

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) 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. 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  
10 Hitt Street  
Columbia, MO 65201  
Attn: Chloe Traynor

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'Carlon 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.

\_\_\_\_\_  
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: \_\_\_\_\_

Printed Name: \_\_\_\_\_  
Chloe Trayner

Title: \_\_\_\_\_  
Artistic Director

IRS-EIN: \_\_\_\_\_  
04-3770411

Date: \_\_\_\_\_  
12-03-2024

ATTEST:

\_\_\_\_\_



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**FY 2025 Tourism Development Application  
Signature Series Events**

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EVENT NAME: True/False Film Fest

EVENT ORGANIZER: Ragtag Film Society

EVENT DATES: February 27, 2025 - March 2, 2025      Amount Requesting: \$20,000

Please provide detailed answers to the following questions:

**1. Describe in detail how CVB Tourism Development funds will be used.**

Since its inception in 2004, the True/False Film Fest has captivated and engaged communities in immersive arts experiences. Over the past 20 years, the Festival has expanded its artistic focus to include art installations, live music performances, filmmaker mentorships, and a robust education program. The international reputation of the Festival as a place for people to connect, debate and share diverse viewpoints has grown with many filmmakers, critics, journalists and other visitors who return year after year for the unparalleled hospitality and creative spirit of our city. The 2025 festival will span four days, feature approximately 96 screenings of 32 full-length and 25 short films, and bring out an audience of approximately 10,000 individuals. We will host over 150 filmmakers, artists, and musicians from across the globe.

One special element that contributes to the Festival's lore is the accessibility and interaction between filmmakers and attendees—engagement that is unique in the film festival world. Both organic run-ins at coffee shops and restaurants, and True/False programs intentionally designed to provide attendees with a heightened experience with film—post-film Q&As, dinner with filmmakers for students and teachers that participate in Camp True/False, Campfire Stories and Gimme Truth, among others—are made possible by the funding provided by the CVB Signature Series grant. True/False will divide the Signature Series funds it receives between ground transportation for artists, promotional and marketing outside of Boone County, and the printed program books which includes ads and information on local attractions. As a direct result from these funds, not only is True/False able to bring exquisite films and high caliber filmmakers, musicians and artists to Columbia, it also invites new and returning passholders and guests for an unforgettable experience while enjoying the local establishments.

To extend our reach as far as possible, T/F crafts events and outreach that cast a wide net and reflect the ever-evolving art form that we champion: creative nonfiction film. We do this by engaging new filmmakers with our biennial artist development program,

Confluence, and special events such as the game show Gimme Truth! We partner with local business owners to support our service industry and our entrepreneurship community, and offer state-of-the-art educational opportunities that feature direct interactions between students and filmmakers. Additionally, in an effort to increase ADA accessibility of our programming to a wider range of individuals, True/False continues to improve the Festival by having wheelchair accommodations at all venues, sign-language interpretation at select screenings and events, and assistive listening devices available at several film venues.

By approaching film as an art form and promoting media literacy, education, and new ideas, Festival guests and attendees alike are inspired to expand their understanding of art, explore their assumptions on crucial contemporary issues, and critically analyze media messages. Going into its 22nd year, the Fest's reputation has grown from a DIY film festival to a hallmark cultural event, a direct result of the generous funding from organizations like the CVB, and continued support from our community, whose hearts and hands have had an important role in cultivating the Fest's signature spirit of hospitality.

## **2. How many overnight stays does your event generate and how do you determine this?**

According to our post-Fest survey results, 29% of attendees have a primary residence outside of mid-Missouri. Of those who traveled and stayed overnight, 15% stayed in a hotel, 15% percent stayed in a short-term rental, and 67.5% stayed with family or friends. Of those guests staying in Columbia for True/False, 91% percent of them stayed two or more nights. The 2024 signature hotel sponsors (The Broadway 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. What was the attendance of last year's event and what method did you use to determine this?**

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 27,200 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 250 Super and Silver Circle passholders; 373 Center passholders; 611 Spring passholders; 1105 Classic passholders; and 122 Stay Up Late passholders. Additionally, we had 310 Artist and Guest passes, 525 volunteer passes, and 67 Core staff passes for a total of 3,363 passes. Tickets sold at the door to the general public, students, T/F vouchers, and individual tickets sold via the Box Office totaled 5,045. 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 10,000. Of the 131 survey respondents, 1% were first time attendees and 94% said they would “Probably” or “Definitely” attend T/F in the future.

