

CONVENTION AND VISITOR'S BUREAU TOURISM  
DEVELOPMENT SPONSORSHIP AGREEMENT

THIS AGREEMENT between the City of Columbia, Missouri, a municipal corporation (hereinafter "City") and Ragtag Film Society, a Nonprofit Corporation organized in the State of Missouri (hereinafter "Grant Recipient") is entered into on the date of the last signatory noted below (the "Effective Date"). City and Grant Recipient are each individually referred to herein as a "Party" and collectively as the "Parties."

WHEREAS, Grant Recipient has submitted its application for event funding to the Columbia Convention and Visitors Bureau ("CVB"); and

WHEREAS, the event proposed by Grant Recipient (the "Event") together with the Tourism Fund funding request is more fully set forth in Exhibit A attached hereto and incorporated herein by reference; and

WHEREAS, the use of tourism funds proposed by Grant Recipient will further the planning and promotion of a tourist event which will have a substantial potential to generate overnight visitations.

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. City agrees to provide tourism funding to Grant Recipient in the amount of Twenty Thousand Dollars (\$ 20,000.00) in exchange for Grant Recipient conducting the Event and providing the services set forth in Exhibit A. Grant Recipient agrees that it is responsible for all funds made available to Grant Recipient by this Agreement and further agrees that it will reimburse to City any funds expended in violation of city, state, or federal law or in violation of this Agreement. Should the Event be cancelled, Grant Recipient shall, within thirty (30) days, refund to the City all money paid by the City.
2. Grant Recipient agrees that it will make no material changes in the approved Event unless such changes are approved in writing by City prior to the Event.
3. Grant Recipient agrees that it is subject to audit and review on request by City. If Grant Recipient has a financial audit prepared, that report shall be furnished to the CVB.
4. Grant Recipient agrees that all funds received from City will be expended as approved by City Council and none of the funds shall be diverted to any other use or purpose, except as recommended by the CVB's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from the provision of the Event described in Grant Recipient's proposal shall be kept and open to City inspection during regular business hours.

5. Grant Recipient agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than ninety (90) days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures established by the CVB. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Grant Recipient does not provide financial documentation, Grant Recipient may not be eligible for future funding. This paragraph does not limit other remedies available to the City in the event Grant Recipient breaches this Agreement.

6. Grant Recipient agrees that the CVB and City will be recognized as outlined in Grant Recipient's proposal.

7. Termination Provisions.

- a. By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.
- b. By Convenience. With ten (10) days written notice, either Party may terminate this Agreement for convenience. If terminated by Grant Recipient, Grant Recipient shall return all grant proceeds.
- c. By Default. Upon the occurrence of an event of Default, the non-Defaulting Party shall be entitled to immediately terminate this Agreement.

8. **HOLD HARMLESS AGREEMENT.** To the fullest extent not prohibited by law, Grant Recipient shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including but not limited to attorney's fees) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Grant Recipient, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Grant Recipient or a subcontractor for part of the services), of anyone directly or indirectly employed by Grant Recipient or by any subcontractor, or of anyone for whose acts the Grant Recipient or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Grant Recipient to indemnify, hold harmless, or defend the City of Columbia from its own negligence. This clause shall survive termination of this Agreement.

9. Miscellaneous Clauses.

- a. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.
- b. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available to it unless such amendment, addition, modification or waiver is in writing and signed by a duly authorized officer or representative of the applicable Party or Parties.

- c. Governing Law and Venue. This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, or the United States Western District of Missouri. The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.
- d. General Laws. Grant Recipient shall comply with all federal, state, and local laws, rules, regulations, and ordinances.
- e. Employment of Unauthorized Aliens Prohibited. If this Agreement is an award of a contract or grant in excess of five thousand dollars, Grant Recipient agrees to comply with Missouri State Statute Section 285.530 in that Grant Recipient shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of this contract or grant, Grant Recipient shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Grant Recipient shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Grant Recipient shall require each subcontractor to affirmatively state in its contract with Grant Recipient that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the State of Missouri. Grant Recipient shall also require each subcontractor to provide Grant Recipient with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.
- f. No Waiver of Immunities. In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.
- g. Nondiscrimination. During the performance of this Agreement, Grant Recipient shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin, or any other protected category. Grant Recipient shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.
- h. Notices. Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile, overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

If to City:  
City of Columbia  
Convention and Visitors Bureau  
P.O. Box 6015  
Columbia, MO 65205-6015  
Attn: Director

If to Grant Recipient:  
True/False Film Fest  
A program of Ragtag Film Society  
10 Hitt Street  
Columbia, MO 65201  
Attn: Andrea Luque Karam

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand or facsimile and on deposit by the sending party if delivered by courier or U.S. mail.

