

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, Consultant 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. Consultant 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  
5 S. Ninth Street  
Columbia, MO 65201  
Attn: Carly Love

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.

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 in triplicate the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

By: \_\_\_\_\_  
John Glascock, City Manager



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

ATTEST:

\_\_\_\_\_  
Sheela Amin, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
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.

\_\_\_\_\_  
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: Barbie Banks

Printed Name: Barbie Banks

Title: Executive Director

IRS-EIN: 043770411

Date: 2/2/2021

ATTEST:

\_\_\_\_\_

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## FY2021 Tourism Development Application

### *Signature Series Events*

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EVENT NAME: True/False Film Fest 2021 - "The Nature of Uncertainty"

EVENT ORGANIZER: Ragtag Film Society

EVENT DATES: May 5-9, 2021

**Please provide detailed answers to the following questions:**

**Describe in detail how Tourism Development funds be used.**

In 2021, the 18th annual True/False Film Fest will be a microcosm of its own artistic theme: The Nature of Uncertainty. Acknowledging and responding to a collective pandemic consciousness, the 2021 theme is a reminder that tumultuous times invite creative reimaginings. In that spirit, True/False 2021 will be an outdoor, communal celebration of resilience and the arts. Running from May 5th to 9th (two months later than the Fest's usual dates), True/False will inhabit the 116-acre Stephens Lake Park for an in-person experience that maintains awareness of current circumstances, meets a need for shared joy, and delivers the world-class cutting edge nonfiction film that is the hallmark of the festival.

Over its five evenings, True/False will present a carefully selected group of brand-new films on four screens across the park and an additional off site drive-in screen. During daylight hours, audiences will be invited to take in performances from an equally curated roster of musicians, site-sympathetic visual art across the park, and other essential festival events like Gimme Truth! and Campfire Stories. Outside of the screening venues, the park will be an open space, allowing everyone to access the festival atmosphere with both free and ticketed offerings. There will also be exclusive, private screenings at Ragtag Cinema throughout the five days.

While the heart of the Fest will take place in-person, a virtual component known as The Teleported Fest will also be available on a limited basis. This option offers a complete at-home immersive experience, from elaborate daily package deliveries to interactive happenings and, of course, a hyper-curated group of brand-new films. Like nothing else to date, The Teleported Fest gets as close to the handmade ethos and communal conviviality of T/F as is possible from afar.

In past years, Tourism Development funds were used to support travel and lodging, bringing high-quality filmmakers to Columbia to participate in the Fest's interactive programs and Q&As. This year, True/False has decided it cannot, in good conscience, require filmmakers to be present with so many unknowns in the current pandemic. If awarded a Signature Series grant, T/F will put the Tourism Development funds toward site fees anticipated for securing Stephens Lake Park and the TBD drive-in location, shuttles to get guests to and from the park, marketing beyond mid-Missouri, and other expenses associated with Little Downtown (more information below in Economic Impact section).

Due to the circumstances surrounding COVID-19, Ragtag Film Society has been in constant contact with the Columbia and Boone County Health Dept. (PHHS) to organize and implement safe events while adhering to health guidelines and City ordinances. This working relationship has been quite successful in planning and providing innovative and immersive outdoor events over the last six months. True/False leadership continues to include PHHS in the planning process and is confident in its ability to put on an inclusive, safe, and interactive event this May.

## How many overnight stays did your event generate last year and how did you track and determine this?

For the 2020 True/False Film Fest, we logged 1,801 room nights from five hotels (see details below) and believe we can conservatively estimate an additional 115 overnight stays in hotels elsewhere in the city related to True/False, bringing our total to a little under 2,000 overnight stays. We calculate this number by acquiring information from the individual hotels through the annual CVB survey and checking that information against our own records. Then, based on our guest numbers, we calculate an approximate amount of guests who we estimate were in town but staying somewhere other than the five hotels we polled.

2020 Fest room night stays per sponsoring hotel:

The Broadway:	580 room nights
Drury Plaza Hotel	601 room nights
Courtyard by Marriott:	360 room nights
Tiger Hotel:	260 room nights

Similar to the 2019 Fest, we calculate that more than one-quarter of 2020 Fest's 14,000+ attendees came from outside of Columbia, with approximately 4,000 out-of-town tourists having used lodging for the four days of the Fest at our 4 sponsoring hotels. To encourage and facilitate hotel lodging in Columbia, we featured our sponsoring hotels—The Broadway Doubletree Hotel by Hilton, The Tiger Hotel, Courtyard by Marriott, and Drury Plaza Hotel—on our website's travel and lodging page, including rates, addresses, phone numbers, and links to all hotels offering a festival discount. In addition to the webpage providing tourists with an informal "one stop shop" for Columbia lodging options, it also facilitates reservations. Lodging options and discounts were also publicized on our Facebook page and via email to all 6,634 passholders.

