

THE 6TH ANNUAL
ROBERT OSBORNE'S
2010
CLASSIC FILM FESTIVAL

Press & Sponsorship Kit

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Dear Interested Sponsor,

Robert Osborne and the Grady College of Journalism and Mass Communication at the University of Georgia are proud to announce that the 6th Annual Classic Film Festival will take place March 25-28, 2010 at The Classic Center in downtown Athens, GA. This highly anticipated community event promises to bring an exciting lineup of beloved classic films and special guests to the Classic City.

While art and culture still remain at the heart of downtown Athens, events like these are only possible when businesses and community members offer their support. If you are interested in helping to maintain the success of Robert Osborne's Classic Film Festival, please continue reading for more information.

Sincerely,

Pamela Kohn
Festival Director & Producer

About The Festival

For the sixth straight year, locals and visiting cinephiles will be treated to Hollywood classics on the big screen when Robert Osborne's Classic Film Festival comes to town. The event will be held March 25-28, 2010 at The Classic Center in downtown Athens, Georgia.

Robert Osborne, the primetime host of Turner Classic Movies and a columnist for The Hollywood Reporter, has picked nine classic films that he says, "represent the breadth and variety of classic cinema from the 1920s to the 1980s." The 2010 festival selections are: *To Catch a Thief*, *Double Indemnity*, *Stand by Me*, *Butch Cassidy and the Sundance Kid*, *The Shining*, *Steamboat Bill Jr.*, *All About Eve*, *The Godfather II*, and *The Wizard of Oz*.

Nate Kohn, festival executive producer and professor of telecommunications in the Grady College of Journalism and Mass Communication at the University of Georgia, is thrilled by the list. "Robert is the world's foremost authority on the Academy Awards, and he worked hard to put together this dynamic program. His commitment to the success of our festival is something we're very proud of."

A host of guests will be on hand to discuss the films showcased, and on opening night, Tom Brown, Vice President of original productions for TCM, will introduce *To Catch a Thief* and discuss the film with a special guest. Robert Osborne will assume his traditional hosting duties for the festival on March 26.

Past festivals have brought guests such as Jane Powell, Louise Fletcher, Maximilian Schell, Pia Lindstrom,

It's an exciting adventure to see these films the way they were meant to be seen. The big screen gives a different dimension and vitality to them.

Festival Host & Host of Turner Classic Movies, Robert Osborne

Patricia Neal, Parker Posey, Mickey Rooney, Talia Shire and Fred Willard to Athens to discuss their films on stage with Osborne, who will also preside over a panel discussion expected to include UGA scholars, festival guests, artists, critics and others. This year's panel discussion topic is *Social Change—How Film Reflects and Inspires a Shift in the Collective Cultural Climate—Propaganda or Art?* This panel discussion is free and open to the public.

For the three-and-a-half day festival, the 2,000-seat Classic Center theatre will be transformed into a world-class movie palace with the installation of a 60-foot motion picture screen and state-of-the-art 35 mm projection and sound systems. Most prints will be pristine archival 35 mm prints from many of the major studios.

Festivalgoers this year will be able to experience the festival's first Midnight Movie – *The Shining* on Friday night. Saturday also brings a special treat – the matinee showing of Buster Keaton's 1928 silent film, *Steamboat Bill Jr.*, will feature live music accompaniment by Athens musician Dan Nettles and his jazz instrumental band, Kenosha Kid.

All films will require a paid ticket for admission. In continuing the tradition of the "Children's Sunday Matinee," children 12 and under will receive a special ticket price of \$5 for *The Wizard of Oz*. Passes and tickets for individual films are available at The Classic Center box office, online at www.classiccenter.com or by calling (800) 918-6393. Festival passes are available for \$65 for all films, excluding the Midnight Movie, or \$50 with valid student or alumni identification. Passes that include the Midnight Movie are \$70, or \$55 with valid student or alumni identification. A limited number of passes that include the festival's Saturday brunch will be available for an additional \$30. Individual film tickets are \$10, or \$8 for students and alumni association members. Individual tickets to the Midnight movie are \$8 for everyone. Group and early purchase discounts are available; there is also a 4-film pass available to students for \$25. Please see the festival website for more information.

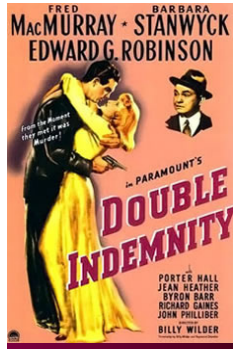
Robert Osborne's Classic Film Festival is an annual non-profit event of the University of Georgia's Grady College of Journalism and Mass Communication. For more information, please visit us online at www.RobertOsborneFilmFestival.com.