- i. Counterparts and Electronic Signatures. This Agreement may be signed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document. Faxed signatures, or scanned and electronically transmitted signatures, on this Agreement or any notice delivered pursuant to this Agreement, shall be deemed to have the same legal effect as original signatures on this Agreement.
10. Contract Documents. This Agreement includes the following exhibits, which are incorporated herein by reference:

Exhibit	Description
A	Grant Recipient's Event Proposal

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement controls.

11. Entire Agreement. This Agreement represents the entire and integrated Agreement between Grant Recipient and City. All previous or contemporaneous agreements, representations, promises and conditions relating to Grant Recipient's Event and services described herein are superseded.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have hereunto executed this Agreement on the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

By: \_\_\_\_\_  
De'Carlton Seewood, City Manager

Date: \_\_\_\_\_

ATTEST:

By: \_\_\_\_\_  
Sheela Amin, City Clerk

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Nancy Thompson, City Counselor

CERTIFICATION: I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged, account number 22904820-504990, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

E-SIGNED by Matthew Lue  
on 2026-02-03 20:12:29 GMT  
By: \_\_\_\_\_  
Matthew Lue, Director of Finance



GRANT RECIPIENT

By signing below I certify that I have the authority to bind the Grant Recipient to the Terms of this Agreement.

By: \_\_\_\_\_  
*Andrea Luque Karam*

Printed Name: Andrea Luque Karam

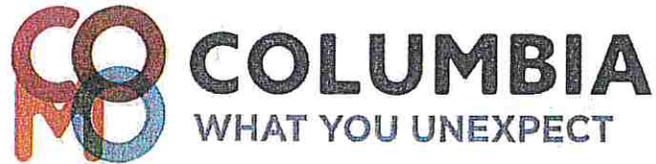
Title: Executive Director

IRS-EIN: EIN: 04-3770411

Date: 02/02/2026

ATTEST:

\_\_\_\_\_



## **FY2025 Tourism Development Signature Series Application**

**Event Name:** True/False Film Festival  
**Organizing Organization:** Ragtag Film Society  
**Event Location:** Ragtag Cinema, 10 Hitt Street, Columbia, MO 65201  
**Event Dates:** March 5, 2026 - March 8, 2026

### **Application Questions**

*Please provide clear and detailed responses to the following:*

#### **1. Use of Funds**

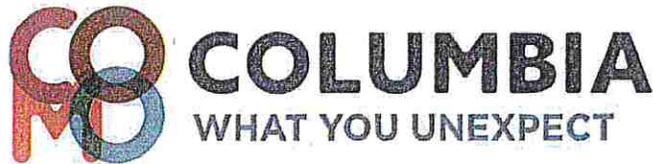
How will the requested Tourism Development Funds be used? Be specific about how the funding will support event operations, marketing, or enhancements.

Since its inception in 2004, the True/False Film Fest has transformed Columbia into an international destination for creative nonfiction storytelling, immersive art, and world-class hospitality. Over the past two decades, the Festival has evolved from a regional arts event into a globally recognized celebration of film, music, and visual culture, drawing thousands of visitors who fill Columbia's hotels, restaurants, and local businesses each year.

In 2026, True/False will celebrate its 23rd year with four days of programming featuring approximately 116 screenings of 33 feature-length and 21 short films, complemented by community-built art installations, live music showcases, filmmaker mentorship programs, and interactive community events. We anticipate welcoming an audience of 10,000 attendees and hosting over 150 filmmakers, artists, and musicians from around the world each discovering Columbia's vibrant downtown, local cuisine, and Midwestern charm.

