

MEETING DATE: May 23, 2011

AGENDA ITEM: **Consideration of a Sponsorship Request from  
The Method Fest Film Festival.**

**ATTACHMENTS**

|                                                | <u>Pages</u> |
|------------------------------------------------|--------------|
| 1. The Method Fest Film Festival Proposal      | 1-17         |
| 2. The Method Fest Film Festival Sample Budget | 18-19        |
| 3. The Method Fest Film Festival 2010 Program  | 20           |

# ATTACHMENT 1

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**Don Franken**  
**Method Fest Film Festival**  
**5777 W. Century Blvd., S1070**  
**LA, CA 90045**  
**Tel 310-342-0260**  
**3/4/11**

## **Method Fest Film Festival proposal**

**To: [todd.tipton@culvercity.org](mailto:todd.tipton@culvercity.org)**

Dear Todd,

It was great speaking with you recently. We are excited about the prospect of moving The Method Fest Film Festival to Culver City. This proposal is for 2011-2013, with the first Culver City festival scheduled for March 21-28th, 2012. This will be our 14th annual The Method Fest Film Festival.

The Method Fest, a 5:01.c3 charity event, has grown into one of the top film festivals in the region. At our most recent Method Fest we showed over 100 films from across the country and around the globe. The Method Fest is the only U.S. festival that puts its focus on breakout acting with story-driven films. The Method Fest is bringing Sundance, or Cannes, to your backyard in Culver City -- as a smaller, but growing version of these world-renowned events!

The film festival brings much business through thousands of festival attendees, filmmakers, actors, and other entertainment industry professionals booking hotel rooms, dining, and shopping in its host city. Media exposure is enormous, and it puts Culver City side-by-side with other well established and prestigious arts events.

Attached is a request for sponsorship from the City of Culver City. We will also be seeking corporate sponsorship for the event. Revenue will also be generated through film entries, ticket sales at the festival, and advertising in the program.

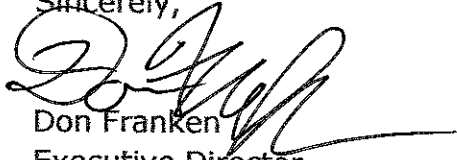
The festival has great Independent films that are World or U.S. premieres. These films often come out of the world's top film festivals, and through distributors like Sony Pictures Classics, Fox Searchlight, Magnolia, Roadside Attractions, as well as other mini-major studios. Other films come directly through the producers of the films or through top sales agents. Our programming staff is headed by one of the lead critics from Variety and this helps insure we get the finest films each year.

We also show films by some of the best college film students. We have a film competition for both high school and middle-school filmmakers. In addition to this we have a youth education program in filmmaking, acting, and screenwriting with

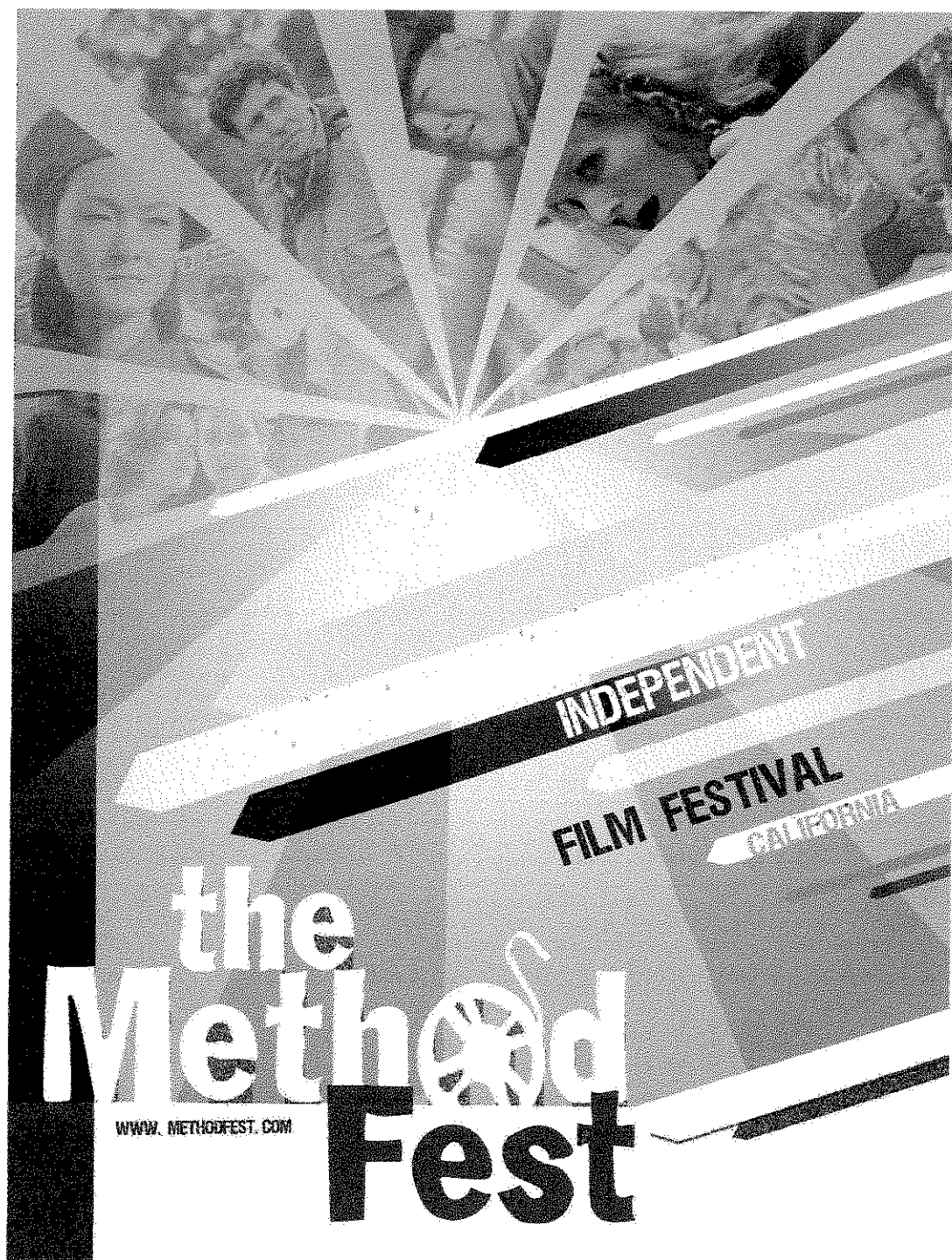
awards offered. We are adding a screenwriting competition for adults, and a new program where top actors will be reading selected scenes from the winning screenplays.