While we anticipate much different numbers for 2021, the Fest is excited to once again bring people together in Columbia and remains committed to promoting and encouraging out-of-town guests and attendees to make the trek. Assuming current health guidelines are still in place early next year, one approach being considered is focusing efforts on promoting a "road trip" style of travel to attendees, noting that many coastal or international guests may be unable or discouraged to travel.

## What was the attendance of your event last year and what method did you use to determine this?

The number of tickets used (seats taken) at the 2020 True/False Film Fest was ~46,600, **representing approximately 12,696 unique individuals.**

To determine the total number of tickets used (or seats taken), we track both clicker counts at the door and ticket stubs collected, which are then verified with our box office. We have confidence in the accuracy of this method, as we use it to help determine—in real time—how many film-goers to allow in from the Q-line to attend a screening last minute.

To calculate the festival attendance for unique individuals, we add the number of passholders to the ticketed (non-passholder) individuals. In 2020, T/F had 5,752 passholders plus 882 volunteers **totaling 6,634 passholders.**

It is safe to add that number to the 4,670 regular tickets sold at the door or box office, the 477 student tickets sold at the door, the 115 vouchers used (Gateway package tickets are included in box office tickets) for **a total of 5,262 ticketed individuals** who were not counted among the passholders. **Together this equals 11,896 unique individuals.** While we believe this method is accurate, we also think it's safe to assume there were **at least an additional 800 people** who attended many of the free public community events sponsored by the festival such as the Ctrl+Alt+Shift (virtual reality) gallery, music showcases, Field Sessions (live conversations between filmmakers), Camp True/False, and DIY Day. We are confident with our estimate of 12,696 individuals attending the Fest, one-quarter of whom we conclude were from outside of Missouri.

## 749050912. How many years has your event been held?

Last year's 2020 True/False Film Fest was the 17th annual festival, making the upcoming proposed Fest in May number 18.

**749050913. What is the economic impact of your event?**

In previous years, it has been reported that True/False brought in nearly \$2.2 million to the local economy in the categories of lodging, meals & food, transportation, shopping, entertainment, tickets, and other. While the 2021 Fest will look much different, the leadership, operations, and sponsorship team continue to work with local businesses to plan a mutually beneficial event for everyone.

Below are a few plans to both entertain guests and promote business in Columbia:

- Rites of Spring - To commemorate what would be festival weekend in typical times, T/F will hold an outdoor event in The District. Partnering with local businesses, this event will bring community members together in the once and future home of True/False to experience our traditional "March March" and a possible community drive-in screening, while supporting downtown dining, retail, and other local businesses.
- True/Love - Now in its third year, True/Love is a one day shopping event in downtown CoMo where 10% of all purchases or services made will be put toward True/False. This year there also will be a virtual component in conjunction with The District. True/Love will take place Saturday, March 6 - all day in-stores and online from 10am-1pm.
- Downtown Day - The Friday of the Fest, True/False will host a celebration of (and in) downtown encouraging guests to visit Columbia's vibrant shopping district. On Friday evening, an organized and well-spaced "May March" will parade from downtown to the park, bridging the two ecosystems of past, present, and future festivals, attended by locals, visitors, and artists.
- Little Downtown - In the socially distanced setting of Stephens Lake Park, T/F plans to create a "Little Downtown" village complete with complimentary 10' x 10' space for participating businesses from The District on Saturday, May 8 and Sunday, May 9. This pop-up dining and shopping area inside the park brings Columbia's retailers and service providers to the energy of the Fest, making it easier for Fest guests to enjoy both.

**749050914. Marketing Plan: Please use the attached marketing grid to complete this question.**

As seen in the attached MarketingGrid, True/False utilized a wide range of publishers and media platforms to promote the event and Columbia. The eye-catching ads developed by the T/F design team correlate with the annual theme and use clear, consistent messaging to invite a broad cross section of individuals to attend. With the adjustments to the 2021 Fest, the marketing efforts will promote both the new dates and the expanded options for attending. Because of the reduced attendance capacity and the tightened FY21 budget, this year's marketing efforts use a more intentional approach to advertising, reaching past attendees and a highly targeted audience.