**4. How many years has your event been held?**

2025 will be the 22nd annual event.

**5. How are you marketing your event? Complete & attach the Marketing Grid.**

The unique artistic aesthetic True/False Film Fest has become known for—from reimaged theater venues and larger than life art installations at the Fest to the poster, outreach and marketing materials—is meticulously curated by a team of artistic directors, a marketing team, and graphic designers. For 2025, these promotional materials and programming—including the TV commercial, print ads, poster, and website – will be inspired by the visual theme ALL THE TIME.

Our marketing and design teams create visually appealing marketing materials that draw attendees, both new and returning, to the Fest and our hometown. We are excited to partner with the CVB’s PR company, Turner, to help increase our reach and breadth of festival press coverage. Festival advertisement timeline begins on October 1 (online ads) and continues through early March: November 1 (print advertising), December 1 (radio advertising & TV advertising). Our anticipated media buy (cash and trade) for the 2025 Fest is approximately \$143,000.

The True/False Film Fest website, truefalse.org, provides prospective and returning attendees and guests with detailed information about Fest films, events, music, ticketing, passes, art installations, educational programming, community programming, and more. Never missing an opportunity to intentionally and simultaneously promote our hometown, our website features Columbia travel, lodging, and dining options, including direct web links, increasing the likelihood that attendees engage with and utilize community businesses and organizations during the Fest. Our social media presence provides significant reach with 15,700 followers on our Facebook page, with similar numbers for both our Instagram and Twitter accounts, which currently have 14,000 (T/F Film Fest, True/False Art, and True/False Music accounts combined) and 24,700 followers, respectively. Lastly, Festival updates and event details are provided in our e-newsletter, via Constant Contact, to our 4,052 subscribers on a monthly basis, increasing in frequency to bi-weekly in January and February.

\*Please note that ad placements for the 2025 Fest are still being negotiated. Publications and platforms listed in the grid are based off of the 2024 marketing budget and contracts as well as 2024 information we have so far.



## **6. What method do you use to attract sponsors? Attach your sponsorship plan.**

True/False Sponsorship goals are driven by Sponsorship Director, Kyle Smith, and Sarah Rogers the True/False Sponsorship Manager. The team works diligently year-round to secure national, local, and in-kind sponsors. 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 approaches sponsorship with an organic lens and pairs sponsors with impactful programming that aligns with their organizational interests, including our growing partnership with the Jonathan B. Murray for Documentary Journalism at the University of Missouri.

For T/F 2025, we have set a cash goal of \$ 412,350, plus an additional \$400,000 of in-kind sponsorship. As of October 15, we have confirmed \$131,500 in cash (**31%** of our goal) and \$80,000 in-kind (**20%** of our goal) sponsorships. The team will continue to nourish past relationships as well as develop new ones to meet the needs of this year's event. With our Sponsorship Director based in Los Angeles and Sponsorship Manager based in Columbia, the team has a broad reach to create sponsorship connections locally, regionally and nationally, with the film industry being a big area for growth in regards to sponsorship.

### **Sponsorships who have committed support for our 2025 Festival:**

The Jonathan B. Murray Center for Documentary Journalism  
Simmons Bank  
MU Health Care  
Paytient  
Modern Litho  
Bluestem Missouri Crafts

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

Media: KBXR, KFRU, KBIA, KOMU, KMOS, KOPN, and Columbia Missourian  
Local hotels: The Broadway and Drury Plaza Hotel  
Venues, food, and other: Addisons, The Blue Note, Cafe Berlin, Calvary Episcopal Church, Columbia Area Career Center Culinary Arts, Columbia Art League, Film Streams, Film Scene, First Presbyterian Church, Harpo's Bar & Grill, Rockin' Rents, Sager Reeves Gallery, and Son of a Gun.

SIGNATURE PAGE:

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Legal Name of Organization: Ragtag Film Society

Primary Contact: Chloe Trayner

(Person responsible for daily operation of this event. All correspondence and contact will be addressed to this person).

Email: chloe@truefalse.org

Street Address: 10 Hitt St

Columbia, MO Zip: 65201

Phone: 5734428783

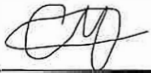
I, the undersigned, do hereby agree to submit all financial documentation regarding TDP expenditures. I further agree that all TDP funds will be used for only those approved items as outlined in this application.



