



**SUN VALLEY
FILM FESTIVAL**



WHERE VISION COMES INTO FOCUS

CITY FUNDING SPECIAL EVENT FUNDING REQUEST APPLICATION

Date Submitted: January 31, 2013

Amount Requested: \$5,000

List of specific items the City funds will be used to offset:

Marketing/PR efforts – Sun Valley Film Festival is executing a comprehensive PR and marketing effort focused on the Boise, Twin Falls and Los Angeles markets. The bulk of our advertising spend will be focused online to drive ticket sales, visitors and awareness. Additionally, we are relying heavily on Facebook and Twitter to engage our audience and also tap into the fan bases of our filmmakers and sponsors. Our PR efforts are aimed at garnering positive national/regional media coverage that directly influences targeted travelers to come to Sun Valley while at the same time providing valuable exposure for the Festival's sponsors and partners.

The total budgeted amount for these efforts is over \$20,000 and will result in significant exposure and visibility for the Film Festival, and Sun Valley.

1. APPLICANT/ORGANIZATION

A. Applicant/Organization Name: Sun Valley Film Festival

Contact Person (if different from above): Candice Pate, Festival Director

Address/City/State/Zip: Box 3471 Sun Valley, ID 83353

Phone: 208-928-7818

B. Type of Organization: Non Profit 501c3 Idaho corporation, (application for federal tax exemption status is pending before the IRS)

(i.e. corporation, public, non-profit, other). Attach copy of Secretary of State designation, if applicable.

Applicant/organization must provide Federal Identification Number or Social Security Number, whichever is applicable.

Federal Tax Identification Number: (corporation) 61-1667380

How long has organization been active in Sun Valley? Organized in 2011 to produce 2012 SVFF

C. How many people belong/participate in the organization? 10 Board members, 7 contract event staff, 40 event volunteers, plus sponsors, donors, presenters and event attendees.

D. Officers and Board of Directors

Lisa Firestone – Los Angeles/Sun Valley
Bryan Furlong – Sun Valley
Emily Granville – Charlottesville, VA, Secretary
Edward Grennan - Charlottesville, VA, President, Treasurer
Howard Owens – Washington DC
Josh Pate – Sun Valley
Jonas Pate – Los Angeles
Heather Rae – Los Angeles/Sun Valley
Caspar von Winterfeldt – Los Angeles
Justin Williams – Sun Valley
Sabina Dana Plasse – Sun Valley, Vice President

E. History of event(s) organization has conducted and number of participants:

The Sun Valley Film Festival was created and launched in March 2012, in its first year it drew approximately 1800 participants, and that number is expected to grow exponentially in the years ahead.

EVENT:

Event Title: Sun Valley Film Festival

Date and Time of Event: March 14-17, 2013

Location of Event: Sun Valley, Ketchum, Hailey Idaho

Purpose of Event:

The Sun Valley Film Festival was created and launched in March 2012 in an effort to provide Sun Valley with a new “signature” high profile, high energy winter event that could be a major draw for tourism by effectively building on Sun Valley’s rich Hollywood Heritage and bringing it into the 21st century.

Description of Event

The [Sun Valley Film Festival](#) returns March 14-17, 2013 with new cutting-edge independent films, premieres, exciting children's programming, previews of new television series, fabulous parties, engaging coffee talks with filmmakers and industry insiders, intimate filmmaker dinners, après ski gatherings, a screenwriters lab, spectacular closing awards ceremony and more.

Over three days, the Festival will screen more than 50 different films and each day will begin with a Coffee Talk - a morning series where filmmakers and industry experts engage the audience in a range of topics. Some notable film producers/directors already committed to participate in 2013 include Jim Burke, *The Descendants*, Josh Pate, *Mirror Mirror*, Will McCormack, *Celeste & Jesse Forever* and Jonas Pate, *Shrink*. The Sun Valley Film Festival is currently accepting films in all categories including shorts, mixed media, animation, feature length documentaries and narratives, and this year there’s also a special category for young filmmakers.

