

SPONSOR PROSPECTUS



A GLOBAL OCEANS FILM  
& CONSERVATION EVENT

Never has it been more urgent to promote, honor and share films that inspire people to protect our oceans and the life within



**BLUE**  
A Global Oceans  
Film & Conservation Event

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Debbie Kinder  
BLUE Ocean Film Festival  
Founder | Executive Director



Shari Sant Plummer  
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*Leveraging the power of film to help protect our oceans and the life within*

a 501 (C) 3 non-profit event

## WHAT IS BLUE?

For six days at the end of August, the picturesque coastal town of Monterey, California will be host to the 2010 BLUE Ocean Film Festival and Conservation Summit. Launched June 2009 in Savannah, BLUE quickly established itself as the leading industry event for ocean filmmakers to gather with global conservation leaders; working together to take ocean films to an entirely new level of entertainment and empowerment.

**WHO:** A global gathering of world-class underwater filmmakers and photographers, leading marine scientists, deep ocean explorers, policy makers, television executives, environmental heroes and ocean conservation visionaries; joined by families, ocean lovers, surfing and diving enthusiasts.

**WHAT:** BLUE is six days focused on the oceans:

1. **A Film Festival** featuring the world's greatest collection of ocean films—along with exhibits from world class still photographers—in a venue where the public can mingle with filmmakers, photographers and conservation leaders.
2. **A Conservation Summit** with an emphasis on leveraging the power of film and photography to help save the oceans
3. **An Industry Conference** where ocean filmmakers have the opportunity to share ideas, learn about new technology, network with broadcasters and distributors, and learn from conservation leaders. A rare opportunity for these independent filmmakers.

**WHEN:** August 24-29, 2010

**WHERE:** Monterey, California | USA

Festival Venues Include: Portola Hotel & Spa (Festival Headquarters), Monterey Conference Center, Golden State Theatre, Osio Cinemas, Cannery Row IMAX Theatre, Monterey Bay Aquarium

### CONFIRMED SPEAKERS AND PRESENTERS INCLUDE:

Filmmakers:	Jean-Michel Cousteau Howard & Michele Hall Fabien Cousteau Celine Cousteau	Mike deGruy Barry Clark Bob Talbot Tom Campbell
Conservation:	Dr. Sylvia Earle, National Geographic Explorer in Residence Julie Packard, Packard Foundation and Monterey Bay Aquarium Dr. Greg Stone, Conservation International & New England Aquarium	

Broadcasters: Paul Gasek, Discovery Networks  
Bridget Whalen, National Geographic Channel  
Mark Wild, National Geographic International

Photographers: David Doubilet  
Christina Mittermeier  
Bryant Austin

Brian Skerry  
Kip Evans  
Michele Westmorland

### KEY SPONSORS TO DATE:

Presenting: Monterey Bay Aquarium

Platinum: Cannery Row Company

Gold: NOAA National Marine Sanctuary  
Amphibico  
Make a Difference Media

Silver: Disneynature  
Google  
National Marine Sanctuary Foundation  
Code Blue Foundation

Bronze: PADI  
The Curtis and Edith Munson Foundation  
Shark Research Institute

### FESTIVAL HIGHLIGHTS:

- ✓ Opening night: Disneynature's EVP Jean-Francois Camilleri and a special screening of OCEANS
- ✓ "Happy 100th Captain Cousteau", a celebration of this underwater filmmaker's pioneering legacy
- ✓ BLUE Carpet Awards Ceremony honoring the world's best ocean films
- ✓ Screening of more than 65 finalist films
- ✓ Filmmaker "Behind the Scenes" & "The Making Of" discussions
- ✓ A special gallery exhibit from one of the world's premier underwater photographers—David Doubilet
- ✓ 3D Filmmaking seminars and exhibits
- ✓ Industry panels, seminars and technology exhibits—including hands-on workshops
- ✓ Making Waves awards presentations and policy forum
- ✓ Keynotes by Dr. Sylvia Earle, Julie Packard and other ocean and film luminaries
- ✓ Lively VIP Parties & Social Events with the Filmmakers and Photographers
- ✓ Ocean Conservation seminars and presentations
- ✓ Fun Family Activities and educational Hands-On Exhibits

[www.blueoceanfilmfestival.org](http://www.blueoceanfilmfestival.org)



## **BLUE Ocean Film Festival & Conservation Event**

**Because great films can change the world**

BLUE Ocean Film Festival & Conservation Event launched its inaugural festival this past June 2009 in Savannah, Georgia. With the presentation of what was undoubtedly the greatest collection of ocean films ever assembled to an audience of more than 4000 and in an industry conference with over 250 underwater filmmakers, photographers, marine scientists and ocean conservationists from around the world, the event was a great success on all fronts. BLUE immediately has become recognized as an empowering networking event not to be missed.