The festival is a discovery film festival with the new stars, directors, writers, producers, cinematographers, and composers emerging out of this film festival. Please let us know any questions you have on the proposal and a convenient time for us to meet. I am in town (except March 12-16th).

Sincerely,



Don Franken  
Executive Director  
Method Fest Film Festival



## **Culver City and The Method Fest Film Festival**

# Culver City and The Method Fest Film Festival

## Why The Method Fest? Sponsorship Reasons

- The Method Fest has a long established track record of being a respected artistic event that provides quality entertainment. Having the week-long Method Fest Film Festival in Culver City will improve the quality of life for residents before, during and after the event.
- The Method Fest will increase visitors and business to local restaurants/clubs and shops and will introduce Culver City to young, educated, and affluent visitors from across Southern California, as well as out-of-town filmmakers and actors.
- The Method Fest will give Culver City a "showcase" high-profile entertainment event that can introduce many potential business owners and property owners to the charms of Culver City in a very friendly way.
- The Method Fest can help to introduce Culver City real estate and bring upscale new residents to Culver City, which in turn can boost home sales and commercial property sales.
- The Method Fest brings stars and the media, generating buzz and positive media coverage locally, regionally, nationally, and internationally in the press, TV, radio, and internet.

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#### SCREENING ROOM

### Screening Room: Method Fest Independent Film Festival in Agoura Hills

Also: Gene Kelly tribute at the Aero, Dan O'Bannon remembered at the Egyptian

March 25, 2010 | By Susan King

The Method Fest Independent Film Festival, which celebrates the art of the actor, opens Thursday at the Regency Agoura 9 in Agoura Hills with James Ivory's latest film, **"The City of Your Final Destination,"** starring Anthony Hopkins. Among the 30 features and 59 shorts at the festival, which continues through Wednesday, will be **"The Good Heart,"** with Brian Cox, **"The Lightkeepers"** with Richard Dreyfuss and Bruce Derr, who will be honored at the festival, and **"The Greatest,"** with Meryl Streep and Susan Sarandon.

[www.methodfest.com](http://www.methodfest.com)



*"The Method Fest, devoted to independent films with an emphasis on performances, once again offers pleasures of some splendid acting..."*

Kevin Thomas, Los Angeles Times

- The Method Fest's prestige will help further brand Culver City as a cultural city and supporter of the arts. An association between a city that is the cradle of American cinema and a prestigious vibrant film festival will benefit both entities.
- We will work with the Redevelopment Agency, the City's Cultural Affairs Commission, local corporations, and organizations with a presence / stake in Culver City (Sony Pictures, Culver Studios, The Actors' Gang) to produce the best possible festival that will add to the artistic and cinematic heritage of Culver City.
- The Method Fest is a viable business partner for Culver City companies and businesses. The sponsorship money will benefit Culver City through advertising and promotion of the host city. And will return to Culver City through festival expenditures to local businesses, entities, organizations and various, multiple expenditures by festival attendees:

*-We will have parties and live Music events at local restaurants and clubs throughout the week of the festival. These events are held during weekdays, evenings, late nights, and even some brunches. This will produce business during quiet times, as well as busy times. We will encourage festival filmmakers to hold their own parties at local restaurants after their screenings.*

*-We will cater food from local restaurants for the festival special events. We will also use local restaurants to feed our staff and volunteers.*

*-The festival staff and its guests will stay at local hotels and will shop at local shops.*

*-Festival attendees will also dine, have breakfast or lunch in Culver City and will shop locally. There would also be the potential to host at least one reception, if not more, at a Leading Culver City retailer.*

*-We plan to use several screening/event venues, such as: Pacific Theatres Culver Stadium 12 Cinema; Kirk Douglas Theatre; the Ivy Substation; The Ince Theater at Culver Studios; and any of Sony's beautiful screening rooms/theaters. We would also make use of art galleries and other unique spaces in Culver City to build awareness and business for local arts and entertainment. And there will be both pre-event and post event receptions to keep media and business attention at the forefront.*



*The Method Fest Executive Director Don Franken, Karen Black and Dennis Hopper at the 2004 festival*

- The Method Fest provides a platform to showcase local talent (actors, filmmakers and student filmmakers). There are also opportunities to cross promote local theatre groups through such things as live "screenplay readings."
- The Method Fest, through its *Youth Education Program* provides a valuable educational and instructional resource for local arts/film students in high school and secondary school. There would be the opportunity to provide educational experiences with filmmakers and local Culver City students.
- The Method Fest will introduce filmmakers to Culver City where they may return to for bigger projects. Once filmmakers and entertainment industry executives experience the excitement of the Method Fest Film Festival in such a dynamic place as the "happening downtown" Culver City business district – many will find themselves returning to Culver City beyond the time of the festival.
- Culver City is a natural venue for a film festival; it is, after all, the first city of American cinema; *Hollywood avant la lettre*. And we are confident that the Method Fest Film Festival's artistic value, entertainment cache, star presence and media coverage opportunities, industry and popular buzz will add to Culver City's film pedigree.



