



MARCH 3-6, 2011 ■ COLUMBIA, MO ■ TRUEFALSE.ORG

# TRUE/FALSE FILM FEST

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**WHAT** **ONE OF 50 LEADING FILM FESTIVALS IN THE WORLD** and one of the Top Six documentary festivals according to IndieWIRE.com

**MORE THAN WALL-TO-WALL SCREENINGS.** True/False brims with a wide range of concerts, rambunctious parties, and signature events including 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 their screenings

**WHO** **EDUCATED, INQUISITIVE INDIVIDUALS,** mostly 25 to 64 in age, with an average income of \$50,724 comprise the True/False audience, who are actively seeking new experiences and ideas

**A DIVERSIFIED GROUP OF CORPORATE PARTNERS** ranging from local restaurants to a regional brewery to a national telecommunications provider

**TWO OF THE 50 MOST POWERFUL PEOPLE IN DOCUMENTARY FILM,** festival co-directors David Wilson and Paul Sturtz were recently named to a list of the 50 most powerful people in documentary film and contribute to programming of the Sundance Film Festival

**WHERE** **COLUMBIA, MISSOURI IS HOME TO 103,000 RESIDENTS IN ADDITION TO 30,000 STUDENTS** attending the University of Missouri (MU) and two private colleges, Stephens College and Columbia College.

**A THRIVING ARTISTIC CROSSROADS OF THE MIDWEST,** Columbia is halfway between Kansas City and St. Louis and less than a half-day's drive from Chicago, Memphis, and Omaha

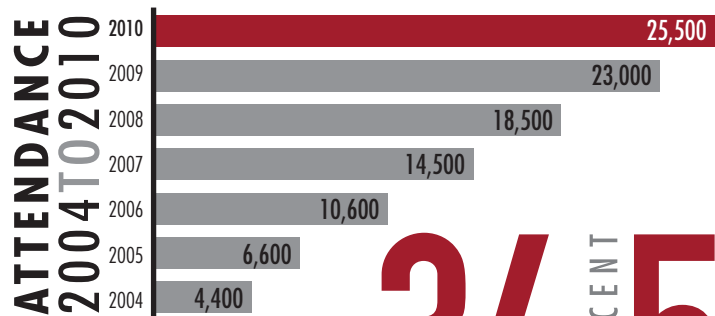
**AN EASILY NAVIGATED FESTIVAL "BUBBLE," BOTH INTIMATE AND IMMERSIVE,** is created with festival venues within walking distance of one another in downtown Columbia

**A DISARMINGLY FRIENDLY CULTURAL MECCA,** downtown Columbia is chock-full of unique restaurants, retail shops, and night spots.

**AN ECLECTIC VARIETY OF VENUES** include a newly refurbished 1920s movie palace, a vaudeville theater-turned live music club, a secret society temple, and the ballroom of a grand hotel—just to name a few.

## 116 SCREENINGS OF 75 FILMS

# 28,800 AUDIENCE ESTIMATE FOR 2011



## AVERAGE ANNUAL GROWTH RATE 34.5 PERCENT

AUDIENCES COMPRISED OF EDUCATED AND INQUISITIVE

# 25 TO 64 YEAR OLDS

## ANNUAL MEDIA BUY \$85,000

