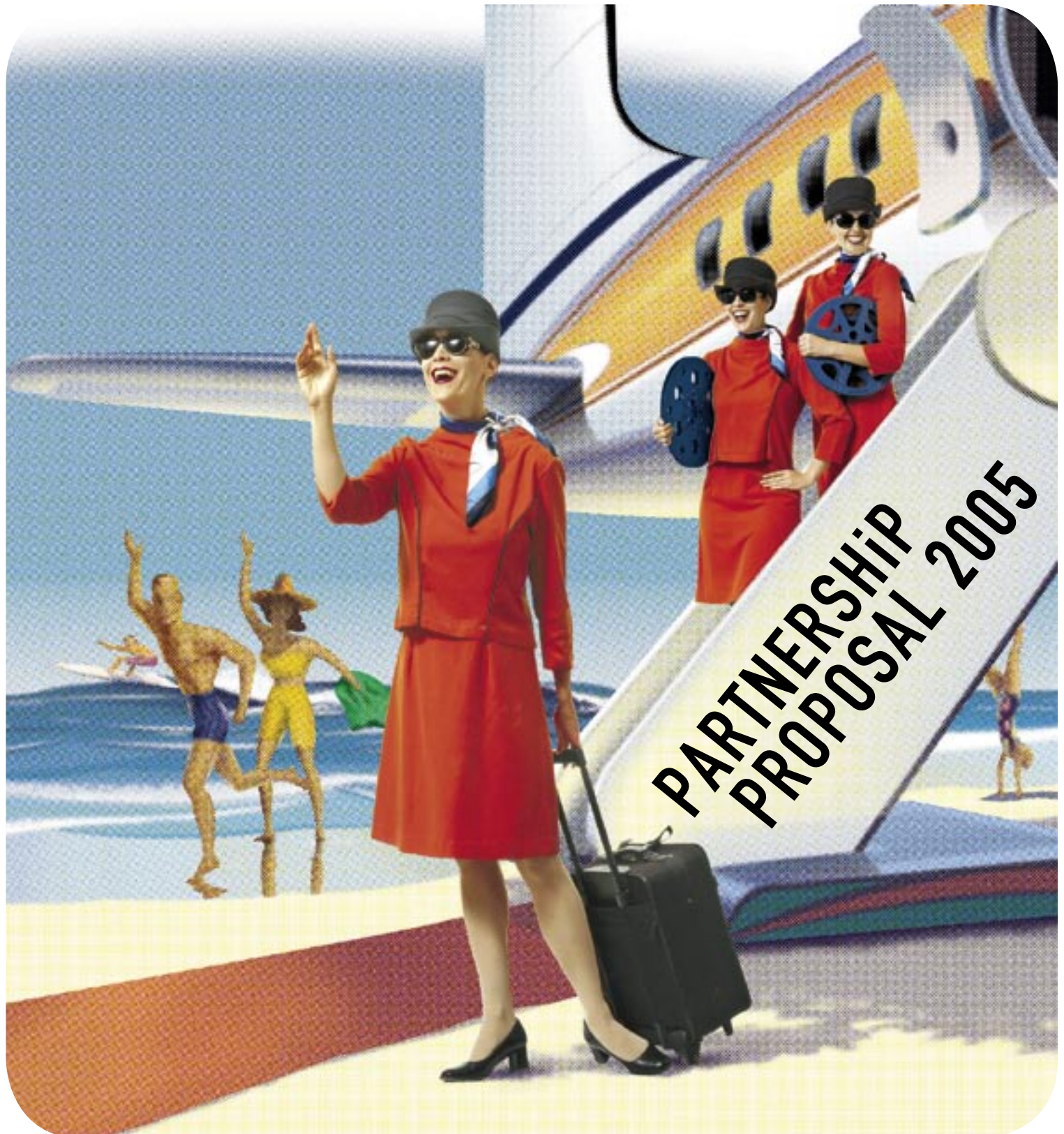


# FLICKERFEST

14TH INTERNATIONAL SHORT FILM FESTIVAL





Claudia Karvan & friend



Steve Bastoni



Nicholas Hope, David Wenham & Sasha Horler



Craig Pearce & Baz Luhrmann



## TESTIMONIALS

"Being a Bondi local is not the only reason I've eagerly attended Flickerfest for many years. It's the only international short film festival and it's under the stars. Rare and romantic. I hope we can all enjoy this important showcase for years to come."

