

FILMTROTTER

POPOP FILMS FOR CHANGE

Join the experience at Tasmania's only community lead itinerant film festival.

EVENT SPONSORSHIP

2017-2018 All year around, state-wide

www.filmtrotter.com.au

PUT YOUR ORGANISATION DIRECTLY IN FRONT OF HUNDREDS OF PEOPLE YOU CARE ABOUT

FilmTrotter unites the community as the most dynamic organizer of film screenings state wide gathering community leaders, entrepreneurs and all age family members. So far the festival has seen over 200 attendees in five different locations and we expect to reach 600 by 2018.

FilmTrotter's screenings are not another generic event. They are homy experiences full of like-minded people hosted by passionate communities for communities. They have a vintage flair with an intermission time during which amazing volunteers serve homemade soup and tea to give people the opportunity to chat and connect with one another.



WHO'S BEEN INVOLVED

Between 2016 and 2017 we have collaborated with some of the most passionate community and private organisations like the **Huon Producer's Network**, **Sustainable Living Tasmania**, **Farm Gate Market**, the **Okines Community Garden**, **Coinventa** and **The Change Makers Tasmania** to screen documentaries and bring people together to connect, share ideas, learn and promote positive local change.



50% MORE ATTENDEES

This year we are expecting over 200 attendees.

BIGGER REACH

Our state wide audience continues to expand and grow.

MEMORABLE EXPERIENCE

Attendees continue to talk about our screenings.

ABOUT THE FILM FESTIVAL



WHAT FILMTROTTER IS ABOUT

We curate a selection of family friendly documentaries on the topics of social enterprise and regional development and acquire the licenses for not for profit screenings, which require us to be the organisers. We don't charge the organisation we collaborate with any fees for organising, managing or promoting the events. We collaborate with private and community organisations to take the screenings wherever communities are willing to bring them, support them and fill in a small venue.



WHEN & WHERE

The festival pops up all year around anywhere in regional Tasmania. We have been to:

- Cygnet, in collaboration with Huon Producer's Network, 70 attendees, Aug 2016
- Hobart, in collaboration with Sustainable Living Tasmania, 46 attendees, Sep 2016
- Hobart, in collaboration with Farm Gate Market, 32 attendees, Sep 2016
- Huonville, in collaboration with Huon Producer's Network, 35 attendees, March 2017
- Dodges Ferry, in collaboration with Okines Community Garden, 35 attendees, June 2017



THE AUDIENCE

Each event attracts a diverse group of 30 to 80 local community leaders, entrepreneurs and 18 to 90 year old family members who want to have a fun day out, get inspired by successful stories, help community development and learn about enterprises with values.



THE NUMBERS WE ARE AIMING FOR

10 screenings a year at regional towns
 35 to 70 attendees per screening
 600 people inspired at state-wide events
 10 collaborating community organisations
 20 community leaders involved
 6 Films



THE MISSION

- Promote the discussion of social and environmental business practices through film and networking events.
- Grow the value of social enterprises through community recognition and learning resources.
- Grow the community of social entrepreneurs by presenting successful social enterprise role models that can be emulated.
- Strengthen local community bonds and promote regional development.



EVENT FEATURES

- Not for profit documentary screening with affordable entry ticket of up to \$10.
- Community venue.
- 20-30 min. networking intermission.
- Healthy homemade food served by volunteers.

OUR SUCCESS STORIES

“Thanks so much, we had such a lovely night. There was a lovely vibe in the room, and incredible bread and soup too!! I learnt so much and it really made me think about how I can do things on my block of land when we start growing.”

35 Attendees at Okines Community Garden, Dodges Ferry. 8 June 2017



“Such a good night, I had a ball!! Doesn't make my backyard any bigger but it did make me genuinely believe I could be a market gardener one day!”

35 Attendees at Huon Producer's Network, Huonville. 4 March 2017



ABOUT THE FILMS TROTTING AROUND



The Market Gardeners toolkit (1 hour 18 minutes)

Small-scale organic farmer, educator and author Jean-Martin Fortier shares the tools and techniques used on his highly productive 1.5 acre farm. From soil preparation to strategies on dealing with insect pests, this micro-farm manages to generate \$150,000 in sales annually – without the use of a tractor or any heavy machinery.



The Permaculture Orchard: Beyond Organic (1 hour 54 minutes)

Based on 20 years of applied theory and trial and error, biologist and educator Stefan Sobkowiak shares his experience transforming a conventional apple orchard into an abundance of biodiversity that virtually takes care of itself.

THE SPONSORSHIP OPPORTUNITY



WHY SPONSOR

Extensive **brand exposure**.
 Benefit from **pre-event marketing**.
Network with community organisations.
 Partner with a **well-known brand**.
 Be a proud **supporter of regional development** ecosystems.
Hundreds of attendees interested in social enterprise.
 You can **mobilize change** in your community.



HOW THE MONEY WILL BE USED

- Event management and promotion.
- Film license acquisition.
- Travel.
- Venue, AV and food.



CUSTOMIZE YOUR SPONSORSHIP INVESTMENT

Customize your sponsorship investment by choosing the branding recognition that better matches your organization's objectives and that your audience would value the most. Don't find what you want? Please tell us what's in your mind.

Brand recognition opportunities to choose from:	Sponsorship investment		
	15K	10K	5K
	8 items	5 items	3 items
Your logo featured in promotional video			
Your banner at events			
Your logo featured on screen before and after film			
Your logo featured on Filmtrötter's website			
Your name mentioned by MC on event			
Your logo featured on Eventbrite's page			
Your logo featured on printed posters			
Social media thanks			
Your promotional flyer/item to be given to attendees			



HOW DO YOU SIGN UP?

Please send us an email or give us a call to discuss sponsorship opportunities. We have your sponsor's interests at heart and wish to work with you to provide the best possible value in line with your key objectives and marketing initiatives. Take advantage of this incredible opportunity. For more information please contact:

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Filmtrötter is a division of The Change Makers Tasmania.