In addition to its innovative programming, the Festival will present two awards found at no other film festival – the *One In A Million*, which honors filmmakers who have made a standout film for under a million dollars and the *Vision Award*, which recognizes producers and their filmmaking journeys. Zions Bank is back to present the *Gem State Award*, given to an Idaho filmmaker whose film best reflects the beauty and diversity of Idaho -The Gem State. New awards this year include the *Hot Shot*, presented to best film by a student under 18 years old and the *Shorty*, recognizing the best short story film, no matter the genre or aesthetic. The public is invited to the March 17 awards presentation and closing ceremony, sponsored by Alaska Airlines.

The Sun Valley Film Festival kicks off March 14th, 2013 with Spirit Award Nominee Will McCormack hosting the first ever Sun Valley Screenwriter’s Lab. The Lab will be accepting original screenplays and television pilots from aspiring screenwriters and the three Sun Valley Screenwriters Lab finalists will be awarded lodging and passes to the Film Festival. The winner will witness their work come alive during a table read of local and professional actors. Participants of the Lab will hear McCormack speak candidly about the ascent of his own career as a writer/actor, *field questions of the trade and discuss how he took matters upon himself to finally produce this year’s break-out smash hit, Celeste & Jesse Forever*. Tickets are \$25, and include a whiskey reception at the end of the Lab. Sharpen your pencils, submit your best work and join this exciting, interactive new feature event of the Sun Valley Film Festival.

Sun Valley Film Festival title sponsors is Zions Bank. Other sponsors are Alaska Airlines and Nat Geo WILD.

The idyllic mountain resort setting of Sun Valley, the original ski town steeped in Hollywood history, provides a truly unique location for this lauded new film festival. When Sun Valley Resort opened its doors in 1936, celebrities flocked to play at the glamorous new winter wonderland and Hollywood's love affair with "America's first destination ski resort" began. To celebrate the area's old school Hollywood heritage and bring it into the 21st century, the inaugural Sun Valley Film Festival was launched in March 2012. It showcased over 50 films, attracted over 1,500 participants and 30 top filmmakers and was an instant hit with both audiences and filmmakers alike.

This spring, filmmakers from around the world will once again bring their vision to the Sun Valley Film Festival and movie lovers are invited to watch it come into focus. For the latest Festival information go to www.sunvalleyfilmfestival.org, and sign up for email, [Facebook](#) and [Twitter](#) alerts.

What benefit will event have on the City of Sun Valley?

- This signature event builds on the authenticity of Sun Valley's Hollywood heritage and brings it into the 21st century with its cutting edge programming, high profile participants and exciting event elements.
- In 2012 the Sun Valley Film Festival attracted an estimated 1000 out of area participants, primarily from Boise, Twin Falls and Los Angeles. These filmmakers, sponsors, partners and movie goers all spend money at the Sun Valley Resort and in other businesses within the city of Sun Valley during their stay, generating important economic impact for the City of Sun Valley. Based on the structure of the 2013 Festival, we estimate that approximately 65% of lodging and 25% of events have a direct economic impact on the City of Sun Valley

How will you publicize and promote this event?

Our marketing plan is designed to reach potential attendees through a combination of advertising, pr and targeted promotions. We will utilize paid online advertising, social media and email marketing, media sponsorships, and public relations outreach to national entertainment, travel and industry media. We will also be hosting key media at the event to provide real-time exposure for Sun Valley at the event as well as pre-event coverage for 2014.

How will the sponsorship of the City of Sun Valley be acknowledged at this event?