What sets True/False apart in the international film festival landscape is the deep and organic connection between visiting artists and attendees. Encounters that begin in local coffee shops, restaurants, and galleries often continue in intentional, curated experiences such as post-film Q&As, Camp True/False dinners with filmmakers and students, Campfire Stories, and the fan-favorite Gimme Truth! These interactions not only enrich the festival experience but also generate authentic word-of-mouth promotion for Columbia's welcoming and creative community.

Funding from the CVB Signature Series Grant plays an instrumental role in sustaining and expanding this impact. True/False will strategically allocate funds across key eligible expense categories to maximize visitor reach and enhance festival accessibility:



- **Performer/Entertainment Fees:** Support for artist, filmmaker, and musician travel, lodging, and meals, ensuring diverse creative voices are represented.
- **Advertising & Promotions:** Targeted marketing and PR efforts outside Boone County—including digital, print, and broadcast campaigns to attract out-of-market visitors and increase overnight stays.
- **Printed Materials & Direct Mail:** Design, printing, and mailing of our collectible **program book**, which highlights festival schedules, sponsor ads, and Columbia attractions encouraging attendees to explore local dining, shopping, and lodging options.
- **Transportation & Shuttles:** Ground transportation for visiting artists and industry guests, ensuring smooth access to venues and increasing the festival's hospitality reputation.
- **Event Activities & Exhibits:** Support for large-scale art installations, interactive exhibits, and community engagement events that enhance the visitor experience and elevate Columbia's cultural identity.

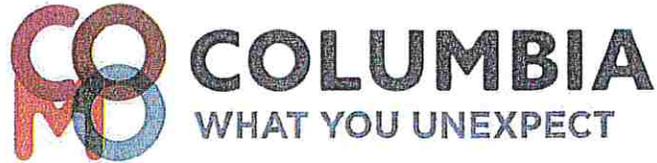
These strategic investments amplify the festival's role as a cultural tourism engine attracting visitors, generating local spending, and strengthening Columbia's brand as an arts-forward destination. Beyond its immediate economic impact, True/False continues to lead in inclusive, educational, and community-centered programming. Our Confluence artist development program nurtures new filmmaking voices, while our education initiatives connect students directly with filmmakers to foster media literacy and critical thinking. We are equally committed to accessibility, ensuring that all festival venues are wheelchair-accessible and offering sign-language interpretation and assistive listening devices at select screenings and events.

By approaching film as an art form and a tool for connection, True/False inspires audiences to engage deeply with contemporary issues and creative expression. The Festival's enduring success, growing from a grassroots event to one of Columbia's signature cultural experiences, is a testament to the power of strategic partnerships and sustained investment from organizations like the Columbia Convention & Visitors Bureau. Together, we make it possible for visitors from across the nation and world to discover what our community already knows: that Columbia, Missouri, is a place where creativity thrives, stories matter, and hospitality is an art form.

## 2. **Overnight Visitation**

Approximately how many **overnight hotel stays** does your event generate?

- o What data or method(s) do you use to calculate this figure (e.g., hotel partner reports, attendee surveys, booking data)?



According to our post-Fest survey results, 43% of attendees have a primary residence outside of Columbia, MO. Of those who traveled, 8% flew to the Columbia airport (COU), 6% to the Kansas City airport (MCI), 15% to the St Louis airport (STL), and 69% drove to Columbia. From those that stayed overnight, 27% stayed in a hotel, 37% percent stayed in a short-term rental, and 35% stayed with family or friends. Of those guests staying in Columbia for True/False, 91% percent of them stayed two or more nights. The 2025 signature hotel sponsors (The Broadway, Fairfield Marriot, Holiday Inn Express, and Drury Plaza Hotel Columbia East) were featured on the [travel page of our website](#), along with additional lodging options from the CVB's website, in the months leading up to the Fest. True/False alone booked over 945 hotel room nights for artists and special guests between The Broadway and Drury Plaza Hotel. The room night totals are for the four days of the Fest as well as the days that immediately surround the Fest (Wednesday and Monday). This number does not include any stays at the unsponsored hotels, including the Tiger Hotel which typically sells out the weekend of True/False.

### 3. **Event Attendance**

What was the total attendance at your most recent event?

- o How was this number determined (e.g., ticket sales, on-site counts, registration records, estimates)?