For 2010, in addition to over 60 award winning films, an expanded ocean filmmaking and photography industry conference, an exhibitor's hall, community cultural and conservation activities, youth education outreach and fantastic parties this next festival adds up to an amazing opportunity to gain visibility and build business relationships while helping to make a difference in the fate of our oceans. A few of the very special events already planned for BLUE 2010 include a 100th birthday celebration and tribute to underwater filmmaking pioneer of Jacques Yves Cousteau, the presentation of the Dr. Sylvia Earle Award to honor an individual for outstanding ocean advocacy and our BLUE Carpet Awards Ceremony that recognizes excellence in the ocean filmmaking world.

We are very excited to offer businesses and organizations the ability to participate as a partner in the 2010 BLUE Ocean Film Festival & Conservation Event. With a variety of sponsorship opportunities to fit your budget and marketing objectives we know you will not want to miss out on the many benefits of supporting this important event.

BLUE's mission is to promote, honor and share great films and visual media that inspire protection of the oceans and the life within.

We truly hope that you will consider supporting BLUE and its mission.

Sincerely,

Debbie Kinder

Executive Director

**BLUE**  
A Global Oceans  
Film & Conservation Event



# BLUE Ocean Film Festival & Conservation Summit

*Leveraging the power of film to protect the oceans and the life within*

August 24-29, 2010 Monterey, California USA

## Sponsorship Opportunities

For 5 days In August, the beautiful coastal city of Monterey will be the site of the 2010 BLUE Ocean Film Festival & Conservation Summit. The event features over 60 outstanding ocean films, award winning photography, community activities and an industry professional’s conference featuring world leaders in underwater filmmaking, photography, marine science, exploration, environmental policy and conservation. The festival is proud to present a stellar line-up of educational workshops, empowering seminars, fun social events and community outreach. It all adds up to a non-stop event full of entertainment and inspiration focused on awareness and better ocean stewardship.

## Sponsorship Levels

Exclusive	Presenting	Monterey Bay Aquarium
\$75,000 +	Platinum	
\$50,000 +	Gold	
\$25,000 +	Silver	
\$15,000+	Bronze	
\$10,000+	Supporting	
\$ 5,000+	Participating	



Photo by Brian Skerry

## **Sponsorship Benefits**

Following is a sampling of the benefits associated with the various levels of sponsorship in addition to specific item benefits outlined below. All sponsor packages offer a variety of opportunities for visibility and will be customized to meet each organization's objectives, preferences and budgetary guidelines.

### **Festival Presence**

- On Site Signage: Banners, Street Flags & Posters
- Logo in Festival Promotional Trailer
- Commercial/PSA in Festival Screenings Pre-Roll
- Recognition in media ads
- Exhibit Space
- Logo on Volunteer T-Shirts & Delegate Bags
- Recognition at Awards Ceremony

### **Print Recognition**

- Recognition in Print Ad Campaign
- Sponsor Logo on Festival Guides
- Ad in Festival Guides
- Special Event Invitations
- Company Literature Distribution

### **Branding**

- Film Awards
- Festival Venues: Networking Lounge, Video Library, Seminar & Workshop Rooms, Theaters, Filmmaker & Technology Exhibits
- Key Note Presentations, Workshops & Seminars
- Receptions, Breakfast & Lunch Buffets
- Special Social Events and Parties
- Promotional Items: Delegate Badges, Lanyards, Water Bottles, Pens, Note Pads, etc.
- Recycling Bins

### **Multi-Media**

- Sponsor Logo Presence on BLUE Website
- Meet our Sponsors Profile on Website
- E-Newsletters & Pre & Post Event Press Releases

### **Festival Access and Passes**

- Invitation to special VIP Events & Sponsor Thank-You Events
- Industry Festival Passes
- Community Screening Tickets