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

11-04-2024

\_\_\_\_\_  
Date



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

11-04-2024

\_\_\_\_\_  
Date



**2025 EVENT BUDGET – INCOME**  
**TOURISM DEVELOPMENT FUND - Signature Series Event**

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*)	\$550,000	\$410,000	\$980,000
2. Government Support** (city, county, schools, etc.)	\$20,000		\$20,000
A. CVB Tourism Development			
B.City- OCA	\$ 6,540		\$6,540
C.State- MAC	\$ 47,344		\$47,344
D.Federal- NEA	\$ 30,000		\$30,000
3. Program Fees: Admissions/Tickets	\$ 505,170		\$505,170
Sales of items	\$50,000		\$50,000
Other; entry fees	\$45,000		\$45,000
4.Other Misc. (be specific)			
<b>TOTAL REVENUE</b>	\$1,254,054	\$410,000	\$1,684,054

*In-kind good or service anticipated	Source of donation	Estimated value
Sponsorship team secures various in-kind support	Local, regional, national businesses	\$410,000

<b>**Name of program</b>	<b>Source of donation</b>	<b>Estimated value</b>
Grants for Arts Projects 1	National Endowment for the Arts	\$30,000
Established Institution Annual Grant	Missouri Arts Council	\$47,344
Annual Arts Funding	Office of Cultural Affairs	\$6,540



**EVENT BUDGET - EXPENSES**  
**TOURISM DEVELOPMENT FUND - Signature Series Event**

Event Name: True/False Film Fest

Organization Name: Ragtag Film Society

<b>EXPENSES:</b> (itemize items in excess of \$100.00)	CASH Tourism Developme nt Funds	CASH Other	*IN-KIND should net to zero	TOTAL
<b>1. Personnel</b>				
Artistic		240000		240000
Technical		90000		90000
Administrative		205000		205000
Other		130000		130000
<b>2. Equipment Rental</b>				
Digital Projection + audio equip.		80000	5000	85000
lighting, pipe & drape, trucks,		16000		16000
and other.		6000		6000
<b>3. Supplies &amp; Materials</b>				
General operational supplies		7200		7200
venue and program supplies		8625	10000	18625
venue design materials		3000		3000
Software		4800		4800
<b>4. Travel</b>				
filmmakers, musicians & guests		55,400		55,400
Shuttles & other travel	\$10,000	5000		15000
lodging		70000	35000	105000
<b>5. Promotion and Publicity</b>				
Advertising/Marketing				
Local (in Boone County)			130,000	130000

Outside Boone County	\$2,000	5000	6000	13000
Printing	\$8,000	14335		22335
Postage		6525		6525
<b>6. Other (be specific)</b>				
film rental & filmmaker honorarium		24700		24700
hospitality - food, bev, events		13905	200000	213905
merchandise costs		29850		29850
rent, utilities, insurance, other		233950	24000	257950
<b>TOTAL EXPENDITURES</b>	\$20,000	\$1,249,290	410,000	\$1,679,290
<b>TOTAL REVENUES</b> (from page 5___)		\$1,254,054	\$410,000	\$1,684,054

\*In-kind should net to zero



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	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) 15.8K followers (around 25K reach)	Regional
Instagram	4	11.1K	National
Twitter	0	no paid ads - 24.7K followers	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 /	25k	Regional
Feast Magazine newsletters	14	400,000	Regional
		7,647	National
<b>Broadcast - Radio &amp; Television</b>			
BXR	388	170,000	Local
KFRU	118	68,000	Local
Columbia: KBIA	338	30,000/week	Local
KOPN	225	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
<b>Other Marketing - Please specify</b>			
True/Love	150 postcards	150	Local
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: Moxie	2 months		State
	<b>Total Reach</b>	<b>2,526,676</b>	