**Claudia Karvan, Actress and Flickerfest patron**

"Flickerfest, to me, is the premier short film festival in the country, it not only showcases the best of Australian shorts but films from around the globe. The selections are eclectic, culturally diverse and always entertaining. Let's face it, there are worse places to spend a balmy summer evening than Bondi Beach!"

**Steve Bastoni, Actor and Flickerfest judge, 2004**

"Winning best Australian short film at Flickerfest was an important validation of our film and confirmed all secret suspicions that we had made a masterpiece. The fact that we have yet to win anything else is completely irrelevant. It's like missing out on a Logie and then winning the Oscar."

**Rachel Ward, Director *The Big House*, Winner of Best Australian Film, Flickerfest 2001**

"Flickerfest is Australia's premiere film festival that not only gives serious young filmmakers the opportunity to showcase their work but gives them a greater scope for character and story development and also allows them to compete internationally"

**Susie Porter, Actress**

"Flickerfest is a great forum to view short films created both locally and internationally. I would encourage anyone who appreciates film to support Flickerfest."

**David Wenham, Actor and Flickerfest patron**

"It was more than 15 years ago that a few actor friends and myself began our first theatre company in what was then the upstairs theatre at the Bondi Pavilion. From there, supported by people in the industry, we were able to get our start, so it's a great thing that just outside on the forecourt, Flickerfest now gives a similar opportunity for short film makers to have a stage upon which they can present their short films in our local neighborhood."

**Baz Luhrmann, Director**



Adam Elliot & Bronwyn Kidd



Still detail from *Harvie Krumpet*



## FLICKERFEST HISTORY

Flickerfest is Australia's most respected international short film festival. It screens both Australian and the world's best short films. The first cinematic event to start the year, Flickerfest offers a dynamic array of Australian and international films in a selection of programs.

Now in its fourteenth year, Flickerfest has a wealth of experience and credibility within it. It is the only competitive international short film festival in Australia. Films screened have been nominated and won awards at prestigious International festivals such as Berlin, Cannes, Venice and the Academy Awards.

Most recently *Harvie Krumpet* directed by Adam Elliot, which screened as part of Flickerfest 2004 and was recipient of the Yoram Gross Award for Animation, recently scooped an Oscar for the category of short film (animation) beating industry heavyweights Pixar, Disney and 20th Century Fox.

In addition three other short films that received nominations for the 76th Academy Awards had all previously screened at Flickerfest. A testimony to the international profile of Flickerfest and it's undisputed growth and development in past years.

The fourteen-year history of Flickerfest has seen it become a highlight of the summer cultural calendar of events at Sydney's famous Bondi Beach. The venue boasts open-air cinema qualities, bohemian atmosphere and the rich potential to grab the latest crowds, all flocking to the number one hot spot in Sydney. During Flickerfest 2004 (10 days) an estimated 250,000 visitors came to Bondi Beach.

Global entries reached a staggering 910 in 2004, an increase in over 150 entries from the previous year and will grow again in 2005, encouraged by our recent Academy Award accreditation.

This prestigious honour entitles the two winners of the Grand Prix Award for Best International Short Film and the Yoram Gross Award for Best Animation, automatic entry into the short list for Oscar nomination.



## FROM THE FESTIVAL DIRECTOR

Flickerfest is Australia's only International short film festival. Now in our 14th year we take pride in bringing the best of the worlds short films to our shores screening them together with the cream of the crop of our local short film production.

Flickerfest is unique in that we manage to interweave two great national occupations, beach culture and the arts in a magical blend of screenings outdoors under the summer stars at our world famous Bondi Beach.

This year we received record 910 entries from all around the globe, confirming Flickerfest's growing profile and position on the international short film circuit, affirmed by our accreditation to the Academy Awards® in 2003.

Short film as an art form is growing in popularity, as increasingly audiences recognize the cinematic gems that can be found in the short form.

Oscar winner Harvie Krumpet had his Sydney premier at Flickerfest 2004, and in 2004 we screened all the Cannes and Academy awards as part of our short film competition.

Each year at Flickerfest we take pride in assembling the largest short film collection screened in Australia and in presenting this programme, both in Sydney and on our 14 venue national tour.

Flickerfest's aim is to present our Australian audiences with a wide selection of quality short film showcases, that inspire, entertain and captivate. We hope that they give greater insight into the moments and stories that happen outside the Hollywood frame, in our world of independent cinema.

