



**PENNHOU**SE AT THE  
**SUNDANCE FILM FESTIVAL**  
**JANUARY 18 - 24, 2007**

**SPONSORSHIP PACKAGE**

PENNHOUSE AT THE SUNDANCE FILM FESTIVAL  
Kim Shimmel | Suzanne Shaw | Blake Lane  
Sponsorship Division PennHouse Productions  
p.888-890-8016  
sponsorship@pennhouseproductions.com  
www.pennhouseproductions.com/sundance  
www.pennhouseproductions.com

## OVERVIEW

A sponsor of *PennHouse* will discover an expertly tailored campaign that will allow the company's message to integrate seamlessly into the festival and events within the suites.

Sponsorship of *PennHouse* provides the potential to access these audiences through multiple impressions, onsite interactive promotion and possible celebrity branding, thus exposing products to ideal demographics. Publicity generated by Sundance, and the multifarious events taking place onsite, broadens the span of *PennHouse* sponsors to reach those millions who do not attend.

At *PennHouse*, the emphasis remains on blending the sponsor's message into the festival. Each sponsorship package must be individually created in order to allow *PennHouse* to assist in accomplishing specifically defined goals. The objective is always to work with the festival, aligning sponsors with the philosophy of its creators – to develop independent vision and give artists a space for exhibiting their work.

## Description of Event

*PennHouse* at Sundance is an exclusive venue containing multiple suites during The Sundance Film Festival 2007 in Park City, Utah. Located steps from the Main Street. in the Silver King Hotel. *PennHouse* will act as a "Green Room"/Red Carpet Lounge for invited Sundance celebrities and VIP festival attendees during the day and provide a dynamic promotional and event venue during the evening for receptions, dinners, premieres and product/service marketing opportunities.

## Unique Opportunity

*PennHouse* is not a gifting suite. *PennHouse* strives to maintain the integrity of The Sundance Institute Mission with regard to the festival by offering an educational, rewarding and fun atmosphere for the festival attendees. The emphasis at *PennHouse* always remains on the artist and the films. *PennHouse* is a hub for The Creative Coalition [www.thecreativecoalition.org](http://www.thecreativecoalition.org) and will produce their 'Unsung Hero' awards and dinner among other annual events. These highly regarded receptions will acknowledge the entertainment individuals behind the scenes that make the films and festival happen.

## Why Sponsor With PennHouse

Sponsorship of *PennHouse* and its events, allow for multiple impressions and valuable on-site interactive promotion. We will actively support your publicity team, adding an inordinate amount of value as the event places potential sponsor at the forefront of celebrities, while being aligned with an important and effective charity, The Creative Coalition [www.thecreativecoalition.org](http://www.thecreativecoalition.org) and exposure at the Sundance Film Festival.

**Sponsorship Opportunities Include:**

**Sponsorship opportunities available for: Receptions, Dinners, Panel Discussions, Product Display, Small Studio/Cast parties, Film Premieres**

Sponsorship of *PennHouse* located at the Silver King Hotel.

**Sponsor Benefits:**

1. Sponsor would occupy a designated suite available from 1/18-1/24, which would allow the opportunity to interact with guests and showcase products/services.
2. Custom design of the Sponsor Suite (Additional cost may apply)
3. Complimentary access for VIP's, guests, clients to *PennHouse*
4. Distribution of products/services to attendees
5. Sponsor logo/products will be placed throughout the *PennHouse* to add brand recognition throughout the event.
6. Listed on all appropriate promotional material as a Sponsor of The *PennHouse*.

**Example of Promotional Opportunities:**

- Spa services
- Welcome Package for VIP Guests
- Product/company theme organically integrated into event space
- Establish a sponsored Internet Lounge for checking email and working from *PennHouse*
- Provide Complimentary Specialty Refreshments
- VIP hospitality packages: gift certificate, services, and entertainment
- Chef Demonstration and Dinners
- Afternoon cocktail reception featuring a "Flair Bar" (showy bartending) in the Sponsor Suite

**Sponsorship Fees:**

If you are interested in our developing a package for you, please contact us right away!