## **SPONSORSHIP MENU of OPPORTUNITIES**

### **SPECIAL EVENTS and VIP PARTIES**

Your organization can be the Titling Sponsor of informative and fun events with high visibility branding and customization opportunities. Special Event Co-Sponsorships are available for some events. Please inquire

#### **David Doubilet Photography VIP Reception**

#### **Film Finalists Invitational VIP Luncheon**

#### **“Welcome to Monterey” Delegate Reception**

#### **Dessert with DisneyNature VIP Event**

#### **Thursday Night Party** Co-Sponsorship Available

#### **Finalist Filmmaker Pre-Awards Champagne Reception**

#### **Delegates’ Breakfast Buffet /Per Day**

Special Sponsor Banners, Posters, & Tent Cards with Logo on Buffet Bar

#### **Delegates’ Lunch Buffet /Per Day**

A sumptuous buffet for all registered festival delegates and volunteers  
Special Sponsor Banners, Posters, & Tent Cards with Logo on Buffet Bar

#### **Friday Night Party**

Underwater Pioneers

#### **Jacques Yves Cousteau 100th Birthday Tribute**

Photo Exhibit, “In Conversation With” Family Members, Book Signings,  
Historic Films & Tribute Film

#### **BLUE Carpet Film Awards Gala** (Co-Sponsorship Available)

#### **Closing Night Beach Party & Volunteer Appreciation Awards**

#### **Monterey County Symphony Live Performance with Ocean Voyagers Screening**

Co-Sponsorship Available

#### **Emerging Ocean Filmmaker Program Scholarships**

A special educational and mentoring opportunity to help prepare the next generation of great ocean filmmakers, Photographers and scientists

Includes lodging and domestic air



## SEMINARS WORKSHOPS & PANELS

Make an impact by sponsoring one or more of our entertaining and informative sessions dedicated to topics ranging from underwater filmmaking to ocean conservation education

**Making Waves Forum** (CO-SPONSORSHIP Available )  
Global Leaders weigh in on ocean issues and present creative solutions to the problems

### Key Note Presentations

### Empowering Politics Forum

### Conservation Seminars & Presentations

Over-fishing & Sustainable Seafood  
Habitat Destruction  
Coral Reef Conservation  
The Land Sea Connection: Save Our Seas; Save Ourselves  
Ocean Connections -In Conversation With  
Shark Conservation  
Eco-Tourism/Shark Dives  
Ocean Acidification  
Plastic Pollution  
Tools for Empowerment: How to Make a Difference  
Invasive Species  
Climate Change  
Marine Protected Areas  
Mercury Contamination

### Conservation Tracks & Exhibits (Thurs-Sun)

-Deep Ocean Exploration and Research Exhibit Hall  
    New Horizons on the Final Frontier  
    ROVS, Submersibles and Future Designs Display  
-Shark Conservation Exhibit Hall  
    Photography Exhibit  
    6 Workshops  
    Additional Community Outreach

### Industry Workshops & Seminars (Thurs-Sun)

- Filmmaking & Production Seminars
- Network Commissioners' Insights
- Conservation for Filmmakers & Photographers
- Exploration & Research Seminars
- New Technology Workshops / 3D's Emergence
- Emerging Filmmaker Mentoring Seminars
- Artistry & Aesthetics Workshops
- Hands-On Underwater Classes
- Hands-On Equipment Training
- Field Trips with the Experts  
Professional Photographer, Filmmaker & Biologists on excursions
  - Point Lobos
  - Whale Watching
  - Kayaking



## **FESTIVAL AWARD Titling & Sponsorship**

All award sponsorships include branding on the award and an opportunity for a company representative to present the award to the winner

### **Sylvia Earle Lifetime Achievement Award**

Includes Bronze Sculpture, Dr. Earle & nominees travel & honorarium

### **Special Jury Awards**

-Best Of Festival Award

-Making Waves

### **General Categories**

Broadcast Program

Children's Programming

Dot Doc & New Media

Emerging Underwater Filmmaker

Excellence in Underwater Cinematography

Featuring Monterey Bay

Land-Sea Connection

Marine Animal Behavior

Marine & Earth Sciences

National Marine Sanctuary Short

Non-Broadcast

Ocean Conservation & Issues

Ocean Exploration and Adventure

Ocean Sports

Original Score

Shorts

Spanish Language Film

Student Filmmaker

Theatrical

## **VENUES**

This is an opportunity to get great exposure through branding of one of our festival venues. Sponsor titling will be utilized in all signage & communications regarding the events and information about the venue.

