

THE SECOND ANNUAL DARK MATTERS

SCI FI  HORROR  FANTASY
FILM FESTIVAL

FRI. SEPT 11 - SUN. SEPT 13, 2015 ★ ALBUQUERQUE, NM

THE **DARK MATTERS FILM FESTIVAL** RETURNS, BRINGING AUDIENCES THE PREMIER SELECTION OF HORROR, SCIENCE FICTION AND DARK FANTASY FILM IN THE AMERICAN SOUTHWEST. THIS YEAR FEATURES EVEN MORE SOUL-SHAKING MOVIE PREMIERES, EVENTS AND GUEST STARS.

FESTIVAL FACTS

The festival was formed under the idea that “Darkness Matters”—that films exploring the dark side of the human experience can be enlightening, frightening, educational, entertaining and occasionally funny as hell.

Dark Matters was founded by a group of dedicated film lovers, who have been involved in the organizing of a number of important film festivals over the years, including the *Southwest Gay & Lesbian Film Festival*, the *Alibi Short Film Fiesta* and the *Drafthouse Cinema Rolling Roadshow*.

Last year’s inaugural *Dark Matters* outing featured films from the US, Canada, Denmark, Spain, Italy and Sweden. Among the diverse three-day program were Scott Schirmer’s brotherly serial killer drama *Found*, Marcal Fores’ coming-of-age fantasy *Animals* and

Emanuele De Santi’s ultra-violent superhero splatter flick *Adam Chaplin: Violent Avenger*. We also hosted the Albuquerque premiere of Peter Grendle’s New Mexico-lensed slasher *Blood Soaked*. To top it all off, we welcomed actor/pro wrestler Tyler Mane (*Halloween*, *Troy*, *X-Men*), who introduced audiences to the high-octane ghost story *Compound Fracture*—which he wrote, produced and starred in.

Throughout the year, *DMFF* hosts events to keep our profile high in the local community. We have sponsored movie screenings at the Guild Cinema, hosted zombie dance parties at Sister Bar, organized dark beer tastings at The Bird of Paradise Lounge and produced the annual “Horror Bites” collection—a day-long sampling of horror, sci-fi and fantasy shorts from around the globe—in Albuquerque and Santa Fe.



WHY DARK MATTERS?

Dark Matters is the first film festival in New Mexico dedicated entirely to the genres of horror, science-fiction and dark fantasy. This allows us to target a dedicated audience of film fanatics. These people represent a wide demographic. They are loyal consumers with easy to identify interests. We've had fantastic success marketing and cross-promoting comic book stores, video stores, bars, specialty video labels, tattoo parlors, smoke shops, trendy clothing boutiques, art galleries and sci-fi conventions.

WHY NOT JOIN US AND HELP SPREAD THE DARKNESS?



AD RATES ☆ SIZES ☆ SPECS

FULL PAGE		1/2 PAGE VERTICAL	1/4 PAGE	1/8 PAGE	
	1/2 PAGE HORIZONTAL				

ADVERTISING RATES

- Single Ad, Full Page \$900.00
- Single Ad, 1/2 Page \$650.00
- Single Ad, 1/4 Page \$400.00
- Single Ad, 1/8 page \$225.00

ADVERTISING SIZES

- 1/8 Page: 2.35W x 1.85H
- 1/4 Page: 2.35W x 3.8H
- 1/2 Page (Horizontal): 4.875W x 3.8H
- 1/2 Page (Vertical): 2.35W x 7.75H
- Full Page: 4.875W x 7.75H

AD ARTWORK & PROGRAM SPECS

The 2nd Annual *DARK MATTERS FILM FESTIVAL* program will be 24 glossy magazine-style pages, in full color and will measure 5.5 x 8.5. The program book is the film festival's primary marketing tool for ticket sales for its 3 day international event. It will have a street life of 3 weeks and a circulation of 3,000. All press ready ads (requiring no production work) must be a Flattened Acrobat PDF file ONLY. All ads need to be created in CMYK, 300dpi and must be done to exact final size when submitted.

Sponsorship levels are also available. All sponsorships include advertising space in the program.

TERMS OF AGREEMENT

By submitting artwork to **DARK MATTERS FILM FESTIVAL**, the advertiser agrees to indemnify and hold **DARK MATTERS FILM FESTIVAL** and its officers, agents and employees harmless against all liabilities, damages, losses, and expenses of libel, violation of right to privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisements. **DARK MATTERS FILM FESTIVAL** reserves the right to reject any advertisement at any time, with full reimbursement made. **DARK MATTERS FILM FESTIVAL** will not be liable for any cost or damages if, for any reason, it fails to publish an advertisement.



SPONSOR BENEFITS

Partnering with *DARK MATTERS FILM FESTIVAL* provides long-term, co-branded marketing opportunities within Albuquerque, Santa Fe and Statewide. Extensive promotion and publicity are conducted over a 4-week period during August-September. By becoming a festival sponsor, you will receive premium visibility in print, onsite, in the media, and throughout the larger New Mexico community. For more information to help tailor-fit our sponsorship packages to your brand's marketing needs, please contact us at 505-750-0162 or email Brennan Foster at brennan@darkmattersfilmfest.com.

PRINCE OF DARKNESS SPONSOR \$500.00

- Quarter page ad in the program
- Four complimentary movie tickets
- Logo on sponsor page and festival website + url link
- Logo in pre-screening slide show



VOODOO KING SPONSOR \$1500.00

- Half page ad in the program
- Two festival passes
- Film Sponsor: Logo on film page and website
- Logo in pre-screening slide show
- Announcements from stage
- Logo on film page of program and website



SCREAM QUEEN SPONSOR \$2500.00

- Half page ad in the program
- Four festival passes
- Film Sponsor: Logo on film page and website
- Logo in pre-screening slide show
- Logo on poster and program cover
- Logo on film page of program and website
- Logo on festival print advertisements
- Announcements from stage



ALIEN OVERLORD SPONSOR \$5000.00

- Full page ad in the program
- Six festival passes
- Film Sponsor: Logo on film page and website
- Logo in pre-screening slide show
- Logo on poster and program cover
- Logo on film page of program and website
- Logo on festival print advertisements
- Banner advertising on website
- Announcements from stage
- Information table
- Banner display
- Festival Trailer

ADVERTISING DEADLINE
FRIDAY, JULY 17, 2015