\*Please note that ad placements for the 2021 Fest are still being negotiated. Publications and platforms listed in the grid are based off of the 2020 marketing budget and contracts. If T/F is awarded additional marketing dollars, it can better allocate marketing efforts beyond local publications.

**749050915. Sponsorship Plan: Describe your plan to attract event sponsors and attach information on Sponsorship levels.**

The True/False Sponsorship Team, led by Holly Smith-Berry, works diligently to secure national and local cash sponsors as well as a robust list of in-kind sponsors contributing to the event. Sponsors development is in a constant state of motion all 12 months of the year. True/False's local, national, and international reputation as a leader and champion for cutting-edge nonfiction cinema—and utopian-esque celebration of film, art, and music—coupled with the expertly crafted marketing aesthetic (one that results in our posters and program books gracing the walls and bookshelves of attendees across the globe), assures sponsors that their support of the Fest will be cared for and highlighted with the same intentionality. Sponsors choose from ready-made packages or, as in the case of large sponsorships, customized branding for the Fest. The Fest's Programming and Sponsorship teams pair sponsors with enduring, impactful festival programming that aligns with their organizational interests—example includes Restoration Eye Care's nine-year sponsorship of our True Vision Award.



For T/F 2020, we have set a goal of \$289,500, plus an additional \$450,000 of in-kind sponsorship. Keeping in mind the adjusted timeline for 2021, contracted cash sponsorships sit around \$137,000 (47% of our goal) and in-kind sponsorships are currently in the works. The team will continue to nourish past relationships as well as research and develop new ones to meet the needs of this year's reimagined event.

As the team builds support for the 2021 Fest, sponsorship opportunities are broadening locally, regionally, and nationally as well.

**Sponsors who have committed (or are close to committing) this year include:**

- The Jonathan B. Murray Center for Documentary Journalism
- Restoration Eye Care
- Delta Systems
- Logboat Brewing Company
- Schlafly Brewing
- Les Bourgeois Vineyards
- Simmons Bank
- MU Healthcare
- Veteran's United
- Evans & Dixon Law Firm

**Our expanding base of regional and national sponsors include:**

- Showtime Documentary Films

**True/False's various in-kind partnerships include:**

- local and regional media (KBXR, KFRU, KBIA, KOMU, COMO Magazine, and Columbia Missourian)
- local restaurants (Addison's, Broadway Brewery, etc.)
- local hotels (The Broadway and Drury Plaza Hotel)

749050916. Event Budget: Please use the two budget pages below to provide details of your Income and Expenses. (You may add lines or change the cell titles to better match your event.)

**TOTAL BUDGET FY2021**  
**TOURISM DEVELOPMENT FUND - Signature Series Event**

**EVENT BUDGET - I N C O M E**

Event Name: **True/False Film Fest**

Organization Name: Ragtag Film Society

	1	2	3
<b>INCOME:</b>	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations (document in-kind*)	341,700	\$	\$341,700
2. Government Support** (city, county, schools, etc.)	20,000		20,000
A. CVB Tourism Development			
B. Federal	40,000		40,000
C. State	20,000		20,000
3. Program Fees: Admissions/Tickets	363,486		363,486
Sales of items	42,000		42,000
Other : Entry Fees	26,500		26,500
4. Other Misc. (be specific): Other grants	4,000		4,000
5.			
6.			
<b>TOTAL REVENUE</b>	<b>\$857,686</b>	<b>\$</b>	<b>\$857,686</b>

*In-kind good or service anticipated	Source of donation	Estimated value
food, bev., marketing, supplies, etc.	local, regional, and national orgs	\$450,000
		\$
		\$
		\$

**Name of program	Source of donation	Estimated value
Art Works Grant	National Endowment for the Arts	\$40,000
Established Institution Annual Grant	Missouri Arts Council	\$15,950
Annual Arts Funding	Columbia Office of Cultural Affairs	\$4,826