# TRUE/FALSE

## FILM FEST

SPONSORSHIP OPPORTUNITIES

FEB 27-MAR 2, 2025  
COLUMBIA, MO

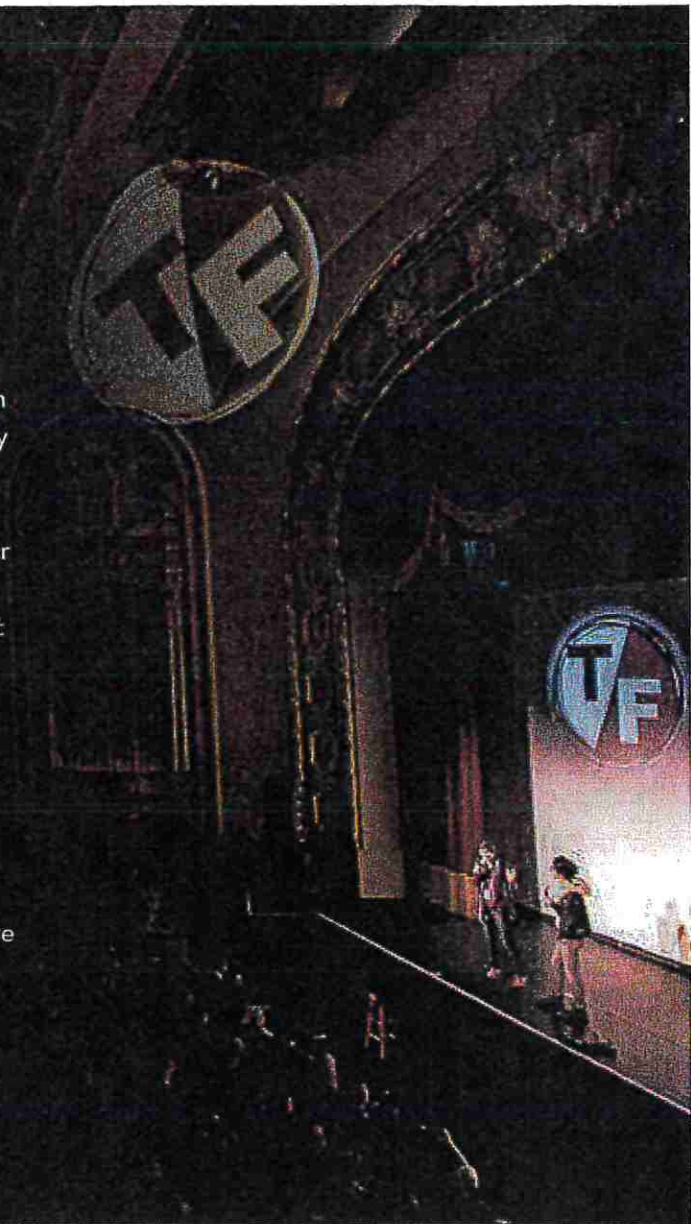


# ABOUT

Over the span of 22 years, True/False Film Fest (T/F) has become a mandatory stop on the film festival circuit; **a place to discover new voices and fresh expressions of an evolving genre.** Endorsements from across the industry explain why. Innovative programming that blurs the lines between fact and fiction. Public art installations with a focus on community engagement. Live musical performances open each screening as well as multiple music showcases throughout the weekend. An improbable Midwestern college town locus. The walkability factor (no more than 15 minutes between venues). An insistence that guest directors accompany their films and engage with every rapt audience after the lights come up.

Over the course of four days and 100+ screenings and events, T/F typically fills about 30,000 seats; making it one of the most attended documentary film festivals in America. Cultivated from scratch and scrappiness, T/F is recognized as the most authentic debut experience—connecting emerging and established filmmakers with audiences of ordinary people who are extraordinarily curious.

*Regtag Film Society is a 501(c)(3) nonprofit organization. Donations are tax deductible to the fullest extent of the law. Benefits packages are customizable to meet sponsor's needs.*





# 2024 NUMBERS

SCREENS: **6**

FEATURE FILMS: **33**

SHORT FILMS: **26**

WORLD PREMIERES: **6**

BUTTS IN SEATS: **27,200**

FILMMAKERS PRESENT: **53**

FILMMAKERS' COUNTRIES OF ORIGIN: **24**

MUSIC SHOWCASES: **11**

MUSICAL ACTS: **43**

ART INSTALLATIONS: **12**

TICKETS SOLD: **38,265**

VOLUNTEERS: **525**

CAMP T/F STUDENTS: **52**





Coming off the heels of Sundance, filmmakers find respite and reunion, a chance to spark creative alliances and focus on the reasons why they do what they do for less pay or glory than other segments of the film industry. While the Fest offers **unparalleled intimacy among storytellers**, it has drawn an increasingly loyal audience of distributors, producers, critics and funders with unfettered access to original films and their makers. In 2023, T/F hosted filmmakers from 26 different countries.