*Adam Carolla and John Goodman at the 2005 Method Fest Film Festival where they received the Family Favorite Award.*

*The best films in this festival devoted to filmmakers and actors who draw on Stanislavski's famous acting technique have deeply felt emotional currents*

LA Weekly

## 1. The Method Fest Media

### a. Local, Regional and National Media that covered The Method Fest 2005 - 2010

#### Electronic Media

CNN  
Access Hollywood  
E! Entertainment Television  
EXTRA  
Good Day LA (11, Fox TV)  
KABC-TV Channel 7  
KCAL-TV Channel 9  
KTLA-TV Channel 5  
KNX Radio  
KFWB Radio  
KPCC Radio  
100.3 The Sound Radio  
KRTH Radio  
IndieWIRE.com  
Filmthreat.com  
Independent Film Channel  
The Howard Stern Show  
Bravo  
Univision

#### Print Media

USA Today  
Variety / Daily Variety  
The Hollywood Reporter  
The Los Angeles Times  
LA Daily News  
New York Post  
Filmmaker Magazine  
LA Weekly  
Los Angeles Magazine  
Ventura County Star  
The Acorn  
La Opinion  
The Envelope  
The Philadelphia Inquirer  
Denver Post  
The Orange County Register  
Screen International  
La Opinion  
Malibu and Society Magazine  
The Independent Film & Video Monthly  
Indie Slate Magazine  
805 Magazine  
AAA MemberSaver Magazine  
San Fernando Valley Business Journal  
Daily Breeze  
Beach Reporter  
Easy Reader  
Long Beach Press Telegram  
San Gabriel Tribune  
Sentinel

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The Method Fest Independent Film Festival, which celebrates the art of the actor, opens Thursday at the Regency Agoura 9 in Agoura Hills with James Ivory's latest film, **"The City of Your Final Destination,"** starring Anthony Hopkins. Among the 30 features and 59 shorts at the festival, which continues through Wednesday, will be **"The Good Heart,"** with Brian Cox, **"The Lightkeepers"** with Richard Dreyfuss and Bruce Dern, who also will be honored at the festival, and **"The Greatest,"** with Pierce Brosnan and Susan Sarandon.  
[www.methodfest.com](http://www.methodfest.com)



## **b. The Method Fest media - advertising**

|                        |                                               |
|------------------------|-----------------------------------------------|
| Los Angeles Daily News | - \$25,000 (trade, presenting media partner)  |
| Time Warner Cable      | - \$105,000 (trade, presenting media sponsor) |
| Charter Communications | - \$35,000 (trade, media partner)             |
| LA Weekly              | - \$3,000                                     |
| Filmmaker Magazine     | - \$1,500                                     |
| MovieMaker Magazine    | - \$1,500                                     |
| The Acorn              | - \$1,000                                     |
| MoneyMailer            | - \$5,000 (trade, media partner)              |
| Calabasas CTV          | - \$10,000 (trade, part of City support)      |
| Indiewire              | - \$1000                                      |



## 2. The Method Fest Attendance

|                 |        |
|-----------------|--------|
| 1999 attendance | 4,800  |
| 2000 attendance | 6,150  |
| 2001 attendance | 7,060  |
| 2002 attendance | 7,600  |
| 2003 attendance | 8,412  |
| 2004 attendance | 13,000 |
| 2005 attendance | 13,021 |
| 2006 attendance | 15,416 |
| 2007 attendance | 16,029 |
| 2008 attendance | 16,724 |
| 2009 attendance | 17,512 |
| 2010 attendance | 18,437 |

*"The Method Fest reigns supreme as a visionary, supportive and burgeoning powerhouse in the world of important independent film festivals."*

Evan Richards  
Director, "In A Day"



## 3. The Method Fest Film Submissions

|                       |     |
|-----------------------|-----|
| 1999 film submissions | 119 |
| 2000 film submissions | 168 |
| 2001 film submissions | 212 |
| 2002 film submissions | 264 |
| 2003 film submissions | 348 |
| 2004 film submissions | 527 |
| 2005 film submissions | 609 |
| 2006 film submissions | 737 |
| 2007 film submissions | 659 |
| 2008 film submissions | 683 |
| 2009 film submissions | 677 |
| 2010 film submissions | 708 |



## 4. [www.methodfest.com](http://www.methodfest.com) Traffic

|                                    |           |
|------------------------------------|-----------|
| 2008-2009 (12-month hits)          | 1,940,613 |
| 2009-2010 (12-month hits)          | 2,665,587 |
| 2008-2009 (12-month unique visits) | 285,578   |
| 2009-2010 (12-month unique visits) | 406,189   |

## 5. The Method Fest Demographics

### a. The Method Fest attendees

Industry Attendees 43%  
Male / Female 53% /47%  
College graduates 75%  
Median household income \$102,000

#### Income:

Under \$20,000 7%  
\$20,001-\$34,999 13%  
\$35,000-\$49,999 18%  
\$50,000-\$64,999 12%  
\$65,000-\$75,999 10%  
\$76,000-\$99,999 10%  
\$100,000-\$249,999 23%  
Over \$250,000 7%

#### Age groups attending:

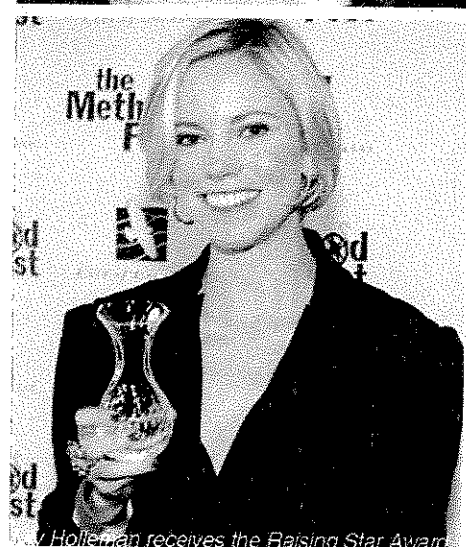
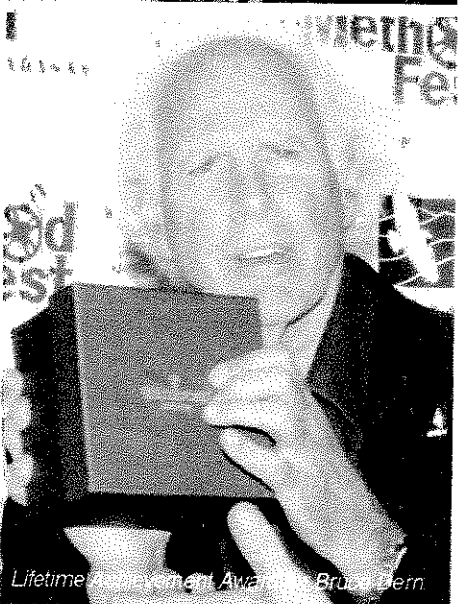
65+ 5%  
55-64 11%  
45-54 16%  
35-44 21%  
25-34 34%  
18-24 13%

