



MAGMA

**Short Film Festival
Rotorua
May 01-May 03, 2009**

Information for Sponsors

THE MAGMA SHORT FILM FESTIVAL

A festival that will showcase great local, national and international short films; A festival supporting local artists, musicians and performers
A festival supporting networking and learning opportunities for aspiring filmmakers; A festival showcasing local services and products

SPONSORSHIP INFORMATION

This year for the first time we are offering you the opportunity to promote your business on the **NEW WEB PAGE** on our website (currently under redevelopment): **WHAT TO DO AND WHERE TO GO IN ROTORUA** in recognition of how vital our sponsors are to the success of our festival.

Sponsors \$300.00 value or greater (including services, prizes, passes and vouchers)

Your logo on the programme and posters (option to include discount vouchers in the programme)
Signage at the festival venue and MC Announcements during the screenings
4 festival passes to Magma: value of \$160



Your logo, any images, information and contact details will go in a space around this size.

Example of website advert size
Sponsors \$300.00 value or greater

Sponsors \$150.00—\$299.00 value (including services, prizes, passes and vouchers)

Your logo on the programme and posters (option to include discount vouchers in the programme)
MC Announcements during the screenings
4 passes to the opening night : value of \$60



Your logo, any images, information and contact details will go in a space around this size.

Example of website advert size
Sponsors \$150-\$299 value

The Magma Market

The Magma website attracts a huge number of visitors from around the globe, NZ and locally. The festival locally involves schools and young people, local filmmakers and artists, and can accommodate up to 500 people in the audience over three days and five screenings.

The website is promoted through advertising in print media, on posters, in flyers and the programme, and through broadcast promotion. The only businesses on the "What to do and Where to go in Rotorua" webpage will be Magma sponsors.

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ABOUT MAGMA

2009 will be the third Magma Short Film Festival. We look forward to it becoming bigger and better as it's reputation continues to grow. HOSTING is key to making Magma 2009 a unique film festival experience!

Magma 2009 will include more workshops, live performances and a compact yet intense 3-day programme. And we will continue to 'host with the most'! Feedback from many of our 2007 guests who have travelled a lot on the film festival circuit, said they were overwhelmed with the generosity and hospitality of the Rotorua community. For them, attending Magma was one of the best, if not *the* best, experiences they have had at a film festival.

Rotorua is a small city that prides itself on community and special physical environment. And we like to emphasize our special characteristics in offering our visitors fantastic experiences which help to make their time here just as valuable as an Oscar on a desk (*we'd like to think so*).

In 2007 guest speakers and attending filmmakers were invited to stay at one location, creating an environment that was comfortable, social and conducive to networking. Magma's out of town guests were also offered a "taste" of Rotorua thanks to the support of some of our local business's: Planet Bike, Skyline Skyrides, Zorb, and the Polynesian Spa.

Support for activities and accommodation offered by businesses like these make our festival and district one that is unique and a real attraction for out of town guests and filmmakers.

NZ Film Archive Session

This is a special screening of films made, featuring or about, people, places and stories of early Rotorua.

Guest Speakers

Magma has attracted support from a number of industry professionals since its inception, including: Cliff Curtis, Temuera Morrison, Bill Gavin, Annie Collins, Mike Riddell, Mike Jonathan, Maui Productions and Valerie Reid.

Magma 2007

Magma 2007 screened 47 short films over four nights. Entries came from NZ, Australia, Spain, UK, USA, Croatia, Austria and Israel. Four of these films were from Rotorua filmmakers.



Run, Directed by Mark Albiston, NZ 2007
OVERALL WINNER 2007



Mrs. Bracewell's Woodlyn Park Adventure
Directed by Campbell Cooley, NZ 2007, AWARD WINNER 2007

Talk with Juliet Boone, Mark Ross or Kiri Jarden, Magma Directors, about supporting Magma '09

+64 7 350 0209 x 8154
021 181 0402 or 027 212 9621
info@magmafilm.org.nz
PO Box 6211, Whakarewarewa
Rotorua, New Zealand
www.magmafilm.org.nz