### **Networking Area & Wi-Fi**

### **Spanish Language Films in Satellite Community**

**Video Library** (Wed-Sun)

**Emerging Filmmaker Showcase Theater** (Thurs-Sun)

**Reading Frenzy Author's Corner**

**Pool** (2-Hands-On Underwater Photography Sessions)

### **Industry Exhibit Booth**

8 x 10 booth in our Filmmaker And Photographer's Technology Center

### **Conservation Organization Exhibit**

Special Rate for non-profits



## ADVERTISING

BLUE offers several targeted and cost effective options for your advertising and promotional dollars. You will reach an audience of more than 300 producers, broadcasters, programming decision makers, content creators and other industry participants from around the world, including the U.S., U.K., Canada, Australia, New Zealand, Japan, France and Germany.

Opportunities include: Promotional Items, Exhibitor Space, Material Distribution and Festival Guide Ads

## FESTIVAL & FILM GUIDES

The festival guides contain the program schedule & information about the film screenings & events, a quick reference daily schedule, biographies of conference panelists and session speakers, as well as other important information. It is the day- to-day reference point for delegates and festival-goers during the event and will be a valuable resource well after the festival.

### **Festival Guide Advertising**

Back Cover (4 color, full page)

Inside Front Cover

Inside Back Cover

Full Page Color

Full Page B&W

Half Page Color

Half Page B&W

Quarter Page Color

Quarter Page B&W

## MATERIAL DISTRIBUTION

### **Company Material Insertion in Delegate Bags**

For Sponsors

## OTHER OPPORTUNITIES

### **Messages in a Buoy Community Outreach**

Co-Sponsor with NOAA & Monterey Bay National Marine Sanctuary

Educational Outreach

School Presentations Friday August 20; Buoys Launched Monday August 23

### **Monterey Peninsula Acclaimed Artists Exhibit**

Photography, sculpture & visual media from renowned local artists

### **Coffee Break Stations** (Thurs-Sat | 3days)

Tent Cards with Organization's information at each Beverage Station

Area for distribution of literature and branded mugs

**Branded Recycling Bins**

Official Recycling Partner for Industry & Community Events with branded recycling bins placed outside of key venues

**Monterey County Youth Participation Program**

250 passes to community screenings and activities targeting underserved youth  
Distributed through choice of regional schools & organizations such as the United Way, the YMCA and Boys & Girls Clubs

**Industry Conference Delegate Bags****Conference Lanyards****Stainless Water Bottles****Branded Coffee Mugs****Pens**

Recycled material

**Notepads**

Recycled material

**BLUE On TOUR Traveling Film Festival**

Through **BLUE on Tour** we reach out to actively engage audiences in ocean films with a special emphasis on areas where ocean issues are on the forefront. We are working with Monterey Bay Aquarium's Seafood Watch Program and The National Marine Sanctuary System to provide a traveling film event that provides great films and informative conservation information and hope to use entertainment and inspiration to attract a new demographic to become involved in the oceans. The BLUE on Tour traveling festival has already been hosted in the Georgia Aquarium in Atlanta, GA , at the Environmental Grantmakers Association annual meeting in Anchorage, AK and we have several upcoming events with distribution through the National Marine Sanctuary System and its international sister venues.

**2010 – 2012 Presenting Sponsor**

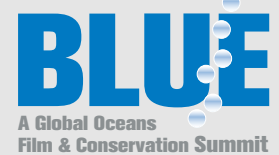
Please Inquire

**Official Sponsor**

Please contact us for more information on additional participation levels and how you can become a partner in this special outreach initiative.