The City will receive sponsorship recognition and benefits according to the level of sponsorship provided. (see attached)

2. PERSON IN DIRECT CHARGE OF HANDLING FUNDS FOR EVENT

Name: Candice Pate, Festival Director

Address/City/State/Zip/: Box 3471, Sun Valley, ID 83353

Phone: 310 560 6973

3. ENTITY TO WHOM CITY FUNDS ARE TO BE DISBURSED

Name: Sun Valley Film Festival

Address/City/State/Zip: Box 3471, Sun Valley, ID 83353

Phone: 208-928-7818

4. PREVIOUS CITY FUNDING HISTORY

A. Has the organization applied for assistance from the City of Sun Valley within the last 12 months? NO

B. Did you receive assistance? NO

C. Attach a profit/loss statement for the last time the event occurred. (see attached)

5. Will the event be open to the general public? YES

The Sun Valley Film Festival offers a variety of ways for the public to participate. Some are free, such as the morning Coffee Talks with industry insiders, and the special children's programming, and others, such as the movie screenings and parties, require a ticket.

6. Estimated Attendance: 1500-2000

7. Will there be an entry fee for participants? Yes, for some events

How much? It varies; from individual movie tickets at \$10, to full Festival Passes

(Although certain events may involve athletic or recreational competitions requiring entry fees for participation, there may not be an admission charge to attend or to be a spectator.)

8. Is the event a partisan event? No X

9. Is the event a political event? No X

10. Does the event fund, promote, or further any goal through legislation, constitutional revision, or public pressure on public officials? NO

Attach a full statement of the character and extent of the charitable, public, or philanthropic work performed by the applicant organization within the City and elsewhere.

The Sun Valley Film Festival's mission is discover, expose and promote the work of filmmakers and artists while drawing attention to Sun Valley, Idaho, with its long history as Hollywood's winter wonderland, as a breathtaking venue to become inspired by these works.

The Film Festival will center around an annual event to bring filmmakers and moviegoers together to interact and gather inspiration. The multiple day event includes screenings, panels, a screenwriters lab and social gatherings to foster opportunities for stimulation and cultural advancement. Of particular importance will be a focus on Idaho Filmmakers and sharing the beauty of the Gem state.

The Festival will grow to have ancillary events throughout the year to extend the awareness beyond just the annual event and share the highlights with surrounding cities in the state of Idaho.

Funding for this event will be secured largely through sponsorships for likeminded brands looking to draft off of the Hollywood Heritage of Sun Valley combined with the fresh focus on today's filmmaking talent.

11. The amount of any wages, fees, commissions, expenses, or honorariums to be extended or paid to anyone in connection
see attached budget

12. EVENT REPORT

A. List matching funding from the local business community.

(Include the date solicited, amount expected, and when a funding decision will be/has been made.)

In 2012, the Sun Valley Film Festival received approximately \$75,000 in support from the local business community. We are currently soliciting advertisers and sponsors for 2013.

B. If this funding request is denied, will the event still take place? YES

C. State reason City funding is essential to success of this event: The Sun Valley Film Festival is in its infancy and in order to grow successfully and produce and promote a well-regarded, high caliber event, funding support is critical.

D. Complete the Event Budget form on page 8. (see attached projected 2013 SVFF budget)

E. Complete the Financial Statement form (page 9) for the preceding fiscal year. (see attached SVFF Financial statement)
Financial Statements may be audited, if required by state Law.

This page reserved for City use.

EVENT BUDGET

Applicant/Organization Name: ~~SUN VALLEY WELLNESS INSTITUTE - SUN VALLEY WELLNESS FESTIVAL~~

If additional space is needed, you may attach a separate sheet.

(SEE ATTACHED BUDGET)

EVENT COSTS		EVENT INCOME (ANTICIPATED)	
Administrative Expenses:		Donations	\$ _____ Entry Fees \$ _____
Salaries	\$ _____		_____ Sale of
Office	_____	Merchandise	\$ _____
Telephone	_____	Sponsors (specify):	
Stamps, etc.	_____		
Printing	_____		
Insurance	_____		
Prof. Fundraising Expense	_____		\$ _____
Miscellaneous (specify):	_____		_____
	_____		_____
	_____		_____
	_____		_____
Supplies and Decorations (i.e. trophies, ribbons, etc)	_____		_____
	_____		_____
	_____		_____
Service Costs for Event (i.e. tables, chairs, facility)	_____	Concession Sales (Percent of booth sales, etc.)	_____
	_____		_____
	_____		_____
	_____		_____
Rental Costs (i.e. tables, chairs, facility)	_____	Other Income (i.e. City Funds, if approved)	_____
	_____		_____
	_____		_____
	_____		_____
Other Expenses (Including city related expenses, i.e. police supports, permits, street closure, facility use fees, etc.)	_____		_____
	_____		_____
	_____		_____