#### Money spent at Festival:

|                |      |
|----------------|------|
| \$20 and under | 21%  |
| \$21-\$30      | 20%  |
| \$31-\$50      | 16%  |
| \$51-\$100     | 18%  |
| \$101-\$200    | 6.5% |
| \$200-\$300    | 6.5% |
| \$301-\$500    | 5%   |
| Over \$500     | 2%   |

*"A desire to create a film festival unlike any other-one based around a passion for independent film and earnest, invested performances-brought to life the Method Fest Independent Film festival."*

Entertainment Today



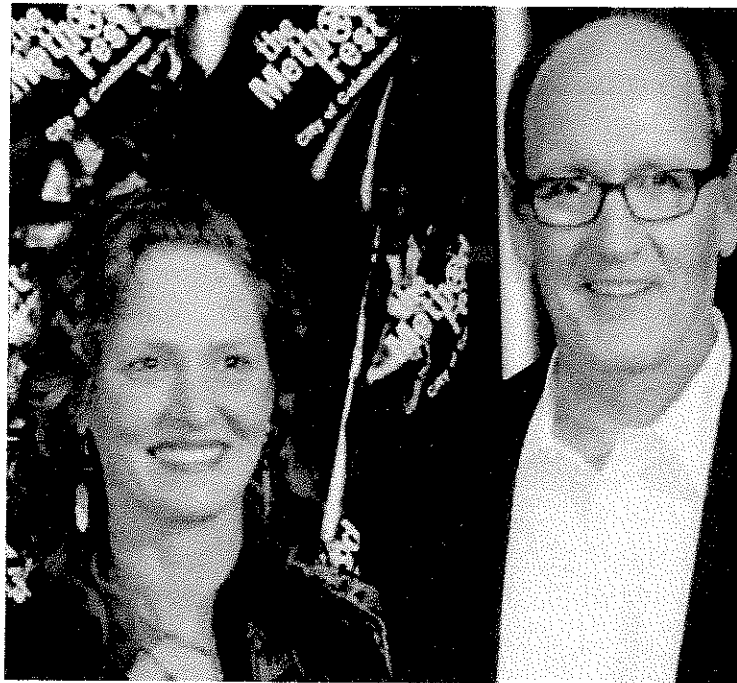
## Background / A Unique Festival

Named after the famous school of acting, and actually celebrating any variety of great acting, The Method Fest is the only major film festival in the United States showcasing actors and their craft. Searching for breakout acting performances in story-driven independent films, The Method Fest is all about discovery. Talented new filmmakers from the U.S. and abroad showcase their work each year at the Method Fest in films featuring "hot" young, talented new actors, as well as acting legends.

More than 130 films that premiered or played in 12 years at The Method Fest have received distribution - theatrical, video, TV. Films like *The Visitor*, *Big Fan*, *Waitress*, *Brothers*, *Black Irish*, *Three Days of Rain*, *Raising Victor Vargas*, *Leo*, *Julie Walking Home*, *Navigators*, *The Visit*, *Sunday*, *To End All Wars*, *Finder's Fee*, *Jump Tomorrow*, *The Young Unknowns*, *I Love Budapest*, *The Corndog Man* and many others have used The Method Fest as a launching pad.

The Method Fest is also a place where established actors bring career defining performances and legendary filmmakers like Agnieszka Holland and Ken Loach show their latest works.

**Melissa Leo**, best actress winner and honoree at The Method Fest, just won the Oscar for best supporting actress in *"The Fighter."* The film, *West Bank Story*, and the actor, Jeff Bridges won Oscars after being honored at The Method Fest, and three other actors, Naomi Watts, Melissa Leo and Richard Jenkins received Academy Award nominations after taking home Method Fest trophies. Also, where *West Bank Story*, a Method Fest short film, went on to win an Academy Award. It feels good to have your artistic vision validated by the industry.



*Melissa Leo and Richard Jenkins won best acting awards at the 2008 Method Fest. Both were nominated for Oscars in 2009. And Melissa won the Best Supporting Actress Oscar at the 2011 Academy Awards.*

The Method Fest also features acting and filmmaking workshops, panels and seminars, as well as a strong youth education program, where middle school and high school students participate in screenwriting, acting, and filmmaking competitions. Leading student films comprise a screening series of The Method Fest Youth Films and Awards are given out to winning youth filmmakers, actors, and screenwriters. There are also major tributes honoring stars and top industry professionals, galas, cocktail receptions, retrospectives, nightly parties and major IndieMusic events with established and new performers.

With a distinct and respected place among the country's top film festivals, the Method Fest can be a great place for branding to an audience who loves a good story with great acting.

## EXECUTIVE SUMMARY

### CONCEPT

Named for the "Stanislavski Method" which brought truth and realism to the world of acting, the Method Fest is the only major film festival in the U.S. that pays homage to the actor. The Method Fest is truly The Actor's Film Festival, a festival of discovery, seeking breakout acting performances of emerging stars and established actors in story-driven independent films.

