



TRUE/FALSE TRUTHS

- **One of 50 leading film festivals in the world** and ranked sixth in documentary festivals worldwide according to IndieWIRE.com
- **More than just 116 screenings of 75 new nonfiction films for four days**, True/False brims with a wide range of events including concerts, panel discussions, parties, a one-of-a-kind parade and a live game show
- **Every filmmaker attends the festival** and conducts an intimate Q&A session with attendees immediately following every screening
- **Two of the 50 most powerful people in documentary film according to Filmmaker Magazine**, festival co-directors David Wilson and Paul Sturtz have been recognized as integral parts of the documentary industry for several years, both are curators of programming for the Sundance Film Festival
- Over **12,000** individuals attended True/False 2011*
- **54%** of attendees' household income exceeds **\$55,000***
- **64 %** of attendees reported they were extremely satisfied with their T/F experience*
- **63%** of attendees reported they plan to return to T/F 2012*
- www.truefalse.org received **109,895** visits from **53,165** unique visitors in the past 12 months ∞
- www.truefalse.org received **53,006** visits from **24,631** unique visitors in the three months prior to T/F 2011 (when the media buys are in place) ∞
- “If there was one festival that I would recommend to anyone involved or interested in documentary filmmaking, it would be True/False. The whole town is alive with passionate debate about documentaries, the films they show are really well chosen and [they] were brilliant hosts.”
- **James Marsh, director, *Man On Wire, Project Nim***
- “True/False has the energy and excitement that Telluride and TED had in their early days.”
- **Peter Schneider, producer/star, *Waking Sleeping Beauty*, former president, Disney Animation**
- “T/F has been innovative in another area: that of encouraging and educating local film makers and students. I hope to come back from Washington, D.C. and attend the festival in 2011.”
- **Nancy Harter, attendee**
- “The audiences were articulate and intelligent and the whole experience was like no other I've had at a festival. I was listening to Talk of the Nation on NPR today and the director of Burma VJ mentioned your festival and that it was one of the best in the country.”
- **Kathie Russo, producer, *And Everything is Going Fine***

BE A TRUE/FALSE FILM FEST 2012 SPONSOR

Our organization is a 501(c) 3 not-for-profit organization. Support the arts and be a part of one of Columbia's most exciting events as well as one of the film industry's most beloved festivals, through one of these programs:

BENEFITS	SUPER* \$20,000	SILVER* \$12,500	LUX* \$7,500	SIMPLE \$4,000	LOCAL HERO \$1,500
On-screen bumpers, played before every screening at every venue throughout the four days of T/F 2012 (estimated number of impressions from T/F 2011: 33,000)	●				
Posters (approximately 200 display locations) in businesses throughout the community and given as souvenir gifts to directors and passholders	●				
Recognition with link to your site in e-newsletters sent to all passholders during the two months leading up to the festival, as films, events and special guests are announced	●				
Print ads in regional alternative weeklies, including St. Louis & Kansas City (minimum value: \$15,000)	●				
Print ads in Columbia Daily Tribune (minimum value: \$15,000)	●	●	●		
Print ads in Inside Columbia (minimum value: \$15,000)	●	●			
Radio spots on KFRU 1400 AM, KBXR 102.3 FM (minimum value: \$20,000)	●	●			
Television spots on KOMU TV (minimum value: \$20,000)	●	●			
Link to your website from truefalse.org home page and our sponsor page	●	●	●	●	●
Opportunity to distribute promotional products in Super and Silver Circle passholder gift bags (250 T/F guests); product must be functional – no brochures, fliers, etc.	●	●	●	●	●
Ad in T/F program (circulation: 10,000)	full 6.75" W 3.75" H	full 6.75" W 3.75" H	¾ page 5" W 3.75" H	½ page 3.25" W 3.75" H	¼ page 1.5" W 3.75" H

SUPER SPONSORSHIP: 4 Silver Circle passes; 4 Filmmaker Fete tickets; 4 Gimme Truth tickets; 4 @ction! Party tickets; 4 Super Secret Party passes; 10 Lux passes, 10 Jubilee tickets; 10 Reality Bites party & film tickets, 10 Closing Night party & film tickets

SILVER SPONSORSHIP: 8 Lux passes, 8 Jubilee tickets; 8 Reality Bites party & film tickets; 8 Closing Night party & film tickets; 2 Filmmaker Fete tickets

LUX SPONSORSHIP: 6 Lux passes, 6 Jubilee tickets; 6 Reality Bites party & film tickets, 6 Closing Night party & film tickets; 2 Filmmaker Fete tickets

SIMPLE SPONSORSHIP: 4 Lux passes, 4 Jubilee tickets; 4 Reality Bites party & film tickets, 4 Closing Night party & film tickets

LOCAL HERO SPONSORSHIP: 2 Simple passes

*AN ADDITIONAL CUSTOMIZED OPTION IS AVAILABLE TO LUX, SILVER AND SUPER SPONSORS.

THE DONOR: In exchange for a charitable cash contribution you will receive NAME recognition in the T/F program (circulation 10,000) & a tax-deductible donation recognition letter.