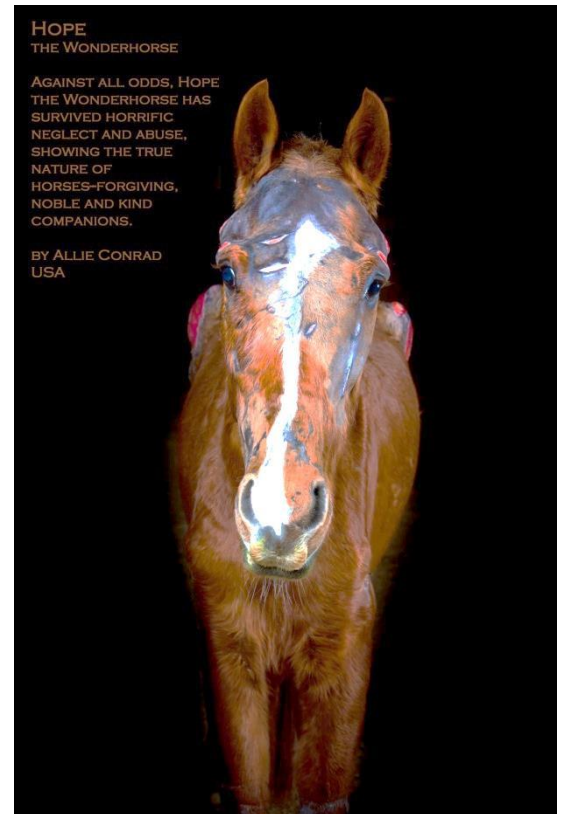
ALL SPONSORS HAVE THE RIGHT TO USE THE EFF LOGO AND NOTE THAT THEY ARE A PROUD SPONSOR OF THE EQUUS FILM FESTIVAL.



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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# OTHER SPONSOR OPPORTUNITIES

## 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)

## Celebrating EQUUS Artists & Authors

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. **Online Facebook Contest.**

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.



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# THE #EFFNYC WILL BE HELD:

FRIDAY - NOVEMBER 16<sup>th</sup>

SATURDAY - NOVEMBER 17<sup>th</sup>

SUNDAY - NOVEMBER 18<sup>th</sup>

The EQUUS Film Festival will be held at the **HELEN MILLS Theater and Event Center** in the **CHELSEA** District of New York City.

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#EQUUSLIFE  
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[EQUUSFILMFESTIVAL.NET](http://EQUUSFILMFESTIVAL.NET)

EFF17 OFFICIAL ARTIST MORGAN CAMERON

[WWW.EQUUSFILMFESTIVAL.NET](http://WWW.EQUUSFILMFESTIVAL.NET)

14-JAN-2018



[EQUUSFilmFestival.net](http://EQUUSFilmFestival.net)

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