### ACTIVITIES

- Method Fest party at Sundance, announcing plans for the year (January)
- Sneak Preview Party, announcing the festival lineup (February)
- Method Fest Community "Mixer" (early March)
- VIP Filmmaker/Industry Reception (before Opening Night)
- Opening and Closing Night Gala
- Screenings, Tributes, Centerpiece, Awards Ceremony
- Acting & filmmaking panels, workshops
- Youth educational programs
- Daily/nightly parties and receptions
- Indie Music Night, other Indie Music events

### PAST HIGHLIGHTS

**FEATURE FILMS:** *Waitress, The Visitor, The Greatest, The City of Your Final Destination, urFrenz, The Good Heart, Big Fan, Adam, Sugar, American Violet, Unfinished Sky, Waitress, Black Irish, Man in the Chair, Brothers, Waterborne, It's All Gone Pete Tong, On the Outs, Seven Times Lucky, Runin - Banished, Intoxicating, Insatiability, The Snow Walker, Three Days of Rain, Raising Victor Vargas, Leo, Julie Walking Home, Navigators, Sunday, To End All Wars, Finder's Fee, Jump Tomorrow, The Young Unknowns, I Love Budapest, The Corndog Man, After Freedom, The Invisibles, Trash, Jimmy Zip, Amy's Orgasm, Poor White Trash, Lola.* **SHORT FILMS:** *West Bank Story, Jihad, Sugar Mountain, Rent A Person, Shui Hen, Lonely Place, Change, Niche, Bean Cake, Bun-Bun, Mutual Love Life, Boundaries, Falsehood, Verouillage Central, Bullet in the Brain, Mulligans.*

### PAST HONOREES

Bruce Dern, Naomi Watts, Bill Paxton, Frances Fisher, Dennis Hopper, Christopher Plumer, Lily Holleman, Melissa Leo, Richard Jenkins, Jeff Bridges, Beau Bridges, Michael Madsen (2007); Julie Harris, Ruby Dee, Kevin Pollak, David Carradine (2006); Martin Landau, Crispin Glover (2005); Martha Coolidge, Chazz Palminteri, Ronnie Yaskell (2004); Peter Falk, Lainie Kazan, Diane Ladd, Henry Jaglom, Mark Rydell, Agnieszka Holland (2003); Rod Steiger, Mali Finn (2002); James Earl Jones, (2001); Karen Black (2000); Maximilian Schell (1999).

### LEADING ACTORS IN METHOD FEST FILMS

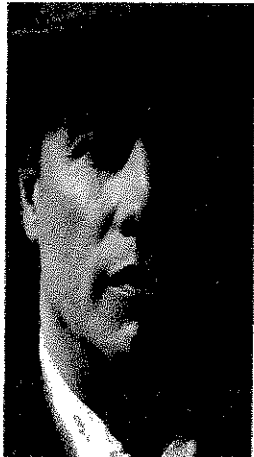
Carey Mulligan, James Earl Jones, Kristen Stewart, Adrien Grenier, John Travolta, Jena Malone, Peter Falk, Sir Ian McKellen, Faye Dunaway, Dennis Hopper, Christopher Plummer, Jeremy Sisto, Naomi Watts, Robert Forster, Lisa Kudrow, John Savage, Suarez, Kiefer Sutherland, Robert Carlyle, Bruce Dern, Devon Gummersall, Tippy Hedren, Sam Shepard, Judy Marte, Matthew Lillard, Jennifer Tilly, Taye Diggs, Bryan Cranston, John Ritter, Brad Renfro, Debra Kara-Unger, Eric Palladino, Douglas Spain, David Straitharn, Frank Langella, and Connie Nielsen.

### HISTORY OF EVENT SPONSORS

Mercedes Benz, the City of Calabasas, Time Warner Cable, Charter Communications, Daily News, LA.com, Screen Actors Guild, Marriott, Sony, Modern VideoFilm, Christie Digital, Final Draft, SAG Indie, 100.3 The Sound, Variety, Stella Artois, The Valley Economic Alliance, Barefoot Winery, Sushi Roku, The Palms, Leonis Adobe, Hilton, Sagebrush Cantina, Pierce College, La Weekly, FilmFinders, withoutabox.com, Creative Industry Handbook, MoneyMailer, Ice Age, Calabasas Chamber of Commerce, Bob Smith BMW, Auto Gallery Ferrari/Maserati, MovieMaker, Moz Budda Bar, MiPace, Fleming's Steakhouse, Chapter 8 Steakhouse and Nightclub, The Rack, Jaguar, AMC Theaters, Regal Theaters, Laemmle Theaters, indieprinting.com.



Kiefer Sutherland in *To End All Wars* (2005)



John Travolta in *Lonely Hearts* (2007)



Japanese star Keiko Matsuzaka at the 2005 Method Fest



Emerging star Tamara Hope



Virginia and Michael Madsen, the 2007 Maverick Award winner.



Sean Astin with Christina Nottingham

# **SPONSORSHIP PROPOSAL / AGREEMENT**

**The following represents an agreement for the City of Culver City to be a Presenting Sponsor of The Method Fest independent film festival.**

**This agreement is for two years, 2012 and 2013. The 13th --The Method Fest film festival will be in the last week of March - first week in April, 2012, or TBD (as late as the last week of July 2011). The 14<sup>th</sup>-- The Method Fest Film Festival will be held the first week of April, 2013.**

**The City of Culver City has the first option to renew this agreement following the 2013 festival. The City of Culver City must exercise its option to renew on or before June 1, 2013**

**1. As a presenting sponsor of The Method Fest film festival, the City of Culver City will receive the following rights and benefits:**

- Naming Rights – The name of the festival will be The Method Fest independent film festival presented by the City of Culver City.
- Presenting Sponsorship Status (second line billing) City of Culver City will be a presenting sponsor of the festival, and it will be recognized as such in all promotional materials and activities.
- City of Culver City will have the right of first refusal to renew for the 2014 festival.
- Use of The Method Fest logo and trademarks for co-branding and marketing opportunities.
- City of Culver City will have preferred position in all collateral materials including festival posters (500), postcards (10,000), festival program (2,000), festival schedule (15,000), festival badges (600).
- City of Culver City-produced 30-second commercial, shown in-theatre before all festival screenings.
- Logo inclusion (preferred position) in all Method Fest advertising, print electronic and internet.
- Logo in festival film trailer shown in theatre before each festival screening.
- Reserved table at sponsored event and other special events.
- Name/logo on daily events board on display at all major venues
- On-site permanent signage (banners) at all festival venues including, filmmaker/VIP lounge, Festival Box Office, Acting and Filmmaking workshops and panels.
- City of Culver City banners prominently displayed at Method Fest special events: Festival Lineup Announcement Party, Filmmaker Kickoff reception, Opening Night Party and Awards Ceremony.
- City of Culver City has opportunity to have inflatable at the Opening Night Party.
- Acknowledgment as presenting sponsor in all festival press releases.
- Verbal acknowledgment as presenting sponsor before all festival screenings.
- Exhibit space area in the filmmaker/VIP lounge.

