

### WHY SPONSOR RURAL ROUTE?:

- Be affiliated with a hip organization that supports agriculture, raises environmental awareness, and shows amazing, entertaining films
- Increase positive recognition by consumers and increase brand loyalty
- Reach a targeted and savvy audience of film students and professionals, along with a mixed age 'middle-of-the-country' population
- International exposure around the world
- Demonstrate social responsibility and cultural involvement

### THE FACTS:

- Our audience is 55% male, 45% female. While the majority of our audience are in their 20s and 30s (80%), we draw larger numbers of people in the 40-70 year old category than most arts organizations (20%).
- Attendance has grown from 150 people to over 1,000 at our New York event. These attendees include filmmakers and industry professionals, and cultural enthusiasts w/disposable income
- Attendance on our touring program has grown at a similar rate as the festival with the number of tour screenings per year increasing from 6 to 30. Most importantly, the tour screenings get our films (and sponsors' names) out to much larger and more diverse communities of people.
- The number of submissions we have received per year increased from 75 to 368, nearly doubling every year.
- Our email newsletter subscriber list has grown to 13,000 people
- Our website receives an average of over 40,000 hits per month

### SPONSORSHIP OPPORTUNITIES INCLUDE:

- Logo featured on our website (w/link)
- Company name listed in emails
- Logo featured in print material, such as tour program
- Logo featured onscreen before film shows
- Promotions through our twitter, facebook, and myspace webpages
- Product placement opportunities
- VIP event passes

### PREVIOUS SPONSORS:

Organic Valley, Nature's Path, Lonely Planet, Spherico, Kino International, Pabst Blue Ribbon, the Iowa Film Office, the Montana Film Office, the Nevada Film Office, the Consulate General of Sweden, Iceland Naturally, the Consulate General of Canada, the National Development Council, Empress Media, Tent and Trails, Horizon Organic, Pilsner Urquell, Paulaner Biers, Phoenix Beverages, Coffee Bean, *The Onion*, The U.S. Embassy in Chile, Production Hub, Heavy Light Digital, Magno Sound & Video, along with support from the New York State Council on the Arts, Puffin Foundation and Experimental Television Center.

Interested parties should contact: [pam@ruralroutefilms.com](mailto:pam@ruralroutefilms.com)

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