Each Sponsorship package is custom designed for each Sponsor to ensure maximum effectiveness. Costs will vary due to specifications of each Sponsorship Package. Please Contact us at 404-880-0037 or [sponsorship@pennhouseproductions.com](mailto:sponsorship@pennhouseproductions.com) to review your individual opportunity.

***The PennHouse at the Sundance Film Festival***  
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Sponsorship opportunities are extremely limited and in high demand, we strongly encourage you to move forward quickly. Event and Sponsorship space is extremely scarce and sells out extremely quickly. Sponsors will be accepted on a first deposit basis. Verbal Confirmation will not secure space but will hold space, you will be given a first right of refusal option for deposit should another sponsor become interested.

**Sundance Statistics:**

**SUNDANCE FILM FESTIVAL GENERATES \$36.5 MILLION IN ECONOMIC ACTIVITY IN PARK CITY**

**Over 46,000 in total attendance reflects a 27.6% increase from 2004**

**Salt Lake City, UT** – The 2006 Sundance Film Festival generated **\$42.7 million** in economic activity in the state of Utah, with **\$36.5 million** spent directly in Summit County. In addition to economic activity directly generated by Festival participants, the annual event showcases Utah on a global platform attracting **over 46,000 visitors** and **reaching more than 400 million people worldwide** through printed and broadcast news stories about the Festival. Sundance Film Festival is the premier U.S. film festival presenting the best in independent film from American and international filmmakers.

**Economic Activity in Utah for the 2006 Sundance Film Festival**

- Festival attendees spent **\$19.8 million** on accommodations
- Festival attendees spent **\$11.5 million** in restaurants
- Festival attendees spent **\$3.6 million** on transportation
- Festival attendees spent **\$7.8 million** on discretionary items
- Total Economic Activity for the 2005 Sundance Film Festival **\$42.7 million**
- Total Economic Activity for the 2005 Sundance Film Festival in Summit County – **\$36.5 million**

**Growth of the Sundance Film Festival – 1995 vs. 2006**

**Economic Activity:** 1995 \$12 million | 2006 \$42.7 million

**Attendance:** 1995 13,500 | 2006 46,771

As one of the world’s premiere film events, the Festival attracts **over 900 journalists** from all over the world, who generate thousands of stories about the Festival and Park City. These **stories reach an estimated audience of 420 million.**

**The Festival’s impact on Tourism and Attendance Figures**

- 2006 Sundance Film Festival Total Attendance – 46,771
- 2006 Sundance Film Festival Local Attendance – 15,341
- 2006 Sundance Film Festival Out of State Attendance – 31,430
- Number of attendees at the Festival for the first time - 22,451
  - Over 62% said they would return to Park City for other reasons
  - 96% of festival goers plan to return for future festivals
  - The average Festival attendee also skied for 3 days

**Sundance Institute** Founded by Robert Redford in 1981, Sundance Institute is dedicated to the development of artists of independent vision and the exhibition of their new work. Since its inception, the Institute has grown into an internationally recognized resource for filmmakers and other artists. Sundance Institute conducts national and international labs for filmmakers, screenwriters, composers, writers and theatre artists. The annual Sundance Film Festival, a major program of Sundance Institute, is held each January and is considered the premier showcase for American and international independent film. The Institute supports nonfiction filmmakers through the Documentary Film Program by providing year-round support through the Sundance Documentary Fund and a series of programs that nurture their growth, encourage the exploration of innovative nonfiction storytelling and promote the exhibition of documentary films to a broader audience. The Sundance Institute Feature Film Program is a year-round program dedicated to supporting artist development and the advancement of distinctive, singular independent projects. Each year 20-25 emerging filmmakers from the U.S. and abroad participate in the program, which includes the Screenwriters and Filmmakers Labs, ongoing creative and practical advice, the post-production initiative, and financial support through fellowship opportunities. Through the Sundance Institute Theatre Program, the Institute is committed to invigorating the national theatre movement with original and creative work and to nurturing the diversity of artistic expression among theatre artists. The Film Music Program is dedicated to supporting and nurturing emerging film composers, as well as impacting the ways in which independent filmmakers approach music in their films. The Institute also maintains The Sundance Collection at UCLA, a unique archive of independent film.