Flickerfest relies heavily on the support of our major partners without whom a festival of this nature would not be possible. To our major government partner, the Australian Film Commission and the ongoing support and commitment of all our festival partners, I extend my gratitude for helping us present a world class film event of this nature.

The support of our corporate sponsors enables us to successfully present a festival of national and international critical acclaim, bringing the best of the world's and Australia's short films together each year on the same screen, in a celebration of cinema at its finest.

Bronwyn Kidd  
Festival director



Still detail from *The Man Without a Head*



Still detail from *Dangle*



Still detail from *Cane Toad*



## THE FESTIVAL

### THE COMPETITION

Flickerfest is recognised as the most competitive Australian short film festival for selection, receiving over 900 entries from all around the world. In addition to the 5 x International, 4 x Australian & 2 x Documentary competitive programs, the festival features special non-competitive programs, seminars and forums that are both informative and entertaining.

### SEMINARS

Flickerfest's cult following have experienced past speakers such as Academy Award Winner, Andrew Lesnie, *Lord of the Rings*, David Bradbury, Cinematographer Jeff Hall *Chopper* and Don McAlpine *Moulin Rouge*. Each year cutting edge information on technology and film techniques is presented to the digitally aware audience.

### AWARDS

Each year Flickerfest offers main Awards for Best Film, Best Australian Film, Best Animation, Best Cinematography and Best Short Documentary and additional Industry prizes & Awards. These awards are vital for the growth of the Australian film industry and for the festival to be so highly regarded in the international arena.

### 2005 FESTIVAL PLANNED HIGHLIGHTS

**Hall of Fame.** Seen all the winners over the 14 years want to know what won best short in 1991, Best International Animation in 1996 or the Best Australian short in 2002. Don't miss this amazing Flickerfest showcase that will take a red carpet walk down festival memory lane, bringing back those favourites that have taken out the best of the fest since its beginning.

**Mexicana Showcase.** This year Flickerfest will shine its cultural spotlight on one of the most colourful countries in the world screening an award winning array of shorts that have received much international acclaim many for the first time on an Australian screen.

**Best Of Annecy.** Considered the 'Cannes' of the animation world Annecy is the top ranking competitive international festival entirely dedicated to animation. Flickerfest is thrilled to present a program of the best animation shorts selected from the past 8 years.

**Warp Vision Music Clips Program.** Flickerfest is proud to present a selection of the most innovative music clip productions in recent years from legendary UK Electronic label Warp Records. This screening features clips 'exclusively' screening at Flickerfest.

**Beachside Horror.** Dare to be spooked as we present a ghoulish delight of shorts guaranteed to send shivers down your spine. Don't come alone and don't look behind you!



## WHO IS BEHIND FLICKERFEST?

Flickerfest is honored to have Jane Campion and Gillian Armstrong as its patrons and are delighted to have recently announced Baz Luhrmann, Cate Blanchett and Claudia Karvan as new patrons to the festival.

Festival director, Bronwyn Kidd, is one of the most respected short film curators in Australia. She has curated a number of projects behind her including the growth of Flickerfest over the past 8 years.

## MEDIA SUPPORT

Flickerfest receives extensive media coverage. In 2004 media coverage included—a live link from Bondi Pavilion for Channel 9's Today Show, front page of the Metro section, Sydney Morning Herald, Qantas/ Virgin in flight publications, Daily Telegraph, Sun Herald, The Australian, Sunday Telegraph, HQ, Empire, Vogue, Cosmopolitan and daily radio coverage through a variety of stations: ABC Radio National, 702 Sydney ABC, 2GB Sydney, 2SER, FBI, Nova, Bondi FM.

## WEBSITE

The website is a major communication tool between Flickerfest and our audience. Our constantly updated web-site offers the potential sponsor year-round promotional opportunities. It won the webmaster award, and was rated 4 stars by Internet AU in March 2001. It is a valued resource for people interested in film and is surfed by film enthusiasts world-wide. It is also the main source of information for our international entrants and prospective entrants who are able to download entry forms from the site. It received over 3.9 million hits in the last 12 months and this number has been growing steadily over the last few years. With new online ticketing facilities a sponsor can be guaranteed of maximum exposure during the peak months of Dec/Jan on a national/international scale.