**"The epicenter of creative cinematic nonfiction – True/False is the rarest of festivals."**

– Richard Brody, *The New Yorker*

## SPECIAL PROGRAMS

**TRUE VISION AWARD** The only award given at True/False. Each year, we recognize a filmmaker who has contributed to the nonfiction form through their innovative work. The award is accompanied by a mini-retrospective of the filmmaker's previous work as well as inviting them to curate a film screening that influenced their own approach to storytelling.

**Sponsorship opportunity: \$12,000**

**TRUE LIFE FUND** A philanthropic effort that raises money and awareness for the subjects of a new nonfiction film each year. The True Life Fund allows us, as viewers, to respond to the stories we see on-screen and create change by offering tangible assistance to the real-life subjects of a new nonfiction film. It acknowledges that documentary filmmakers and festivals thrive because of the stories given to us by people who are often of limited means. The fund serves as a small way for us to repay that gift. Spotlighting one movie each year, we support and honor those who share their stories in front of the camera.

**Sponsorship opportunity: \$30,000.**

**SHOW ME TRUE/FALSE** The annual Show Me True/False screening creates a space at the Fest for community wide conversation around a film that reflects both the challenges and dreams of our own communities. This program serves to recognize the fact that True/False would not be what it is without our communities. It is designed to honor local partners and offer Columbia residents, particularly those who have never attended, an opportunity to experience the joys of the Fest.