With the Fest's many offerings, plus its size and scale, calculating attendance is a multistep process. In counting the number of attendees at film screenings, we found that 40,913 seats were filled over the course of the four-day weekend. This number was determined using passes scanned, tickets purchased, and clicker counts at the door. There were 257 Super and Silver Circle passholders; 371 Center passholders; 758 Spring passholders; 1141 Classic passholders; and 117 Stay Up Late passholders. Additionally, we had 315 Artist and Guest passes, 500 volunteer passes, and 70 Core staff passes for a total of 3,529 passes. Tickets sold at the door to the general public, students, T/F vouchers, and individual tickets sold via the Box Office totaled 4,137. When we include the otherwise unaccounted attendees at free or unticketed events such as Buskers Last Stand, Toasted, and the free music showcases, we estimate our attendance to be around 10,500. Of the 601 survey respondents, 1% were first time attendees and 96% said they would "Probably" or "Definitely" attend T/F in the future.

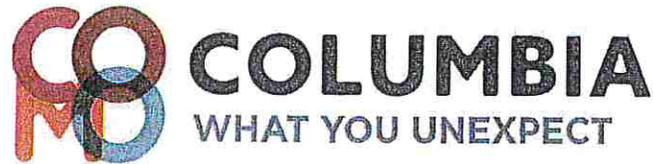
### 4. **Event History**

How many years has this event been held? **Answer:** 23 years

### (5) **Marketing Strategy**

Describe how your event is being promoted to attract visitors from outside the local area.

The True/False Film Fest has cultivated a distinct artistic and visual identity that sets it apart among national festivals and positions Columbia as a hub for creativity and culture. From



reimagined theater venues and large-scale art installations to our collectible posters, website, and promotional campaigns, every visual element is meticulously curated by our team of Artistic Directors, Marketing professionals, and Graphic Designers. This comprehensive design strategy not only elevates the festival brand, it enhances Columbia's reputation as a destination where creativity thrives.

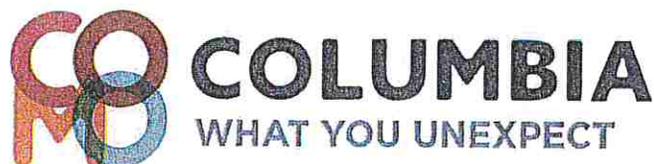
For 2026, all promotional materials and festival programming including the TV commercial, print ads, poster series, and website will be unified under the visual theme "You are here." This theme is both a recognition and an invitation. It's a grounding point—a statement of presence, urgency, and place. A way to frame the kinds of films, performances, installations, and ideas that feel *vital* right now and that resonate across media platforms and attract diverse audiences to Columbia.

Our marketing and design teams develop visually striking and strategically targeted materials that reach both returning fans and new audiences, driving visitation to the Fest and to Columbia. We are also proud to partner with the Columbia Convention & Visitors Bureau's PR agency, Turner, to expand the reach and depth of press coverage for True/False on a regional and national scale.

The 2026 advertising campaign will roll out across multiple platforms to maximize visibility and visitor conversion:

- September 1: Pass Sales opened and advertising begins
- October 1: Introduction of curation team via e-newsletter and social media
- November 1: Continued Digital Advertising and begins ads trades with local media companies, including radio and TV.
- December 1: Launch of True/False commercial on digital platforms and local media

Our anticipated media buy (cash and trade) for the 2026 Fest is approximately \$150,000, reflecting a strategic investment in awareness-building and destination promotion. The True/False Film Fest website ([truefalse.org](http://truefalse.org)) serves as both a storytelling hub and a destination marketing platform. It provides prospective and returning attendees with comprehensive information on festival films, events, music, ticketing, art installations, and educational and community programming. Equally important, the site intentionally highlights Columbia's travel, lodging, dining, and local business offerings—complete with direct links encouraging attendees to explore and invest in the local economy during their visit.



**Our digital reach is extensive and highly engaged:**

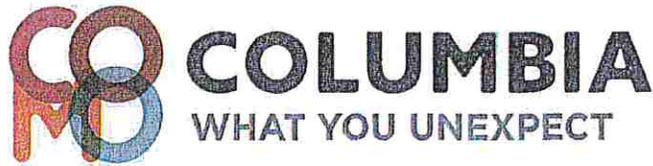
- Facebook: Ragtag (15,700 Followers) - True/False (15,000 Followers)
- Instagram: Ragtag Film Society (6,258 Followers) - True/False (14,500 Followers)
- Twitter (X): Ragtag (6,026 Followers) - True/False (24,700 Followers)
- E-newsletter: 4,052 subscribers (Monthly then bi-weekly in Jan/Feb)

This multi-platform strategy ensures consistent audience engagement throughout the year, building momentum leading up to the Fest and sustaining Columbia's visibility as a destination for arts, film, and cultural tourism.