## NATIONAL TOUR 2005

Flickerfest offers major corporate exposure to an extensive network of cities and regional centres throughout Australia. Your product or company can be seen directly by a wide audience, in association with our quality screenings of the best of the world's short films and indirectly through our extensive national media coverage. Flickerfest's Sydney audiences directly reach 12,000 at our famous Bondi Beach venue in the peak of summer and over 13,000 through the extensive national tour.

In 2005 Flickerfest will tour to 15 venues around Australia encompassing key geographical areas, with the addition of two new venues, the Roxy Theatre Parramatta and the Deckchair Cinema Darwin.

**Tour Venues:** Byron Bay, Alice Springs, Katherine, Melbourne, Adelaide, Perth, Canberra, Kempsey, Sawtell, Brisbane, Broome, Foster and Gunnedah.

## AUDIENCE\*

Flickerfest's audience are educated, affluent and culturally aware. 80% aged 22-45 and are part of a premium niche market. The National public audience for Flickerfest will be approx. 25,000, including festival seating for 12,000 in Sydney and 13,000 Nationally. There has been a 200% growth in the last two years and Bondi's municipal council estimated 250,000 people came to Bondi during the first two weeks of January 2003.

## DEMOGRAPHICS

Age:	Adults aged 22-45	80%
Gender:	Men	42%
	Women	58%
Occupation:	Professional	35%
	Media & Comm.	15%
	Arts Related	15%
	Film/TV Industry	15%
	Student	12%
	Retail	4%
	Advertising	2%
Education:	Hospitality	2%
	Masters	20%
	Bachelors Degree	56%
	HSC	10%
	Other	14%

\*2003 Flickerfest Survey



Susan Pryer & Vincent Sheehan



Ingrid Weir & Damon Herriman



Gracie Otto & Gussie Miller



## SPONSORSHIP BENEFITS

### PROMOTION & PUBLICITY\*\*

**FESTIVAL PROGRAMS** 8,000 programs distributed to sponsors, Australian/ International filmmakers, and during the 9 day event at Bondi, Sydney.

**FESTIVAL CALENDARS** 50,000 calendars distributed throughout Sydney and inserted into industry publications Filmink, Inside Film and Encore. Also on a national level to NSW/ NT/ SA/ VIC/ QLD.

**AVANT CARDS** 30,000 Avant Cards distributed throughout Sydney to in excess of 350 outlets. The Avant Card distribution report indicates the Flickerfest card as a fast mover, taking less than 2 weeks for pick-up.

**PRINT ADVERTISING** Advertising in major broadsheet publications such as the Sydney Morning Herald and supplemented by additional advertising in industry publications such as Filmink, Encore and Inside Film, street press and niche market publications such as foreign language.

**FESTIVAL WEBSITE** Links to your website and logo acknowledgment. Site utilised all year round on an international/ national scale. New online ticketing guarantees maximum exposure during peak months of Dec/Jan.

**RADIO PROMOTIONS** Flickerfest giveaways/sponsor prizes conducted through the following radio stations on a near daily basis—2UE Sydney, 2SER Sydney, FBI Radio, Bondi Radio, Eastside Radio.

**FLICKERFEST MEDIA PACKS** 50 Media packs sent out to prominent journalists for both television and radio containing Flickerfest calendar, t-shirt and several sponsor products.

**MEDIA RELEASES** Logo placement on all media releases generated in relation to Flickerfest events & activities on a local/national scale.

**MONTHLY NEWSLETTERS** Promoted nationally and internationally to a rapidly growing database of entrants/ guests/ sponsors/ government organisations/ businesses/ film industry.

**DATABASE FACILITATION** Indirect access to Flickerfest database.

**PRODUCT PLACEMENT** Lucrative opportunity for sampling and category exclusivity.

**OUTDOORS ADVERTISING** Including flag poles, street signage, posters and large beach banners.

**EVENT SIGNAGE** Inside/outside signage at Bondi Pavilion during 9 day event. Potential to have signage as part of the 13 venue Flickerfest National Tour.

**SLIDES/ TRAILERS** shown prior to film sessions, at both indoor/outdoor screenings with the potential to reach in excess of 12,000 people over the 9 day event in Sydney and on a nationwide scale for the Flickerfest Tour.

\*Benefits will depend on your level of commitment.  
\*\*The festival's marketing may vary from year to year.

### CORPORATE ENTERTAINING

**MEDIA LAUNCH** Sponsors, media celebrities and supporters invited to the first public announcement of the festival program.