**Sponsorship opportunity: \$7,500**



GREETINGS

## FILMMAKER DEVELOPMENT

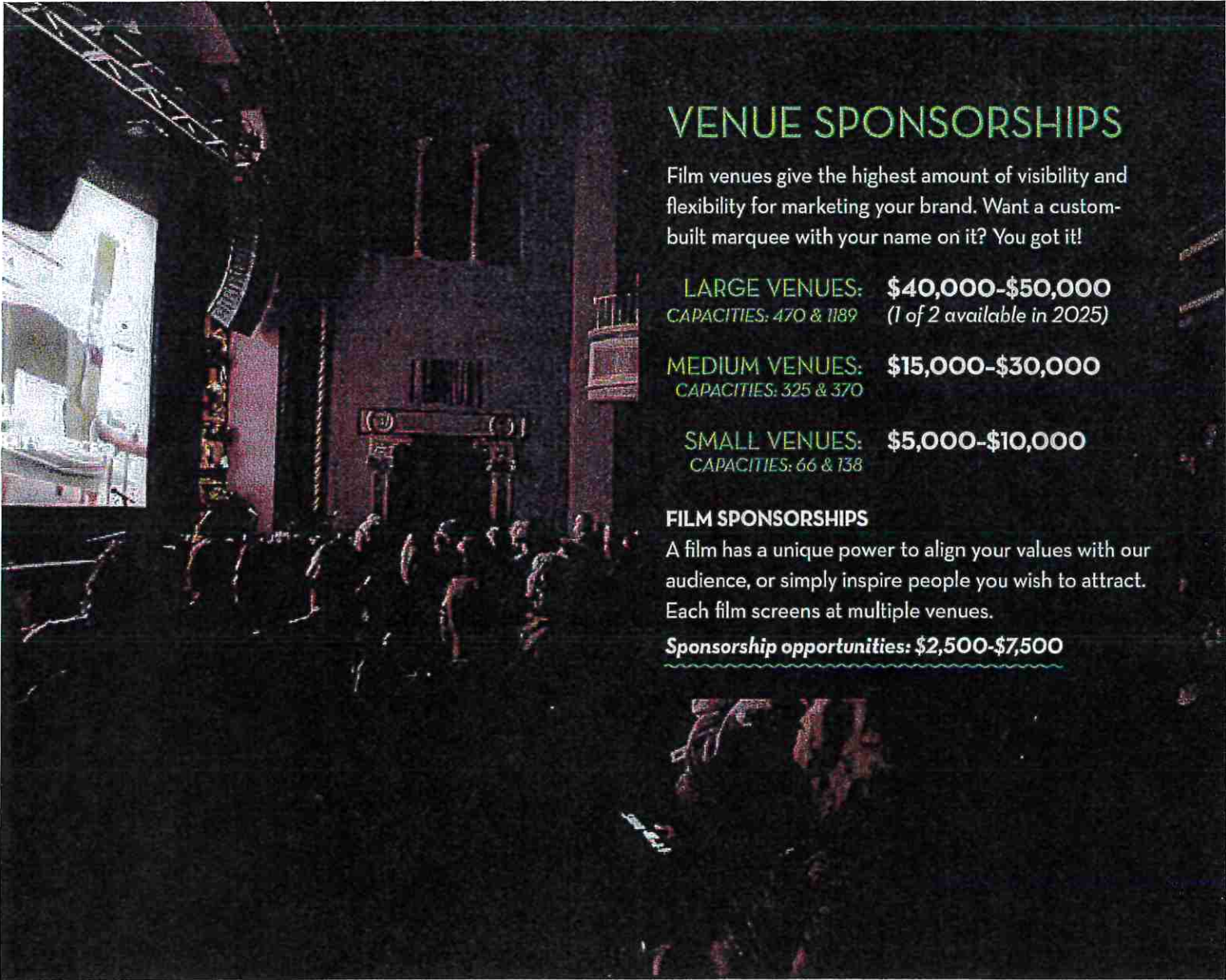
### CONFLUENCE FELLOWSHIP

The biennial program is a project-based fellowship for directors based in the Midwest who are in development on their first feature-length nonfiction film. Fellows take part in talks, workshops, and screenings with industry experts and international filmmakers. Participants also receive support throughout the year following the festival including monthly online check-ins with the cohort and connections with other industry professionals. The program is aimed at supporting filmmakers with both creative development and industry knowledge.

*Sponsorship opportunity: \$20,000*







## VENUE SPONSORSHIPS

Film venues give the highest amount of visibility and flexibility for marketing your brand. Want a custom-built marquee with your name on it? You got it!

**LARGE VENUES:** **\$40,000-\$50,000**  
*CAPACITIES: 470 & 1189* (1 of 2 available in 2025)

**MEDIUM VENUES:** **\$15,000-\$30,000**  
*CAPACITIES: 325 & 370*

**SMALL VENUES:** **\$5,000-\$10,000**  
*CAPACITIES: 66 & 138*

### FILM SPONSORSHIPS

A film has a unique power to align your values with our audience, or simply inspire people you wish to attract. Each film screens at multiple venues.

**Sponsorship opportunities: \$2,500-\$7,500**



A young woman with dark hair, wearing a pink beanie and a pink t-shirt with a graphic, is making a peace sign with her right hand. She is standing in front of a large backdrop that features a sunset over mountains and a string of white triangular flags. The backdrop is dark with a warm orange and yellow glow from the sunset. The woman is smiling slightly and looking towards the camera. The t-shirt she is wearing has a graphic of a sun rising over mountains and the word "CAMP" below it.

## CAMP TRUE/FALSE

52 students in 2024 — High school students follow a thoughtfully curated path through the festival, and beyond watching films, they have access to filmmakers, opportunities to make media art through workshops, establish lifelong connections with other student storytellers, and engage deeply on topics of media literacy.

Sponsorship opportunity: \$20,000



## ART PROGRAM

The T/F Art Program celebrates new public art with a focus on community by exhibiting a program of free and temporary art installations, exhibitions, and community collaboration projects. T/F collaborates with a multitude of talented visual artists from near and far to reinvent venues and transform public spaces for the Fest weekend. We seek out creative, ambitious people and provide the tools to remake ordinary spaces into magical, ethereal environments. Each year T/F adopts a visual theme that resonates throughout the Fest, indoors and out, providing delight around every corner of our walkable footprint.

### ARTIST RESIDENCY

In 2024, T/F launched a new artist residency program aimed at emerging and mid-career artists. The five week virtual residency culminates in an in-person exhibition of work from the selected artists at the festival.

**Sponsorship opportunity  
for entire art program: \$30,000**

*Sponsorship opportunities for installations or residencies vary by year.*







## MUSIC PROGRAM

Our music program takes many forms. Musicians play before every one of 90+ film screenings as audiences settle into their seats with highly spirited anticipation. It's a unique opportunity to see performers in a non-club setting, sometimes in a very intimate way. Live music is performed at every event and DJs and performers echo into the dawn at our notorious late-night parties.

### INDIVIDUAL SHOWCASES

**Sponsorship opportunities from \$1,500-5,000**

Music Showcases are held at local music venues and nontraditional spaces such as chapels, pocket parks, and galleries.

