

Now in its second year, MP4Fest 2007 will be held March 22-31 concurrent with Silver Lake Film Festival, Los Angeles' leading independent film and video showcase, at the ArcLight Cinemas and at venues throughout the city.



This festival within a festival consists of several related programs that all have the common basis of exploring new creative applications for cutting-edge technologies. Programs include an exhibition of MP4-based experimental and narrative short films made for (and shown on) Sony Play Station Portable consoles; an exhibition of programming media and computer applications re-adopted and re-invented for creative usage, shown on Sony flat-screen television monitors, and an international series featuring new animation from Japan, as well as digital short movies from England. The MP4Fest program will take place over the course of a week, timed to coincide with the main festivities and movie screenings of the Silver Lake Film Festival.

"Taken together, MP4Fest's programs stretch beyond traditional film, giving viewers an expanded- and welcome- sense of cinematic possibility."



Marketing Opportunities:

In addition to the programming at the festival in March 2007, MP4Fest provides several opportunities for branding throughout the year.

- **MP4Fest Website** - Rapidly becoming one of the premiere destination sites for digital filmmakers and artists, mp4fest.org is an online showcase of cutting-edge content from around the world, with website based original content.
- **MP4Fest E-Newsletter** - Launching in the summer, MP4Fest will distribute a monthly newsletter featuring information about MP4Fest events and other news of note in the world of digital content to over 50,000 email recipients.
- **MP4 Shorts Monthly Showcase** - Local student artists will be invited throughout the year to participate in a showcase of their work made for portable media and/or cell phone short film. Finalists will have the opportunity to screen their digital content during the 2007 MP4Fest. Cash and software will be offered as prizes to the winners.
- **"Next Gen" Workshops** - MP4Fest is proud to present a series of community-based educational programs, in coordination with Silver Lake Film Festival, a 501 (c) (3) nonprofit organization, and local community centers. The community served by the MP4Fest, Los Angeles' Eastside, is arguably the most culturally and ethnically diverse in the country, with more than 100 languages spoken. It's also, statistically, one of the least likely to gain access to new technologies or be taught the tools of new media. To help change this, MP4Fest is embarking on a series of community-based educational workshops, dubbed "Next Gen," to engage and instruct young adults the latest digital content programming
- **MP4Fest Event At Sundance** - MP4Fest, in conjunction with Silver Lake Film Festival, for the fourth consecutive year will host an event at the annual Sundance Film Festival in January in Park City, Utah. Next year's event will include a sneak preview of the 2007 MP4Fest in Los Angeles, March 22-31.

Audience:

The festival draws 30,000 and more "Young Urban Professionals" who are risk takers, non-conformists and adventure seekers. Highly educated, 114 % more likely to have 4+ years of college; metropolitan sophisticated, childless and live-together 'swingles'; professionals that are high-tech early adapters; high home values, average home prices are over \$400,000; a small average household size of 2.1 persons, equaling more spending power; significant number of gay and lesbian households. Please contact us for our full demographics sheet.

Sponsorship Benefits:

- The sponsor logo on **200 streetlights banners** on major thoroughfares in Los Angeles and a variety of other outdoor advertising vehicles including billboards and bus shelter posters
- **Radio and TV spots**
- Exclusive above-the-title positioning on all MP4Fest marketing collateral
- Banner ad on mp4fest.com
- Exclusive signage at the MP4Fest & Silver Lake Film Festival events
- Distribution of Sony collateral at MP4Fest & Silver Lake Film Festival events
- One-time access to the festival's email database.
- The sponsor logo on the MP4Fest website and the Silver Lake Film Festival website
- Plus! ... branding opportunities at the aforementioned MP4Fest events throughout the year.
- A combination of print, outdoor, TV-radio and Internet advertising will deliver more than **56,302,000** branded media impressions throughout the Los Angeles DMA. Please contact us for our media impressions sheet.

Please note: Silver Lake Film Festival is a 501 (c) (3) nonprofit organization, so all cash contributions are fully tax deductible.



Contact Information:

Saskia Wilson-Brown: Director, MP4Fest
saskiawb@yahoo.com, 213-268-9709

Greg Ptacek: Director, Silver Lake Film Festival
gregptacek@earthlink.net, 323-660-1935