TOTAL COST \$

TOTAL INCOME \$ *(includes projected sponsor/donor income)*

NET PROFIT \$

FINANCIAL STATEMENT

Applicant/Organization Name: Sun Valley Film Festival Fiscal Year Ending [redacted]

ASSETS

Cash (CD's, savings, checking, petty cash)
Office Equipment and Supplies Inventory
Buildi
ng
Land
Vehicles
(specify) Other
(specify)
TOTAL \$

LIABILITIES

Notes Due Mortgages
Accounts Payable Other
(specify)
TOTAL \$

COSTS

(SEE ATTACHED BUDGET)

Salaries:
Administration/Management/Clerica
l Community Service
Public
Education
Fundraising

Allocation of funds among

categories: Occupancy

Telephone

Postage

Suppli

es Professional

Fees Vehicles

Printing

Travel

Conference, Conventions,

Meetings Other (specify)

TOTAL \$

PUBLIC SUPPORT AND

REVENUE:

Special

Events

Sale of

Merchandise

Donations and

Gifts Grants

Bequests

United

Way

Other (specify)

TOTAL \$

If this application is approved, the EVENT SUMMARY REPORT must be completed and returned to the Sun Valley City Council within 30 days after the event in order for funds to be disbursed. It should include all expenses and sources of income. Failure to submit this report within 60 days after the event will cause funding to be revoked.

Signed: (Authorized Official/Agent or Applicant) _____ Date: _____

I, _____
(Authorized Official/Agent or Applicant) do hereby certify that the information submitted in this application is correct.

Sworn to and subscribed before me this _____ day of _____, 20__.

Notary Public Commission Expires _____

Signed _____

**RETURN APPLICATION TO: SUN VALLEY CITY COUNCIL c/o ADMINISTRATOR'S OFFICE
BOX 416
SUN VALLEY, ID 83353
208-622-4438**



Sponsorship Opportunities

Benefits Description	Title Sponsor 35,000	Presenting Sponsor 25,000	Premier Sponsor 15,000	Producing Sponsor 10,000	Film/Party Sponsor 5,000	Official Sponsor \$2,500
Branding included in festival logo Presented By	•					
Category exclusivity	•					
Logo on festival badge	•					
Logo and branding on TV commercial for festival	•					
3 year option to renew sponsorship	•	•				
Brand activation space onsite	•	•				
Dedicated press release	•	•				
Brand Exclusivity	•	•				
Individualized brand exposure in sponsor reel	•	•				
Street Banner Logo	•	•				
Named Theatre Sponsor	•	•	•			
Named Festival Award Category Sponsor	•	•	•	•		
Branding on screen during film maker discussion	•	•	•	•		
Presentation of film or Party	•	•	•	•	•	
Banner/Signage placement	•	•	•	•	•	•
Logo/Listing on sponsor reel before films	•	•	•	•	•	•
Marketing materials or promotional item in VIP bag	•	•	•	•	•	•
Distribution of promotional item to film lines	•	•	•	•	•	•
Presence on Sun Valley Film Festival Website	•	•	•	•	•	•
Presence in Sun Valley Film Festival eblast	•	•	•	•	•	•
Presence on Sun Valley Film Festival Social Media	•	•	•	•	•	•
Logo/Listing Event Poster	•	•	•	•	•	•
Ad in Sun Valley Festival Program	Back cover	Inside cover	Full Page	Half Page	Quarter Page	Eighth Page
SVFF VIP Passes	15	10	8	5	2	1

*In-kind donations valued at 60% cash value.