*Please note: Ad placements for the 2026 Fest are currently being finalized. Publications and platforms are based on the 2025 marketing budget, existing contracts, and preliminary 2026 negotiations.*

---

Please complete and attach the **Marketing Grid** with specific media, timelines, and platforms.



## **(6) Sponsorship Development**

What strategies do you use to secure event sponsorships?

The True/False sponsorship program is guided by a deliberate, data-informed strategy led by Development Director Sarah Helen Johnson and Sponsorship Manager Sarah Rogers. Together, they implement a year-round engagement plan that cultivates and retains national, regional, and local sponsors, along with in-kind partners whose contributions directly enhance both the festival experience and Columbia's cultural economy. This strategic approach positions sponsorship not merely as financial support, but as a cornerstone of the festival's long-term sustainability and the city's broader economic development goals.

True/False has earned national and international recognition as a premier platform for groundbreaking nonfiction cinema, and a destination event that celebrates film, art, and music in equal measure. Over four days, the festival attracts thousands of visitors to mid-Missouri, generating significant tourism revenue through hotel occupancy, restaurant spending, and retail activity. Each year, the festival amplifies Columbia's reputation as a creative and welcoming destination, reinforcing the city's position on the national cultural map.

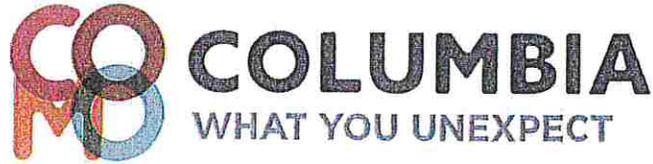
Our brand strategy is anchored in a distinctive visual identity and storytelling aesthetic. Collectible posters, program books, and immersive brand activations extend the reach of both True/False and its sponsors well beyond the festival weekend, becoming enduring artifacts of Columbia's creative culture that circulate globally. This intentional design ensures sponsors gain sustained visibility and association with artistic excellence, while reinforcing Columbia's image as a hub for creativity and innovation.

True/False's sponsorship model is relationship-driven and strategically aligned. Sponsors can select from established packages or collaborate on customized, mission-aligned partnerships that advance both organizational goals and festival impact. This includes targeted collaborations, such as our expanding partnership with Jonathan B. Murray Center for Documentary Journalism at the University of Missouri which creates meaningful intersections between education, storytelling, and community engagement.

For True/False 2026, we have set strategic sponsorship goals of:

- \$230,000 of cash sponsorships, and
- \$400,000 of in-kind contributions

As of October 27, we have secured \$145,00 in cash (63%) and \$245,000 in in-kind (61%) commitments. These early achievements reflect both the strength of our sponsor relationships and the continued confidence in True/False as a high-impact platform for brand visibility, community engagement, and regional economic return.



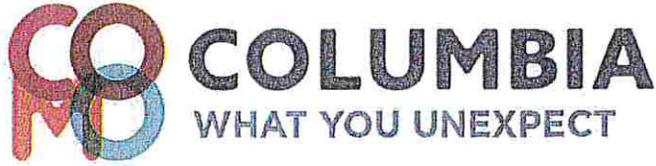
With leadership anchored in both Los Angeles and Columbia, the True/False sponsorship team bridges national industry networks with local partnerships, expanding opportunities across the film, entertainment, and creative sectors, areas that strongly align with Columbia's strategic identity as an arts-forward destination.

Through this integrated, strategic approach, True/False delivers sponsorship value that:

- Elevates Columbia's national profile as a hub for independent film and creative innovation;
- Drives measurable tourism impact, including overnight stays, local spending, and cultural visitation;
- Engages and activates local businesses, ensuring economic benefits ripple across the community; and
- Builds community pride and cultural identity, positioning Columbia as a model for how creativity fuels both economic vitality and civic engagement.

