



**2006 Providing Sponsorship Benefits
For Hansen's**



The 2006 Newport Beach Film Festival will present over 300 films from around the world. Blending the best of classic and contemporary filmmaking, the Festival is proud to showcase an exclusive selection of award-winning independent and studio films representing a truly unique mix of culture and genre. We invite you to be a part of this exciting cinematic adventure that will attract more than 25,000 film devotees.

The City of Newport Beach will serve as the backdrop to the Festival's film screenings and special events. Located just 55 minutes south of Hollywood, Newport Beach offers an optimal setting to experience filmmaking at its finest. The City boasts one of the largest movie consumer groups in the world and a rich filmmaking history. Thousands of visitors every year are drawn to the City's spectacular coastline, fine dining, shopping, and exciting recreational activities.

Sponsoring the Newport Beach Film Festival is one of the most effective ways to spend your marketing dollars. Benefits of sponsorship include a customized sponsorship package to best address your marketing objectives and maximize your return on investment. Our award-winning campaign, produced by Young and Rubicam, provides more than one million daily impressions throughout Southern California.

Sincerely,

Todd Quartararo
Marketing Director

2006 Newport Beach Film Festival – April 20-30

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Cheri Wilson

SPONSORSHIP ACCOUNT MANAGER

Leslie Feibleman



A Quick Look Back at 2005



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NEWPORT BEACH FILM FESTIVAL 2005 PROFILE OF ATTENDEES

- More than 31,000 attendees
- 60% of attendees are between the ages of 18-49, 27% are between 50-64.
- 70% of attendees have at least a 4-year college education and more than 36% have completed or are in graduate studies.
- More than 40% reported an annual household income of over \$100,000.
- Nearly three-fourths (72%) own or use a computer in the home or workplace, 72% have high-speed internet access and over 96% surf the Internet.
- 27% would like to buy or lease a car in the next year.
- 16% of attendees reside in Newport Beach; 39% live in the greater Orange County area; 16% of attendees live in California, outside of Orange County.
- 11% of attendees would like to purchase a large screen home theater in the next year. 20% plan to purchase a DVD player. 24% are in the market for a laptop computer, and 28% want to purchase a digital camera.



- Over 75% of these attendees have satellite or cable television, and almost the same numbers of attendees subscribe to one or more movie channels.

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NEWPORT BEACH FILM FESTIVAL 2005 STATISTICS

HIGHLIGHTS

- ↻ Films from more than 30 countries
- ↻ Increase of over 35% more screenings than previous year
- ↻ Largest short film program within a feature film festival in the U.S.
- ↻ More than 31,000 attendees

EVENTS

- ↻ Opening Night – *CRASH* (Lions Gate Films)
- ↻ 50th Anniversary – *Jim Hensen Company*
- ↻ French Spotlight – *Apres Vous (After You)*
- ↻ Italian Spotlight – *Caterina va in citta (Caterina in the Big City)*
- ↻ Irish Spotlight – *The Boys and Girl from County Clare*
- ↻ Centerpiece Spotlight – *Layer Cake*
- ↻ Closing Spotlight – *Mad Hot Ballroom*
- ↻ West Coast Premiere – *Black and White*
- ↻ West Coast Premiere – *Monster Thursday (MonsterTorsdag)*
- ↻ World Premiere – *Ringers: Lord of the Fans*

FILMS SCREENED

- ↻ 372 films screened from more than 1500 films reviewed
- ↻ Record number of Academy Award nominees and winners screened
- ↻ Record number of Sundance submissions and winners screened
- ↻ Independent Spirit Award winners screened
- ↻ Record number of film acquisition information requests from distributors

PARTICIPATING HOTELS

Newport Beach Marriott Hotel and Tennis Club
Four Seasons Hotel, Newport Beach
Hyatt Regency Newport Beach