Sun Valley Film Festival, Inc.
Income Statement
December 31, 2012

(unaudited)

Accountant's Report
January 31, 2013

We have prepared the accompanying Income Statement of Sun Valley Film Festival, Inc. as of December 31, 2012. This presentation is limited to preparing in the form of a financial statement information that is the representation of management. We have not audited or reviewed the accompanying financial statement and, accordingly, do not express an opinion or any other form of assurance on them.

FOWLER & ASSOCIATES, LLC



Sun Valley Film Festival
Income Statement
For the Twelve Months Ending December 31, 2012

	Year to Date
Revenues	
Ticket Sales - Paypal	\$ 13,888.45
Ticket & Product Sales - HQ	24,018.13
Ticket & Product Sales - SV	1,873.00
Sales-Snack Stand	0.00
Submission Fee Income	1,320.00
Contributions-Unrestricted	64,752.02
Grants	0.00
Program Service Revenue	0.00
Membership dues	0.00
Investment Income	0.00
Realized gain on Investment	0.00
Miscellaneous Income	0.00
Contributions-Restricted	0.00
Investment Income-Restricted	0.00
Interest Income	0.00
Other Income	0.00
Finance Charge Income	0.00
Shipping Charges Reimbursed	0.00
Fee Refunds	0.00
Fee Discounts	0.00
	105,851.60
 Total Revenues	 105,851.60
 Cost of Sales	
Cost of Sales	5,566.18
Cost of Sales-Salaries and Wag	0.00
Cost of Sales-Freight	0.00
Cost of Sales-Other	0.00
Inventory Adjustments	0.00
Purchase Returns and Allowance	0.00
Purchase Discounts	0.00
	5,566.18
 Total Cost of Sales	 5,566.18
 Gross Profit	 100,285.42
 Expenses	
Default Purchase Expense	0.00
Grant and Allocation Exp.	0.00
Assistance to Individuals	0.00
Benefits Paid to Members	0.00
Bad Debt Expense	0.00
Accounting Fees	1,166.00
Legal Fees	600.00
Bank Fees	4.50
Merchant Service & PayPal Fees	478.00
Professional Fundraising Fees	0.00
Fundraising - Other Expense	241.02

Sun Valley Film Festival
Income Statement
For the Twelve Months Ending December 31, 2012

	Year to Date
Contract Services	12,764.24
Employee Benefit Programs Exp	0.00
Other Employee Benefits	0.00
Supplies- Programs	862.91
Supplies - Office	1,469.20
Festival Catering & Food-Event	2,840.30
Festival Catering & Food-VIP	2,892.41
Lodging - Participants	7,866.33
Transportation - Festival	1,000.00
Entertainment - Festival	0.00
Photography	575.00
Telephone Expense	0.00
Internet Expense	685.24
Postage and Shipping Expense	690.02
Rent Expense- Office	3,750.00
Rent - Program Venue	6,530.50
Equipment Rental Expense	2,220.00
Licenses & Permits	360.00
Dues & Subscriptions	165.00
Maintenance Expense	800.00
Printing Expense	7,783.02
Graphic Design	1,162.50
Website Devel & InfoTech	3,742.14
Advertising	15,527.38
Promotion	838.71
Films	1,109.65
Travel Expense	8,697.01
Travel - ITC Couer D'alene	1,430.16
Travel- Meals	344.22
Conferences Expense	0.00
Meetings Expense	4,186.45
Insurance	3,387.00
Interest Expense	0.00
Payroll Tax Expense	371.52
Use Tax Expense	82.99
Depreciation Expense	0.00
Compensation of Officers	0.00
Salaries Expense	0.00
Wages Expense	3,200.00
Other Expense	2,639.83
Purchase Disc-Expense Items	0.00
Gain/Loss on Sale of Assets	0.00
	0.00
 Total Expenses	 102,463.25
 Net Income	 (\$ 2,177.83)