**SPONSORSHIP OPPORTUNITY  
FOR ENTIRE MUSIC PROGRAM: \$30,000**

*Sponsorship opportunities for individual showcases vary by year.*



## OTHER PROGRAMS TO SPONSOR

### **PARTIES: \$5,000-\$10,000**

Filmmaker Fête, Scheduled Maintenance,  
Short Circuit, Volunteer

### **RECEPTIONS: \$3,000-\$8,000**

Public: Jubilee, Reality Bites, Closing Night  
Industry: Filmmaker Happy Hour, Filmmaker  
of Color Brunch

### **ARTIST LOUNGE: \$10,000**

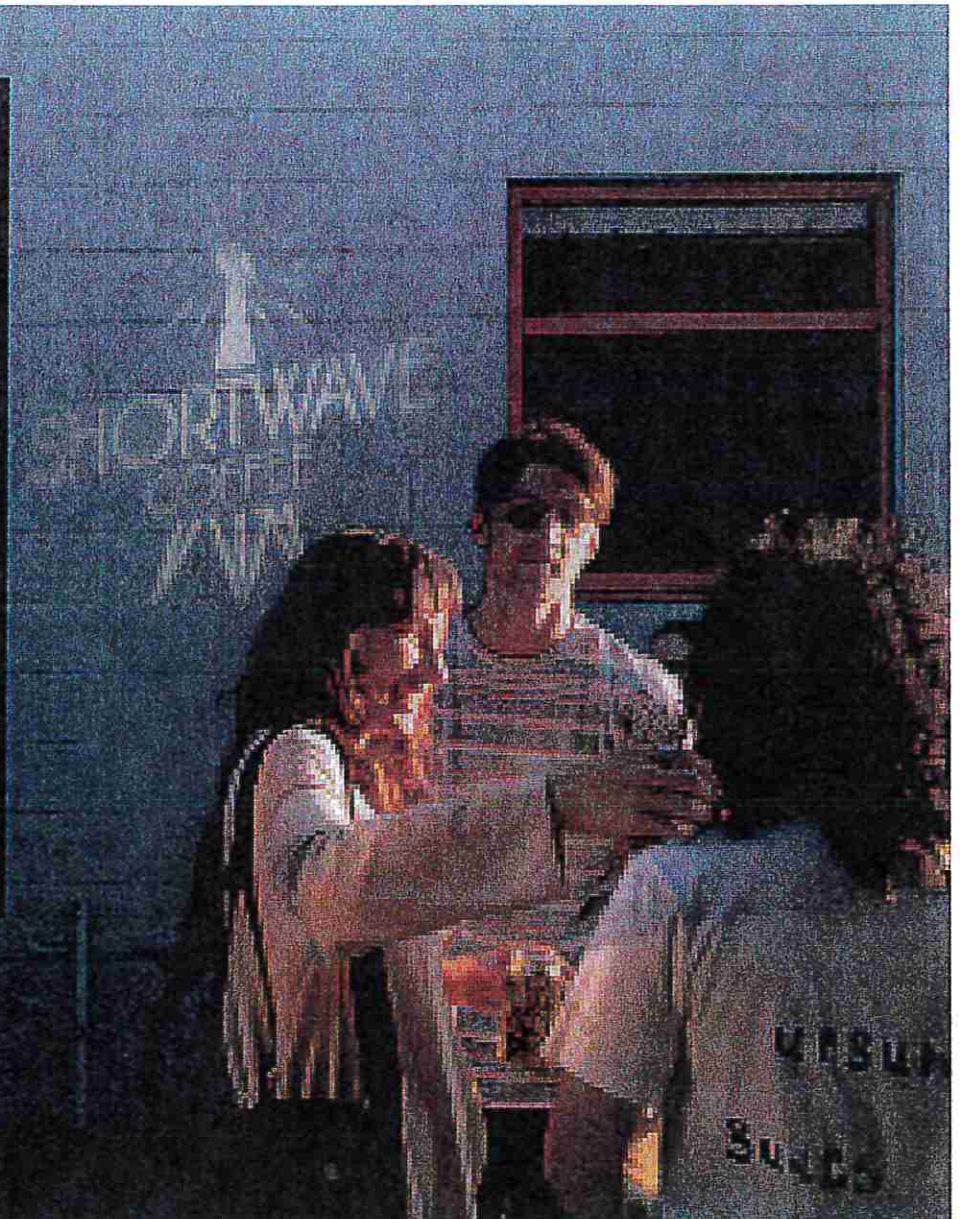
### **VOLUNTEER NEST: \$3,000**

### **SUSTAINABILITY TEAM: \$8,000**

### **PHOTOGRAPHY TEAM: \$2,500**

### **VIDEO/**

### **DOCUMENTARY TEAM: \$2,500**





# MEDIA IMPRESSIONS & AUDIENCE DEMOGRAPHICS



15K



12.5K



25K

52,500  
TOTAL  
FOLLOWERS

## MEDIA IMPRESSIONS

On-screen bumpers before 100+ screenings: **28,900**

Hyperlinked logo in monthly e-newsletters: **75,804**

Stage mentions: **28,900**

Commemorative poster: **300 + thousands viewed**

Ad in program: **4,000+**

Logo on truefalse.org: **344,584**

Swag Bag (Super/Silver Circle): **300**

KOMU-TV Channel 8, NBC affiliate  
(logo tag on 145 spots): **1,276,000**

The CW Network (logo tag on 454 spots): **588,000**

KBXR 102.3 FM (tagged on 81 spots): **170,000**

KFRU 1400 AM (tagged on 60 spots): **68,000**

Missouri Life Magazine: **347,319**

The Missourian/VOX Magazine: **288,200**

Feast Magazine: **100,000**

Social Media Activation: **49,700**

Maximum total impressions: **3,371,507**

## 2024 FEST SURVEY RESULTS:

**83%** HAVE ATTENDED  
PREVIOUSLY

**73%** WATCHED 6 OR  
MORE FILMS

**57%** FROM COMO  
AND

**43%** FROM ELSEWHERE

**93%** SAID THEY WOULD  
DEFINITELY OR PROBABLY  
RETURN NEXT YEAR

**90%** OVER THE AGE  
OF 34

**68%** FEMALE OR  
NONBINARY



## SPONSOR LEVELS

### ACME SPONSORSHIP: \$40,000+

- Category exclusivity to maximize brand exposure and secure Fest prominence.

### SUPER-SILVER SPONSORSHIP: \$15,000-\$25,000+

- Maximum exposure with audiences and community