PARTICIPATING RESTAURANTS

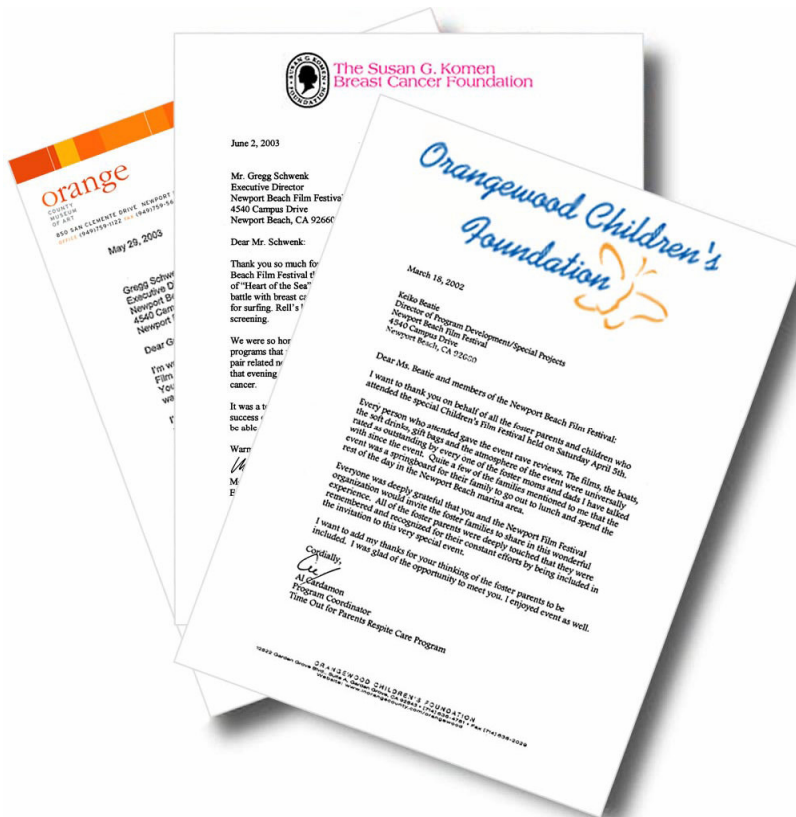
21 Oceanfront	Gelato Paradiso	Patina Group
Balboa Bay Club	Harborside Restaurante	Rouge Bistsro
Bluewater Grill Seafood	HoSum Bistro	Royal Thai Cuisine
Bristol Farms	Mayur Cuisine of India	Roy's
Champagne French Bakery and Cafe	Newport Beach Brewing Co.	Svelte
Flemings Prime Steakhouse & Wine Bar	Newport Landing Restaurant	TEN Asian Bistro & Sushi
	Newport Rib Company	
	Ozumo	

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2005 COMMUNITY PARTNERS

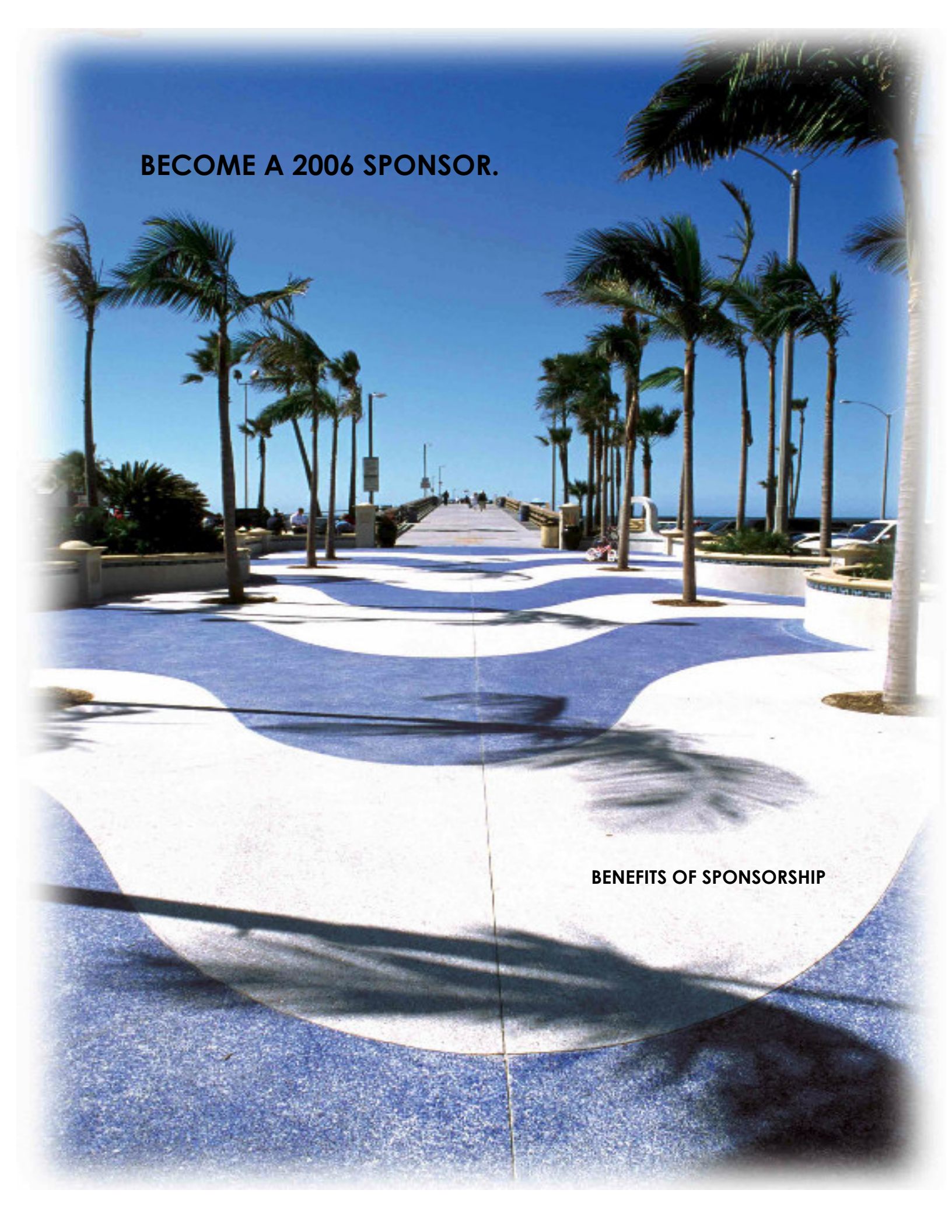
ASF AIDS Service Foundation
Ballet Pacifica
The Center
Free Wheelchair
Huntington Beach Int'l Surf Museum
Juvenile Diabetes Research Foundation
Leadership Institute for Teens (LIFT)
M Power
Make-A-Wish Foundation
Motherless Daughters of Orange County
Newport Aquatic Center
Newport Bay Naturalists
Newport Beach Arts Foundation
Newport Beach Chamber of Commerce
Newport Beach Conf & Visitors Bureau
Newport Harbor Nautical Museum