Please note that films on the list are subject to change.

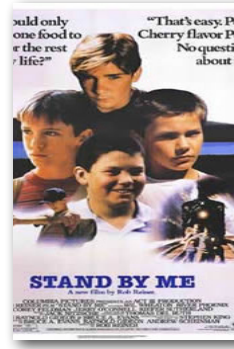
This Year's Film Selections



To Catch a Thief (1955)
Opening Night
Thursday, March 25
8:00 pm



Double Indemnity (1944)
Friday, March 26
1:00 pm



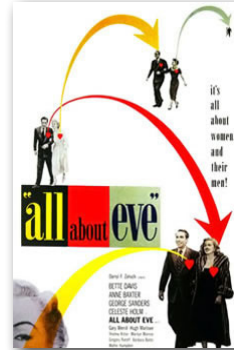
Stand By Me (1986)
Friday, March 26
4:00 pm



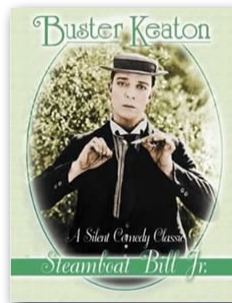
Butch Cassidy and The Sundance Kid (1969)
Friday, March 26
8:00 pm



The Shining (1980)
Friday, March 26
Midnight Showing



All About Eve
Saturday, March 27
1:00 pm



Steamboat Bill Jr.
Saturday, March 27
4:00 pm



The Godfather Part Two (1974)
Saturday, March 21
8:00 pm



The Wizard of Oz (1939)
Sunday, March 28
2:00 pm

Lending Your Support

Sponsorship opportunities exist at variety of levels.
Cash and in-kind sponsorships are available.

Download the Sponsorship form from www.RobertOsborneFilmFestival.com

\$25,000 and above

Special founding sponsorship tailored to the specific needs of each individual sponsor.

\$10,000 and above

Full-page ad in festival program
Company logo in festival program
Company name on festival poster
Company name on festival advertisements in local newspapers
Company name and logo on festival web page
Company logo on slides prior to all screenings
8 VIP passes with reserved seating in Classic Center good for admission to all screenings or 8 individual tickets for each screening.
4 Invitations to Closing Brunch Reception
Invitation for 4 to backstage event with Robert and special guest(s)

\$5,000 - \$9,999

Half page ad in festival program
Company logo in festival program
Company name on festival poster
Company name on festival advertisements in local newspapers
Company name and logo on festival web page
Company logo on slides prior to all screenings
4 VIP passes with reserved seating in Classic Center good for admission to all screenings or 4 individual tickets for each screening.
2 Invitations to Closing Brunch Reception
Invitation for 2 to backstage event with Robert and special guest(s)

\$2,500 - \$4,999

Quarter page ad in festival program
Company name on festival advertisements in local newspapers
Company name and logo on festival web page
Company logo on slides prior to all screenings
Company name on sponsors' page in festival program
3 VIP passes with reserved seating in Classic Center good for admission to all screenings or 3 individual tickets to each screening.
Invitation for 2 to backstage event with Robert and special guest(s)

\$1,000 - \$2,499

Quarter page ad in festival program
Company name on festival advertisements in local newspapers
Company name and logo on festival web page
Company logo on slides prior to all screenings
Company name on sponsors' page in festival program
2 VIP passes with reserved seating in Classic Center good for admission to all screenings or 2 individual tickets to each screening.

\$500

2 festival passes good for admission to all screenings or 2 individual tickets to each screening.
Name listed on festival web page
Name listed in festival program

\$250

1 festival pass good for admission to all screenings or 1 individual ticket to each screening.
Name listed on festival web page
Name listed in festival program