- Full-page color program ad (premium position).
- Opportunity to include product, promotional materials and information in the Festival VIP/Filmmaker goodie bags.
- Logo and hotlink on the Method Fest website (home page).
- Access to festival databases (filmmakers and public).
- 10 V.I.P. festival passes - 25 individual screening passes.
- 50% discount on festival tickets and passes for City of Culver City employees.
- City of Culver City will give its name to a major festival award - i.e. Culver City Film Legacy Award for Best Film and City representative will present the award.
- City of Culver City will receive other benefits as mutually agreed upon.

**2. In exchange for the above benefits, and other benefits to be mutually agreed upon, the City of Culver City will provide The Method Fest, for each year of this agreement, a \$75,000 cash contribution and \$15,000 of in-kind support per year. The Method Fest film festival is produced by The Method Fest Inc., a 501 (c) (3) not for profit corporation. The sponsorship contribution is tax deductible to the extent provided by law.**

**The City of Culver City will pay The Method Fest 50% of the cash sponsorship fee 10 days after the signing of this agreement. The remaining 50% will be paid on or before February 15, 2012.**

**3. The in-kind support, referred to as "City Deliverables" will be determined through mutual agreement and can include the following, as well as other forms of support mutually agreed upon:**

-Shuttles, trolleys, transportation;  
 Use of City venues / facilities for Method Fest events; Printing of festival collateral materials (program, posters, postcards) – if the city has special deals / rates with local printer(s); Production and display of festival street banners;  
 Use of non-City venues/facilities to which the City of Culver City has free access.

**4. The value of the in-kind support provided by the City of Culver City to The Method Fest will be evaluated by the City of Culver City. The city has the option to increase the cash component of its sponsorship to diminish its in-kind support.**

**This is agreed to by:**

City of Culver City      Date

The Method Fest      Date

# **The Method Fest 2012**

## **Proposed Timeline**

### **July - September 2011**

- Festival notice/ad placed in Culver City Chamber of Commerce publication and on Downtown Business Association.
- Press Release, new event fact sheet, sent out to the media to announce the dates of 2012 festival, March 21- March 28, 2012, or TBD.
- Update Call for Entries Form; print 5,000 Call for Entries forms
- Design and production of new 3-fold brochure on the festival – print 5,000 brochures.
- Press release announcing opening of Call for Entries sent to media and film schools.
- Update the Method Fest website to include New Call for Entries with Culver City as the Method Fest presenting sponsor.
- Emails, faxes, and calls to each film school regarding The Method Fest and our Call for Entries. Updated information posted on [www.withoutabox.com](http://www.withoutabox.com) for entries. Entries to opened September 1.
- Festival ad production and placement in the Fall issue of Filmmaker magazine.
- Begin reviewing the first of films submitted.
- Creation of new sponsorship brochure, other buy-in materials.
- Beginning of sponsorship activities.
- Meeting(s) with the Culver City Downtown Business Association to discuss the 2012 Method Fest and forge partnership.
- Ongoing meetings with City of Culver City officials to discuss plans for the 2012 festival.
- Meeting with Pacific Theatres to secure ideally two screens.

### **October 2011**

- Ads designed and placed in MovieMaker also, Variety, Hollywood Reporter, Indiewire, and perhaps ad in the Sundance Daily issue.
- Meetings with Chamber of Commerce, Downtown Business Association and other local groups to define goals and our working relationship on Method Fest in Culver City.
- Meeting with Tim Robbins' and The Actors' Gang to forge partnership (i.e. discussing the Acting Competition, use of the Ivy Substation, etc.)
- Meetings with possible local prospective volunteer coordinators and venue managers.
- Meeting with candidates as local technical/operations people.
- Meetings with other prospective venues for festival events (Kirk Douglas Theatre; Culver Studios, Sony Pictures).
- Meetings with possible Method Fest hotels (Ramada, Culver Hotel, Courtyard by Marriott, Travelodge).
- Site visits and meetings with local restaurants.
- Design and print new festival postcards, business cards.
- Add key advisory board members from entertainment industry, key actors. Also, add key local business leaders.
- Meetings with local companies as prospective / repeat sponsors including banks, car dealerships, local real estate developers, entertainment related businesses, and others.
- Meetings by festival staff with our key film programmers.
- Plan details of Sundance/Method Fest participation.
- Major efforts on festival sponsorship.
- Meetings and finalization of new Method Fest publicist.
- Meetings and finalization of festival celebrity coordinator.
- Production of new Method Fest highlight video for prospective sponsors.
- Production of new Method Fest TV commercial for Time Warner / Charter, Culver City.

### **November 2011**

- Identification and contacts with Method Fest Special Awards / tributes recipients.
- Confirmation of restaurants for Method Fest functions.
- Activate Program Director
- Finalize plan for educational program for the schools. Have this begin at the start of the new



- semester following Christmas vacation. College Outreach program, targeting: USC, Art Center, Loyola Marymount, Pepperdine, UCLA, Chapman Film School, Cal State Long Beach, Cal Poly San Luis Obispo.
- Method Fest Education Committee—targeting involvement by the high schools and youth students
- Method Fest Advisory Board meeting.
- Finalize and activate media partners.
- The Method Fest will attend the AFI Film Festival and AFI Film Market. The Film Market will be an opportunity to secure films for the Method Fest.
- Method Fest Chamber Local luncheon or cocktail reception introducing some key businesses, Arts Patrons, and others to Method Fest.