**OPENING NIGHT PARTY** Informal yet glamorous, serious yet chilled this is the quintessential Bondi experience. Celebrities, media and sponsors flock to the Bondi Pavilion for an evening of award winning short films set against a backdrop of sun, sand and surf.

**CLOSING NIGHT AWARDS PARTY** The illustrious Closing Night Awards Ceremony and Party with the announcement of winners, screening of award winning films and after party. In attendance, sponsors, filmmakers, media, celebrities and guests.

**INDIVIDUAL SESSIONS** Ticket allocation for sponsored sessions-reserved seating and opportunities for catering and private function area pre/post screening.



Kamahl



Rupert Reid & Bronwyn Kidd



## LEVELS OF INVESTMENT

### SPONSORSHIP OBJECTIVES

Flickerfest is Australia's leading international short film festival and we welcome partnerships with innovative companies who would like to associate themselves with a national premium arts event with a clear pattern of growth and an international and national reputation for being a leader in our field.

Flickerfest offers a possibility to build a powerful brand association with an international event that occurs annually through Australia's premium niche market. The opportunities for sponsorship are endless and can be tailored to suit your objectives. The strong media presence associated with Flickerfest in conjunction with overall brand image will help increase your business sales. The eight specific sponsorship categories offered have a variety of benefits. These can be tailored to suit you accordingly.

We want to work with you in creating a dynamic and productive sponsorship campaign and we understand that everybody's needs and requirements are unique- you may wish to concentrate your specific campaign on branding opportunities or more on corporate hospitality.

Whatever your particular needs are, you can be assured of aligning your business with an internationally acclaimed film festival, and we would be delighted to discuss the following levels of investment further with you.

Sponsorships can also incorporate a combination of cash and in-kind benefits. All sponsorship packages are entitled to an allocation of complimentary tickets and invitations to high profile events, with the National Naming Right Partner receiving the largest amount.

### SPONSOR TESTIMONIES

"National Geographic Channel is proud to be a sponsor of the Flickerfest International Short Film Festival and together, sharing in the same passion and commitment for screening films that inspire, entertain and captivate audiences.

We look forward to continuing our ongoing relationship with Flickerfest."

**Amanda Farrar, Managing Director, National Geographic Channel**



Renee Brack, Sarah Harris & Kamahl



Adam Elliot & Kamahl



Bec Smith & Nash Edgerton



Gillian Armstrong



**NATIONAL NAMING RIGHT PARTNER \$120,000 +**

A lucrative opportunity to receive the highest level of advertising and promotional opportunities incorporating major logo visibility and acknowledgment as the Flickerfest National Naming Partner throughout Sydney, Australia and around the globe on ALL Flickerfest material.

**MAJOR SPONSOR \$50,000 +**

Major level of exposure across a wide range of generic marketing/promotional materials on a national level—to include web site, print and radio advertising, street and venue signage and sampling opportunities.

**SYDNEY SPONSOR \$30,000 +**

Significant level of exposure enjoying logo placement/ acknowledgment and advertising opportunities across a wealth of marketing materials—to cover Sydney only.

**NATIONAL TOUR SPONSOR \$15,000–\$25,000**

This opportunity exists for a business wishing to develop its reach to a new demographic on a national scale outside of Sydney and includes key areas and regional centres such as—Melbourne, Adelaide, Canberra, Brisbane, Perth, Byron Bay, Alice Springs, Katherine, Gunnedah, Kempsey, Sawtell and Broome.

Logo visibility/ acknowledgment on national marketing material and potential for venue signage/sampling opportunities.

**PRODUCT SPONSOR \$10,000**

This category allows for product exclusivity for Flickerfest during the 9-day event at Bondi, Sydney with opportunities for sampling and logo visibility and acknowledgment.

**SCREEN SUPPORTER \$5,000 +**

Ability to target specific demographics with logo visibility across festival program/ festival website and slide prior to chosen session.

**VENUE SUPPORTER \$5,000+**

Ability to target a specific geographical location at one of the Flickerfest tour venues with logo visibility across the festival web site and venue signage.

**EVENT SUPPORTERS/SUPPLIERS \$1,000–\$5,000**

Line acknowledgment in festival program/ festival website.

**FESTIVAL SPONSORSHIP CONTACTS**

BRONWYN KIDD Festival Director  
HELEN MAIDENS Festival Manager

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