Ocean Institute
Olive Crest
Orange County High School for the Arts
Orange County Museum of Art
Orange County People for Animals
Orange County Performing Arts Center
Orangewood Children's Foundation
Pediatric Cancer Research Foundation
Premiere Cinema Guild
Queen of Hearts Foundation
Someone Cares Soup Kitchen
Spina Bifida Foundation
SPIN
Surfing Walk of Fame
Surfrider Foundation



BECOME A 2006 SPONSOR.

BENEFITS OF SPONSORSHIP



PROVIDING SPONSOR \$5,000 CASH & IN-KIND

The Newport Beach Film Festival is dedicated to full-service sponsorship fulfillment with a commitment to under-promise and over-deliver. A sponsorship fulfillment manager will be assigned to your account to maximize your return on investment.

IN GOOD COMPANY



* Contributions may be tax deductible pursuant to IRS Sec. 501(c)3

2006 Newport Beach Film Festival – April 20-30

PRE-EVENT ADVERTISING

INTERNET

(\$15,000 value)

Name and hot link on

www.NewportBeachFilmFest.com

ON-SITE ADVERTISING & PROMOTIONS

CINEMA SLIDES

Hansen's will have the opportunity to run an ad on slide (in high rotation) before all of the Festival screenings.

SAMPLING

Hansen's may distribute promotional materials and/or premiums to selected filmmakers and event attendees.

OFFICIAL PROGRAM

One (1) full-page, 4-color advertisement in official festival program.

TICKETS

- ✂ 4 "All-Access" passes – unlimited access to all public events. Excluding Opening Night and Awards Night
- ✂ 4 Tickets to Opening Night Premiere & Gala
- ✂ 20 General Screening Tickets
- ✂ 4 Closing Night Tickets
- ✂ 4 Awards Night Tickets

*All Access Passes are not valid for Opening Night and Awards Night Events. Opening Night Film and Gala Tickets and Awards Night tickets will be provided separately.

LOGO USE

Hansen's will have the right to use the Festival logo in all advertising and promotions.

County of Orange Proclamation

Newport Beach Film Festival

On motion of Supervisor Thomas.W.Wilson, duly seconded and carried, the following resolution was adopted:

WHEREAS, The Newport Beach Film Festival has delighted and impressed its surrounding communities by annually hosting a magnificent cultural event that showcases the works of film artists nation wide, as well as from over 20 countries, and local university students; and

WHEREAS, The Newport Beach Film Festival contributes economically to the wellbeing of Orange County and its unique coastal cities by bringing revenues and recognition from out-of-town visitors and businesses; and

WHEREAS, Members of the local community are given the rare occasion to volunteer and network with high profile film industry professionals, benefit from their ingenious artistic creativity, and acquire a deeper and richer understanding and appreciation for the work that goes into creating a film masterpiece; and

WHEREAS, The Newport Beach Film Festival creates a venue for showcasing “movies made with passion, not money,” as well as hundreds of independent films, foreign language films, shorts, documentaries, anime, and special tributes portraying a unique exposition of genre and medium; and

WHEREAS, The Newport Beach Film Festival grows annually in attendance, financial capabilities, and resources, and provides Orange County and Newport Beach with greater business and cultural opportunities, giving them a place among the global community of other highly renowned locations that host international film festivals; and

WHEREAS, Film Students from local colleges and universities, as well as artists outside the Hollywood circuit of filmmakers, were provided the unique opportunity to display their talents while the Festival acted as the medium;

NOW, THEREFORE, BE IT RESOLVED BY THE ORANGE COUNTY BOARD OF SUPERVISORS that they take great pleasure in recognizing the Newport Beach Film Festival as an important and valuable asset to Orange County’s Business, cultural, and international well-being, and further thank and commend the Newport Beach Film Festival for giving our community priceless educational and entertainment opportunities in the dynamic, prestigious, and aesthetic medium of film.

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NEWPORT BEACH FILM FESTIVAL CONTACT INFORMATION

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SPONSORSHIP SUPPORT TEAM LEADERS

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Thank you for your support!