---

Please attach your **sponsorship plan or packet** outlining tiers, benefits, and outreach efforts.



SIGNATURE PAGE:

---

Legal Name of Organization: Ragtag Film Society

Primary Contact: Andrea Luque Karam

Email: [grants@truefalse.org](mailto:grants@truefalse.org)

Street Address: 10 Hitt Street

Columbia, MO Zip: 65201

Phone: (573) 441-8504

I, the undersigned, do hereby agree to submit all financial documentation regarding TDP expenditures. I further agree that all TDP funds will be used for only those approved items as outlined in this application.

A handwritten signature in black ink, appearing to be 'Carrie Barnett', written over a horizontal line.

Signature of President, Carrie Barnett

10/30/2025

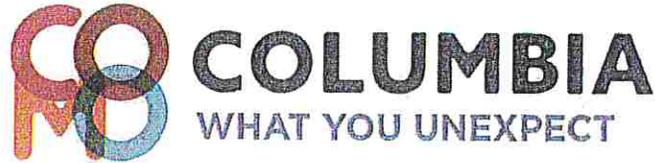
Date

A handwritten signature in black ink, appearing to be 'Andrea Luque Karam', written over a horizontal line.

Signature of Applicant/Primary Contact

10/30/2025

Date



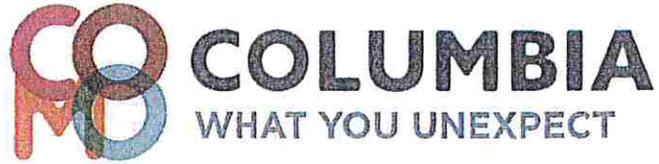
**FY2026 EVENT BUDGET  
TOURISM DEVELOPMENT SIGNATURE SERIES**

**INCOME**

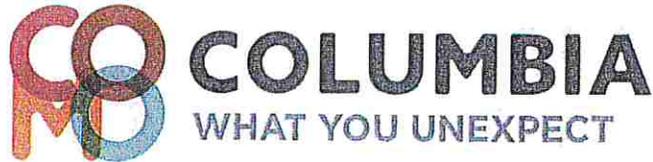
Event Name: **True/False**  
 Organization Name: **Ragtag Film Society**

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising, Donations (list in-kind below*)	\$230,000	\$400,000	\$630,000
2. Government Support** – City, County, Schools, etc. (this includes TDF Funding)			
A. CVB Signature Series (amount requested)	\$20,000	\$0.00	\$20,000
B. Missouri Arts Council	\$35,193	\$0.00	\$35,193
C. Office of Cultural Affairs	\$9,892	\$0.00	\$9,892
D. National Endowment for The Humanities	\$30,000	\$0.00	\$30,000
3. Program Fees			
A. Admission/Tickets	\$505,170	\$0.00	\$505,170
B. Sales of items	\$50,000	\$0.00	\$50,000
C. Other (describe)	\$45,000	\$0.00	\$45,000
4. Other (be specific)			
A.			
B.			
<b>TOTAL REVENUE</b>	<b>\$925,255</b>	<b>\$400,000</b>	<b>\$1,325,255</b>

*In-kind Good or Service Anticipated	Source of donation	Estimated value
Sponsorship team secures various in-kind support	Local, regional, national businesses	\$400,000
		\$
		\$
		\$
		\$



**Name of Government Program	Source of donation	Estimated value
CVB Signature Series	City of Columbia CVB	\$20,000
Off-Year Grant	Missouri Arts Council	\$35,193
Annual Arts Funding	Office of Cultural Affairs	\$9,892
Grants for Projects	National Endowment for The Arts	\$30,000