## **December 2011**

- Sponsorship activities
- Attendance, holiday events, Charity event in the area.
- Begin finalizing actors/people we are honoring – Lifetime Achievement Award, Indie Supporter Award, Casting Director Award, etc.
- Finalize screening venues.
- Finalize venues for non-screening festival activities
- Early entries deadline (early-December).
- Finalize details for The Method Fest party at Sundance
- Prepare ads for Variety Sundance issue and Daily Sundance paper.
- Send invitations for Method Fest party at Sundance to key media, industry, filmmakers.
- Finalize securing equipment deals with Sony, with Christie, Aarmadillo, and others as needed.
- Media push leading up to Sundance

## **January 2012**

- Sponsorship Meetings
- The Method Fest Party and presence at Sundance to create “buzz” for festival
- Finalize music program, non-screening venues, special award recipients, equipment.

## **February 2012**

- Late entry deadline
- Start to lock in films
- Finalize seminars, workshops, panels
- Culver City community preview – joint mixer with Chamber of Commerce / Downtown Business Association.
- Design and production of festival banners / flags
- Festival ads for Daily News / official newspaper.

## **March 2012**

- Sneak Preview Party – announcement of festival lineup.
- Staff and volunteer meeting.
- Production and printing of festival schedules.
- Production and printing of festival posters.
- Get all sponsor ads and logos for festival program.
- Production and printing of festival program.
- Festival ads for Daily News, L.A. Times, Variety, LA Weekly.
- Films to media for reviews.
- Films to jury.
- Festival trailer produced, distributed to Laemmle, Pacific Theaters
- Production of festival badges – distribution to sponsors.
- Advance tickets on sale online.
- Production of awards.
- Production of festival T-shirts, hats, pins.
- Filmmaker Kickoff Reception, March 21
- Opening Night, March 22
- Centerpiece Screening/Reception, March 24
- Closing Night Film, and Awards Ceremony March 28th

## FESTIVAL STAFF

|                       |                                            |
|-----------------------|--------------------------------------------|
| Doni Franken          | Executive Director                         |
| Vladimir Moraru       | Associate Director                         |
| Bill Kucera           | Operations Director, Programming           |
| Lee Ostendorf         | Senior Event Manager                       |
| Kirk Harris           | Strategic Director                         |
| John Anderson         | Program Director                           |
| Derek Horne           | Shorts Program Director                    |
| Katie Dougherty       | Assistant Shorts Program Director          |
| Laura Terman          | Volunteer Coordinator                      |
| Toni Koch             | Music Co-Director                          |
| Steve Scott           | Music Co-Director                          |
| Tom Coat              | Event website                              |
| Pamela Franken        | Festival Controller, Programming           |
| Chris Holmes          | Technical Director, Digital Projection     |
| Daniel Maggi          | Festival Video Editor                      |
| Karen Linderman       | Sponsorship Director                       |
| Robert Aronoff        | Method Fest, Inc., President,              |
| Barbara Cole          | Secretary, Method Fest, Inc.               |
| Cassandra Bates       | Marketing Associate                        |
| Arthur McMillan       | Programming, Digital Projection            |
| Tony Lucero           | Venue Manager, Box Office, Programmer      |
| Mark Litwak           | Legal Advisor, Industry Liason             |
| Todd Lavin            | Legal Assistance                           |
| Sheri Goldberg        | Public Relations Director                  |
| Melinda Manos         | Local PR, Gift Bags                        |
| Matthew Schwartz      | Programming                                |
| Silvia Kratzer-Juifis | Programming                                |
| Deborah Hildebrand    | Event Planning Director, Social Networking |
| Leonard Leto          | Hospitality Manager                        |
| Steven Huntsman       | Hospitality                                |
| Melinda Augustina     | Social Networking                          |
| Melissa Imparato      | Social Networking                          |
| Erin Rea              | Festival Designer                          |
| James Russo           | Event Host                                 |
| Anya Monzykova        | Event Host                                 |
| Bella Shaw            | Event Host                                 |
| Joan Benedict Steiger | Event Host                                 |
| Kimberly Durrett      | Event Host                                 |
| Tracy Young           | Event Host                                 |
| Bruce Ackerman        | Festival Marketing Consultant              |
| Tracy Rafter          | Festival Marketing Consultant              |
| Johnny Mitchell       | Event Logistics                            |
| John Grady            | Logistics Support                          |
| E.P. McKnight         | Film Q&A, Introductions                    |
| Phil Berkner          | Festival Photographer                      |
| Linda Ovia            | Travel Coordinator                         |
| Jackie Carlson        | Venue Manager                              |
| Milena Glusac         | Event Hospitality                          |
| Chris Sias            | Festival Video Consultant                  |
| Premiere Lighting     | Red Carpet, Special Event                  |
| Bob Sharka            | Special Events Projectionist               |
| Noel Hazard           | Regency Agoura Hills 8 Manager             |
| Matt Hill             | Music Asst. Director, Sound                |
| Ralph Moss            | Sound technician                           |