\$100

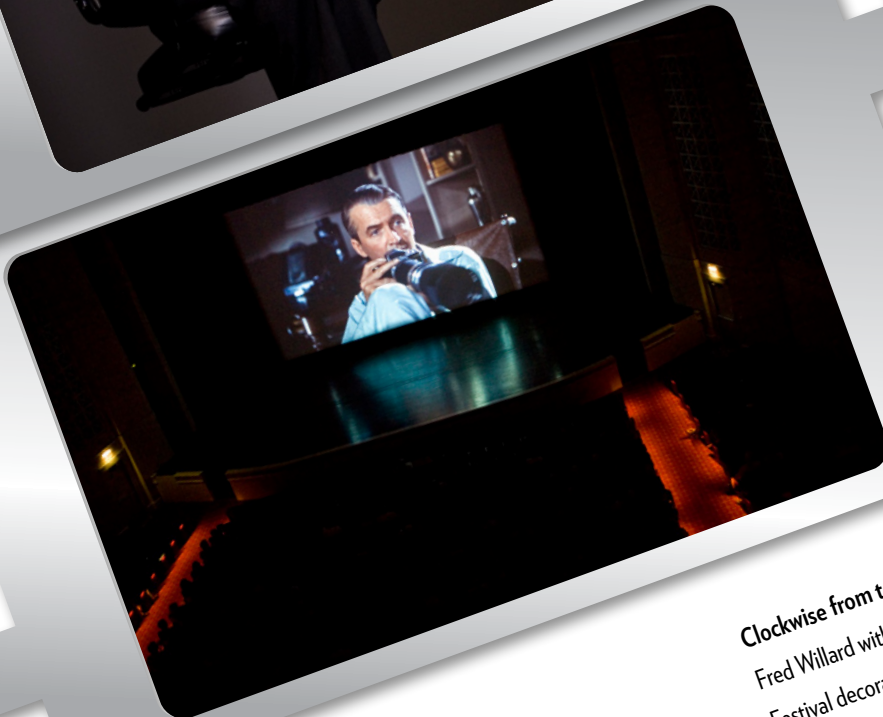
Name listed on festival web page
Name listed in festival program

Photos From Last Year



Clockwise from left:
Robert Osborne with Opening Night guest, *Goldfinger* director Guy Hamilton
Robert Osborne and Festival Co-Host Fred Willard
Talia Shire and Festival guests backstage

Photos From Last Year



Clockwise from top left:
Fred Willard with Talia Shire
Festival decorations at Athens' Classic Center
Screening Hitchcock's Rear Window

Who To Contact

Robert Osborne's Classic Film Festival
info@RobertOsborneFilmFestival.com

For Inquiries about the Festival or Sponsorships:

Pamela Kohn
Festival Director & Producer
Director of Sponsorships
pamela.kohn@gmail.com
706.338.5536

Diane Murray
Public Service & Outreach
The University of Georgia
Grady College of Journalism
& Mass Communication
murrayd@uga.edu
706.542.5038

For Sponsorship Related Advertising or Fulfillments:

SLICED BREAD AGENCY
Lindsey Pierson
Account Executive
lindsey@slicedbreadco.com
706.546.7137 extension 306

Sponsorship Advertising & Fulfillments

SPECIFICATIONS:

(All measurements in inches, Width by Height)

Full page: 9.25 x 9.5"
1/2 pg horiz: 9.25 x 4.625"
1/2 pg vert: 4.5 x 9.5"
1/4 pg: 4.5 x 4.625"

GUIDELINES:

Please note that all festival program sponsor "ads" may include logo and address but need to include the name of the festival "Robert Osborne's Classic Film Festival" in the copy to comply with specifications provided by the printing and distributing sponsor. Thank you.

COLOR & FILE FORMATS:

All Ads & Logos must be provided in one of the following formats:

1. JPG (300 dpi or higher)
2. TIFF or PSD (flattened & 300 dpi or higher)
3. PDF
4. EPS (with all fonts outlined and linked images included)

**Note: Ads for the program can be received in color, but will be reproduced in B&W. An original B&W ad file is suggested.*

SUBMISSIONS:

If under 2 MB in size, files can be emailed to osborneads@slicedbreadco.com

Files larger than 2 MB may be uploaded via FTP using the following information:*

Host: <ftp.slicedbreadco.com>

User Name: uploads@slicedbreadco.com / Password: selichthreeed

**Please send an email to osborneads@slicedbreadco.com to notify when an ad has been sent via FTP.*

Sponsorship Form

Yes, I would like to support Robert Osborne's Classic Film Festival with the following contribution:

- | | | |
|---|---|--|
| <input type="checkbox"/> \$25,000 or more | <input type="checkbox"/> \$10,000 or more | <input type="checkbox"/> \$5,000 or more |
| <input type="checkbox"/> \$2,500 or more | <input type="checkbox"/> \$1,000 or more | <input type="checkbox"/> \$500 or more |
| <input type="checkbox"/> \$250 or more | <input type="checkbox"/> \$100 or more | |

I would like to be an in-kind sponsor with the following donation of goods/services:

Value of above goods/services _____

Any goods or services you receive in exchange for your contribution will reduce the tax-deductible amount.

Name _____

Organization _____

Billing Address _____

Daytime Telephone _____

Email Address _____

Enclosed please find a check in the amount of \$ _____ payable to:

Robert Osborne's Classic Film Festival/Arch Foundation

Please invoice me

Please return a copy of this form to:

**Robert Osborne's Classic Film Festival
Attention: Pamela Kohn & Diane Murray
Grady College of Journalism and Mass Communication
University of Georgia
Athens, Georgia 30602-3018**