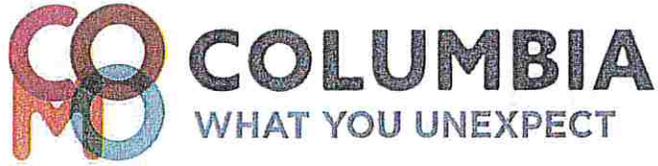


**TOURISM DEVELOPMENT SIGNATURE SERIES  
EXPENDITURES**

Event Name: **True/False**

Organization Name: **Ragtag Film Society**

<b>EXPENDITURES</b> (itemize items in excess of \$100.00)	<b>CASH</b> <b>Tourism</b> <b>Development Funds</b> (amount requested)	<b>CASH</b> <b>Other</b> (excluding TDF)	<b>*IN-KIND</b> should net to zero	<b>TOTAL</b>
<b>1. Personnel</b>				
A. Artistic		\$240,000		\$240,000
B. Technical		\$90,000		\$90,000
C. Administrative		\$205,000		\$205,000
D. Other		\$130,000		\$130,000
<b>2. Equipment Rental</b>				
A. Digital / Audio Equipment		\$8,000	\$5,000	\$13,000
B. Lighting, Pipe+Drape, Trucks		\$16,000		\$16,000
C. Other		\$6,000		\$6,000
<b>3. Supplies &amp; Materials</b>				
A. Venue and Program Supplies		\$8,625	\$10,000	\$18,625
B. General Operational Supplies		\$7,200		\$7,200
C. Venue Design Materials		\$3,000		\$3,000
D. Software		\$4,800		\$4,800
<b>4. Travel</b>				
A. Lodging		\$70,000	\$35,000	\$105,000
B. Shuttle and Other Travel	\$10,000	\$5,000		\$5,000
C. Filmmakers, Musicians, and Industry Guests		\$55,400		\$55,400
<b>5. Promotion and Publicity</b>				
A. Advertising/Marketing				
- Local (in Boone County)	\$2,000		\$130,000	\$130,000
- Outside Boone County			\$6,000	\$6,000
B. Printing	\$8,000	\$14,335		\$14,335
C. Postage		\$6,525		\$6,525
D.				
<b>6. Other (be specific)</b>				
A. Hospitality (Food, Beverage, and Events)			\$200,000	\$200,000
B. Rent, Utilities, Insurance, Etc.			\$14,000	\$14,000
C. Film Rental and Filmmaker Honorarium		\$24,700		\$24,700
D. Merchandise Costs		\$29,850		\$29,850



TOTAL EXPENDITURES	\$20,000	\$924,435	\$400,000	\$1,324,435
TOTAL REVENUES (from page 6)	\$20,000	\$925,255	\$400,000	\$1,325,255

\*In-kind should net to zero

<b>Event Name: True/False Film Fest</b>			
<b>Event Organization: Ragtag Film Society</b>			
<b>MARKETING TACTICS / OUTLET OR VENDOR</b>	<b># of ads</b>	<b>Total Reach/Circulation</b>	<b>Geography</b>
<b>PRINT</b>			
Missourian	2/wk & 1/mo	66,384	Local
Vox Magazine	4	8000	Local
<b>DIGITAL - SOCIAL, DISPLAY, SEM, ETC</b>			
Facebook	4	80k impressions – 20K engagement (ads) 30,700 Followers (RFS/TF - around 25K reach)	Regional
Instagram	4	20,758 (RGS/TF)	National
Twitter (X)	0	No Paid Ads - 30,726 Followers (RFS/TF)	National
Missourian website	1 supercube for 2 mos, 1 sliding billboard for 1 month		Local
Vox Website		78,500	Local
KMOS website	19	218,000	Local
KOMU website			Local
Website	na	675,795	National
Chicago Reader	1 newsletter / web ads	25k	Regional
Feast Magazine		400,000	Regional
Newsletters	14	7,647	National
<b>BROADCAST - RADIO + TELEVISION</b>			
BXR	388	170,000	Local
KFRU	118	68,000	Local
Columbia: KBIA	1092		Local
KOPN	112	1000 donors and potentially 200,000 listeners	Local
KCUR - Kansas City Public Radio	16	170,000	State
KOMU	244	1,276,000	Regional
KMOS	14	490,000	State
KWMU - St. Louis Public Radio	12	170,000	State
WBEZ	12	170,000	Regional
<b>OTHER MARKETING - PLEASE SPECIFY</b>			
Arthouse Cinema Screens: Film Streams	2 months	6633 impressions	Regional
Arthouse Cinema Screens: Liberty Hall	2 months	4,200	Regional
Arthouse Cinema Screens: FilmScene	2 months	5833 impressions	Regional
Arthouse Cinema Screens: Stray Cat	2 months	4,700	State
Arthouse Cinema Screens: The Moxie	3 months	5500 impressions	State
	<b>TOTAL RESEACH</b>	<b>2,701,226</b>	