# ATTACHMENT 2

|                                               |          |                 |  |
|-----------------------------------------------|----------|-----------------|--|
| <b>The 2011 Method Fest Film Festival</b>     |          |                 |  |
| (for fiscal period July 1 2010- June 30 2011) |          |                 |  |
| <b>Projected Budget</b>                       |          |                 |  |
|                                               |          |                 |  |
| <b>A. PROJECTED COSTS</b>                     |          |                 |  |
|                                               |          |                 |  |
| <b>I. LODGING</b>                             |          |                 |  |
| Festival Staff                                | \$5,000  |                 |  |
| Festival Guests (Filmmakers, Actors)          | \$5,000  |                 |  |
| <b>TOTAL PROJECTED LODGING</b>                |          | <b>\$10,000</b> |  |
|                                               |          |                 |  |
| <b>II. THEATRE</b>                            |          |                 |  |
| Film theatre rental                           | \$20,000 |                 |  |
| Projectionist                                 | \$4,000  |                 |  |
| Digital projectionist                         | \$1,500  |                 |  |
| Technical Director                            | \$1,500  |                 |  |
| <b>TOTAL THEATRE COST</b>                     |          | <b>\$27,000</b> |  |
|                                               |          |                 |  |
| <b>III. OPENING NIGHT GALA</b>                |          |                 |  |
| Entertainment (Band, other music)             | \$750    |                 |  |
| Technical (speaker rental, other)             | \$250    |                 |  |
| Stage, Décor, Design                          | \$1,000  |                 |  |
| Food and Beverage (400 people)                | \$2,500  |                 |  |
| Possible Site Rental fee                      | \$2,500  |                 |  |
| <b>TOTAL OPENING NIGHT GALA COSTS</b>         |          | <b>\$7,000</b>  |  |
|                                               |          |                 |  |
| <b>IV. OFFICE EXPENSES</b>                    |          |                 |  |
| Office Supplies                               | \$2,000  |                 |  |
| Postage, Mailing                              | \$3,000  |                 |  |
| Phone, Cell, Fax                              | \$3,000  |                 |  |
| Copies                                        | \$500    |                 |  |
| Shipping                                      | \$3,000  |                 |  |
| <b>TOTAL OFFICE EXPENSES</b>                  |          | <b>\$12,500</b> |  |
|                                               |          |                 |  |
| <b>V. PRODUCTION COSTS</b>                    |          |                 |  |
| Call for Entry Flyers                         | \$500    |                 |  |
| Posters                                       | \$575    |                 |  |
| Postcards                                     | \$750    |                 |  |
| Schedules                                     | \$1,250  |                 |  |
| Program                                       | \$5,000  |                 |  |
| Badges                                        | \$300    |                 |  |
| Streetpole/Banners                            | \$2,000  |                 |  |
| Merchandise                                   | \$3,000  |                 |  |
| Awards                                        | \$1,500  |                 |  |
| Promo/Trailer                                 | \$1,200  |                 |  |
| Producer/Editing                              | \$1,000  |                 |  |
| Sound                                         | \$750    |                 |  |
| Production (editing film)                     | \$1,000  |                 |  |
| Dubs (video)                                  | \$200    |                 |  |
| Commercial (video)                            | \$350    |                 |  |
| Photo Services                                | \$400    |                 |  |
| <b>TOTAL PRODUCTION COSTS</b>                 |          | <b>\$19,425</b> |  |
|                                               |          |                 |  |
| <b>VI. ADVERTISING</b>                        |          |                 |  |

|                                                   |          |                  |                  |
|---------------------------------------------------|----------|------------------|------------------|
| Variety                                           | \$3,000  |                  |                  |
| Radio                                             | \$3,000  |                  |                  |
| L.A. Times                                        | \$5,600  |                  |                  |
| LA Weekly                                         | \$2,500  |                  |                  |
| Daily News                                        | \$2,000  |                  |                  |
| Filmmaker                                         | \$1,200  |                  |                  |
| MovieMaker                                        | \$600    |                  |                  |
| Independent Film & Video Monthly                  | \$495    |                  |                  |
| <b>TOTAL ADVERTISING</b>                          |          | <b>\$18,300</b>  |                  |
| <b>VII. ENTERTAINMENT</b>                         |          |                  |                  |
| Food & Catering                                   | \$10,000 |                  |                  |
| Indie Music Night (local bands, event producer)   | \$500    |                  |                  |
| Technical (equipment, staff)                      | \$500    |                  |                  |
| Advertising, Ticketing                            | \$500    |                  |                  |
| <b>TOTAL ENTERTAINMENT</b>                        |          | <b>\$11,500</b>  |                  |
| <b>VIII. AWARDS CEREMONY (PRODUCTION, RENTAL)</b> |          | <b>\$5,000</b>   |                  |
| <b>IX. STAFFING</b>                               |          |                  |                  |
| Festival Director                                 | \$20,000 |                  |                  |
| Festival Associate Director                       | \$10,000 |                  |                  |
| Festival Producer                                 | \$10,000 |                  |                  |
| Program Director                                  | \$6,000  |                  |                  |
| Associate programmer                              | \$3,500  |                  |                  |
| Creative Director / Design                        | \$3,000  |                  |                  |
| Publicist                                         | \$5,000  |                  |                  |
| Celebrity Recruiter                               | \$7,500  |                  |                  |
| Event Manager                                     | \$5,000  |                  |                  |
| Operations Staff                                  | \$5,000  |                  |                  |
| Development Director / Community Liaison          | \$5,000  |                  |                  |
| Volunteer Coordinator                             | \$1,500  |                  |                  |
| <b>TOTAL STAFFING</b>                             |          | <b>\$86,500</b>  |                  |
| <b>X. MERCHANDISE PRODUCTION</b>                  |          | <b>\$1,000</b>   |                  |
| <b>X. FESTIVAL INSURANCE</b>                      |          | <b>\$3,000</b>   |                  |
| <b>XI. MISCELLANEOUS COSTS</b>                    |          | <b>\$5,000</b>   |                  |
| <b>TOTAL PROJECTED COSTS</b>                      |          | <b>\$206,225</b> |                  |
| <b>B. PROJECTED REVENUE</b>                       |          |                  |                  |
| Sponsorship (goal) (City, \$75K, other, \$75K)    |          |                  | <b>\$150,000</b> |
| Entry fees                                        |          |                  | <b>\$22,000</b>  |
| Ticket, Programs, Merchandise Sales               |          |                  | <b>\$19,225</b>  |
| <b>TOTAL PROJECTED REVENUE</b>                    |          |                  | <b>\$206,225</b> |

# ATTACHMENT 3

DUE TO THE SIZE OF THE DOCUMENT ATTACHMENT 3 (THE METHOD FEST FILM FESTIVAL 2010 PROGRAM) WILL BE AVAILABLE FOR REVIEW AT THE CITY CLERK'S OFFICE LOCATED ON THE FIRST FLOOR OF CITY HALL (9770 Culver Blvd, Culver City, CA 90232)