**Contact Information:**

Debbie Kinder  
798 Lighthouse Ave. #324  
Monterey, CA 93940  
727-466-8016  
dk@blueoceanfilmfestival.org



<b>2010 SPONSORSHIP BENEFITS</b>	Presenting*	Platinum	Gold	Silver	Bronze	Supporting	Participating
(Note: customized agreements supersede this outline)	*Please Inquire	75,000+	50,000+	25,000+	15,000+	10,000+	5,000+
<b>FESTIVAL PRESENCE</b>							
Exclusivity in Your Industry Segment	X						
Film Award Sponsor	X	X	X	X			
Inclusion in Promotional Press Releases	X	X					
Inclusion of Commercial or PSA in Screening Pre-Roll	X	X	X				
Logo in Screening Pre-Roll	X	X	X	X	X	X	X
Logo on Event Signage, Marketing Materials & Advertisements: Prominence according to level	X	X	X	X	X	X	X
Material Placement in Delegate Bags	X	X	X	X	X	X	
Exhibit Space	X	X	X	X	X		
Sponsor Table at Post Awards Party	X	X	X				
<b>ADVERTISING &amp; RECOGNITION</b>							
Festival Guide Ad Space	Prem. Location Full Page	Full Page	1/2 Page	1/3 Page	1/4 Page	30% Discount	20% Discount
Company/Organization Spotlight Article in Festival Guide	X						
Festival Guide Sponsor Recognition Pages	Presented by	Listing	Listing	Listing	Listing	Listing	Listing
Inclusion in Bi-Weekly E-mail Newsletters	X	X	X	X	X	X	X
Logo and link to your company from the BLUE Web Site	X	X	X	X	X	X	X
<b>TICKETS &amp; PASSES</b>							
Industry Conference Delegate Passes	10	8	6	5	4	2	1



Pre Awards Film Finalists Recept



Brian Skerry



Andy Wood, Simon Hutchins Greg Mooney



Dan Basta

Jean-Francois Camilleri



Dr. Greg Stone

Brian Skerry



Dr. Sylvia Earle



Joe Romiero

Bob Talbot

Grant Graves



Celine Cousteau

Presented by  
Make A Difference Media  
a 501(c)3 non-profit organization

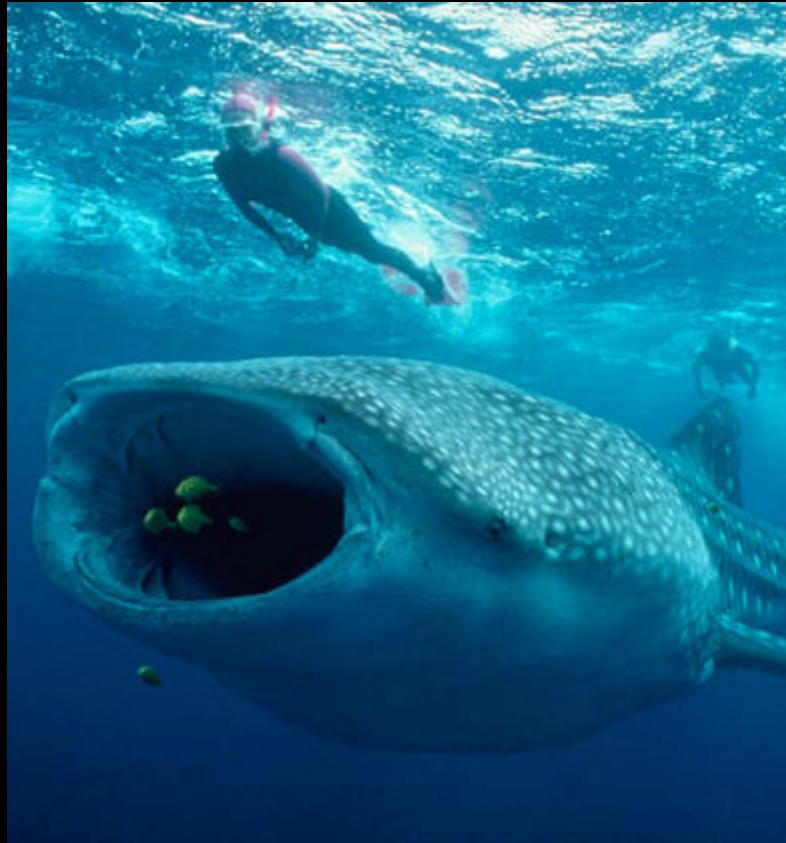
for more information contact:

**Debbie Kinder**  
dk@blueoceanfilmfestival.org  
727.446.8016

**Charlie Kinder**  
ck@blueoceanfilmfestival.org  
727.453.0151

[www.blueoceanfilmfestival.org](http://www.blueoceanfilmfestival.org)

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Tom Campell Productions