- Bespoke benefits package to meet your needs or philanthropic goals

### CENTER-CHAMP SPONSORSHIP: \$5,000-\$14,999

- Notable and targeted audience and community exposure
- Direct impact on specific programs

### HERO-FAN SPONSORSHIP: \$2,500 AND UNDER

- Local engagement and trade partnerships
- Access and benefits for your community



# SPONSOR BENEFITS

	Fan (750+)	Hero (1.5K+)	Champ (5K+)	Center (10K+)	Silver (15K+)	Super (25K+)	Acme (40K+)
<b>Advertising &amp; brand activation</b>							
Fest program guide			1/4 page	1/2 page	3/4 page	Full page	Full page
Logo on website homepage							✓
Logo/link on sponsor page		✓	✓	✓	✓	✓	✓
Listing on sponsor page	✓						
Logo on commemorative poster					✓	✓	✓
Stage mention					✓	✓	✓
Swag			✓	✓	✓	✓	✓
<b>Media &amp; digital exposure</b>							
Logo in Fest bumper						✓	✓
Logo in e-newsletter						✓	✓
Ad in e-newsletter						✓	✓
Mention in press release							✓
Print local				✓	✓	✓	✓
TV commercial					✓	✓	✓
Radio						✓	✓
Custom social media activation			✓	✓	✓	✓	✓
<b>Display &amp; event exposure</b>							
Gobo exposure						✓	✓
Sponsor window cling	✓	✓	✓	✓	✓	✓	✓
Custom locale signage				✓	✓	✓	✓
<b>Festival Access: Passes &amp; Tickets</b>							
# Passes		2 Spring	4 Center	6 Center	4 Silver	6 Silver	10 Silver
# Individual tickets			10	15	15	20	30
# VIP Party entries				✓	✓	✓	✓

## PREVIOUS SPONSORS

### INDUSTRY PARTNERS



NETFLIX



30  
FOR  
30



XTR

HBO

DOCUMENTARY+

### CORPORATE SPONSORS



Veterans United.  
Home Loans



Simmons  
Bank.  
MEMBER FDIC



Health Care



### EDUCATION PARTNERS



Jonathan B. Murray Center  
for Documentary Journalism  
University of Missouri



COLUMBIA  
PUBLIC SCHOOLS  
FOUNDATION

### GRANT FUNDING



Missouri  
Arts Council  
The State of the Arts



CITY OF COLUMBIA  
OFFICE OF  
CULTURAL AFFAIRS



COLUMBIA, MO  
WHAT YOU UNEXPECTED

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