**EVENT BUDGET - EXPENSES**

Event Name: True/False Film Fest

Organization Name: Ragtag Film Society

<b>EXPENSES:</b> (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
<b>1. Personnel</b>				
Artistic		117,003		117,003
Technical		29,647		29,647
Administrative		112,084		112,084
Other		64,926		64,926
<b>2. Equipment Rental</b>				
Digital projection equip.		40,000		40,000
Lighting, risers, pipe & drape, etc.		11,120		11,120
Trucks & other equip.		16,495		16,495
<b>3. Supplies &amp; Materials</b>				
General Operations		4,867		4,867
Venue & Program supplies	2,742	4,035		9,035
Venue Design Materials		3,150		3,150
<b>4. Travel</b>				
Staff Airfare (incl travel to other fests)		1,650		1,650
Musician, Artist, & Guest Airfare		14,250		14,250
Lodging		19,177		19,177
Ground transportation and other travel		4,720		4,720
<b>5. Promotion and Publicity</b>				
Advertising/Marketing				
Local (in Boone County)		10,000		10,000
Outside Boone County	2,258			2,258
Printing		21,380		21,380
Postage		6,050		6,050
<b>6. Other (be specific)</b>				
Site Fees	12,000			12,000
Film expenses & honoraria		15,250		15,250
Hospitality - Food/Bev/Events		17,475		17,475
Merchandise costs		35,175		35,175
Rent, utilities, other		286,973		286,973
Attendee Shuttles	3,000			3,000

<b>TOTAL EXPENDITURES</b>	20,000	837,686		857,686
<b>TOTAL REVENUES (from page 5 )</b>				
	20,000	837,686		857,686

**\*In-kind should net to zero**

**SIGNATURE PAGE:**

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Organization Name: Ragtag Film Society

Primary Contact: Carly Love, Director of Operations

Email: carly@truefalse.org

Street Address: 5 S. Ninth St. Columbia, MO 65201

Phone: 817-225-5071

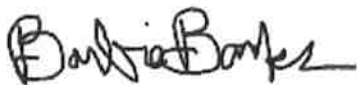
Grant Contact: Patricia Weisenfelder, Development & Communications Manager

Email: patricia@truefalse.org

Street Address: 5 S. Ninth St. Columbia, MO 65201

Phone: 573-999-9330

**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.**



\_\_\_\_\_  
Signature of President or Chair of Organization

Date 1/13/2021



\_\_\_\_\_  
Signature of Applicant/Primary Contact

Date 1/13/2021

Event Name: True/False Film Fest

Event Organization: Ragtag Film Society

Marketing Tactics - Outlet or Vendor	# of ads	Total Reach/Circulation	Geography
<b>Print</b>			
Missourian	12	66,384	Local
COMO Magazine	12	69,000	Local
Feast Magazine	2	262,500	State
Missouri Life Magazine	2	55,000/month (web) over 1 million with print ad	State
Chicago Reader	2 (one print and	1.5M	Regional
NewCity.com	2 (web banner and newsletter)		Regional
Vox Magazine	4	8000	Local
<b>Digital - Social, Display, SEM, etc.</b>			
Facebook	12	40,000	Regional
Instagram	8	25,000	Regional
Twitter	4	25,000	Regional
Missourian	1	5,532	Local
KMOS website	19 ?		
website	na	675,795	National
newsletters	14	7,647	National
<b>Broadcast - Radio &amp; Television</b>			
BXR & KFRU			Local
Columbia: KBIA	338	30,000/week	Local
KOPN	225	1000 donors and potentially 200,000 listeners	Local
Kansas City Public Radio	20	170,000	State
KOMU	244	1,276,000	State
The CW Network	294	585,000	
KMOS	14 ?		State
<b>Other Marketing - Please specify</b>			
True/Love	150 postcards	?	Local
	<b>Total Reach</b>	1,939,858	

## True/False Budget

FY20 Q4- Actuals  
10/1/19-09/30/20

### Ordinary Income/Expense

#### Income

ADMISSIONS	705412
ENTRY FEES	36287
MERCHANDISE	68610
SPONSORSHIP	397628
DONATIONS	111702
GRANTS	70000
OTHER INCOME	1557

Total Income 1391196

#### Expense

MARKETING & ADVERTISING	11353
PAYROLL/STAFF LABOR	767912
CREDIT CARD PROCESSING	25905
EQUIPMENT	140917
FILM EXPENSES	31225
FOOD, BEVERAGE & HOSPITALITY	11522
MERCHANDISE COSTS	49212
POSTAGE & SHIPPING	4874
PRINTING	27067
PROFESSIONAL FEES	240
RENTAL AND SPACE USE	94459
SUPPLIES	35188
TELEPHONE AND INTERNET	266
TRAVEL & LODGING	203560
TRUE LIFE ALLOCATION	35000
UTILITIES	4639

Total Expense 1443337

Net Ordinary Income -52141



# TRUE/FALSE FILM FEST PARTNERSHIP OPPORTUNITIES

## FAN PACKAGE \$500

Base includes **LISTING** with hyperlink on True/False website (truefalse.org) and license to use the phrase: "Proud Sponsor of True/False" in social media, on-site signage, and advertising.

***BONUS:** 2 complimentary tickets to The Jubilee and opening night film if booked by February 1, 2020.*

### CONTACT

**Stacey Thompson**  
Sponsorship Coordinator  
573-289-6409  
stacey@truefalse.org

## HERO PACKAGE \$750

Base includes **LOGO** with hyperlink on True/False website (truefalse.org) and license to use the phrase: "Proud Sponsor of True/False" in social media, on-site signage, and advertising.

***BONUS:** 2 complimentary tickets to The Jubilee and opening night film if booked by February 1, 2020.*

## ADD-ON OPTIONS

### \$250

— PER OPTION —

- Listing in Program Guide
- Window Cling
- 4 Combo Tickets (Combo Ticket = 1 Film & 1 Party)
- 2 Simple Passes & 2 Sponsor Lanyards
- 1 Lux Pass & 1 Sponsor Lanyard
- 20 Tickets to 1 Film

### \$500

— PER OPTION —

- Logo in Program Guide
- 1/4 Page Ad in Program Guide
- Sponsor Spotlight in 1 Monthly E-Newsletter
- Opportunity to advertise business in 330 Swag Bags for Super/Silver Circle Passholders
- 2 Lux Passes & 2 Sponsor Lanyards

### \$1,000

— PER OPTION —

- 1/2 Page Ad in Program Guide
- Social Media Shoutout on True/False Facebook
- 2 Lux Passes, 2 Simple Passes, 4 Sponsor Lanyards, 10 Tickets to 1 Film
- 2 Sponsor Passes & 2 Sponsor Lanyards



# TRUE/FALSE FILM FEST SPONSORSHIP GUIDE

Original, transformative and internationally acclaimed, True/False offers imaginative ways for your brand to connect with our passionate audience – filmmakers, patrons, students and volunteers.

Let's create something together from the ground up.

True/False Film Fest is a 501(c)3 not-for-profit organization.

## CONTACT

Holly Smith Berry  
Sponsorship Director  
573-999-4757  
holly@truefalse.org

BENEFITS	IMPRESSIONS	SUPER	SILVER	LUX
Base Price		\$25,000	\$15,000	\$10,000
On-screen bumpers before 135+ screenings	52,000	✓	■	
Hyperlinked logo in monthly e-newsletters	84,000	✓	■	
Stage mentions	3,508	✓	✓	
Commemorative Poster	20,000	✓	✓	
Ad in program	20,000	FULL	3/4	1/2
Logo on truefalse.org	675,795	✓	✓	
Swag Bag	325	✓	✓	✓
KOMU-TV Channel 8 (logo tag on 244 spots)	1,276,000	✓	✓	
The CW Network (logo tag on 294 spots)	588,000	✓		
KBXR 102.3 FM (tagged on 81 spots)	170,000	✓		
KFRU1400 AM (tagged on 60 spots)	68,000	✓		
■	98,400	✓	✓	✓
■	59,400	✓	✓	✓
■	21,900	✓	✓	✓
■	78,500	✓	✓	✓
Feast Magazine*	150,000	✓		
Facebook	12,410	✓		
Instagram	4,101			
Twitter	16,800			
Max Total Impressions	3,398,814			

## SOCIAL MEDIA STATS:





- Facebook: 13K
- Instagram: 5.5K
- Twitter: 17K
- Website Views: 675,795
- Website Users: 103,513

## CUSTOMIZE YOUR SPONSORSHIP WITH THESE OPTIONS\*

- Education Program
- True/Love Shopping Event
- Music Program
- Art Installations
- Transmedia
- Venue Sponsorship
- Volunteer "Nest"
- Field Sessions
- Film Sponsorship
- The Q
- Jubilee
- Refr@ction Party
- Reality Bites
- Filmmaker Breakfast
- Campfire Stories
- Filmmaker Happy Hour
- Toasted
- Campfire Stories
- Little Black Book
- Little Red Book
- Phone Charging Stations
- True/False Child Care
- Safe Ride
- Welcome Baskets

\*OTHER OPTIONS AND PRICE LEVELS AVAILABLE

## LOCAL MEDIA

-  Logo on print ads in The Missourian & Columbia Daily Tribune  
(shared value: \$20,000)
-  Logo on print ads in COMO Living, Jeff City Magazine, & Columbia Business Times  
(shared value: \$20,000)
-  Logo inclusion in television spots on KOMU TV  
(shared value: \$25,000)
-  Tagged in :30 second spots on KFRU 1400 AM, KBXR 102.3 FM  
(shared value: \$30,000)