

SILVER LAKE FILM FESTIVAL

LA's Independent Film & Arts Festival



Now in its seventh year, Silver Lake Film Festival - Los Angeles' leading showcase for independent and alternative films - will be held May 3rd-12th, 2007 at venues throughout Los Angeles' hip, burgeoning Eastside.

Silver Lake Film Festival was established in 2000 as a forum for independent motion pictures in the entertainment capital of the world. In 2006 the festival attracted 25,000+ film enthusiasts who attended more than 200 screenings of feature, documentary and short films; exhibitions on cutting-edge creative digital content (with the launch of MP4-Fest); related live music events; panel discussions; industry seminars; filmmaker Q&As and parties, parties and more parties!

Encompassing the neighborhoods of Silver Lake, Los Feliz, Echo Park, East Hollywood and Downtown, Silver Lake Film Festival reflects the hip and cool vibe of this burgeoning area that encompasses three council districts, a resident population of more than 1.2 million, and a unique tapestry of cultures in which more than 100 languages are spoken. The Eastside is the nexus of the Los Angeles independent filmmaking and creative arts community - the equivalent of New York's East Village/ Tribeca/Chelsea or San Francisco's Soma/China Basin. Surrounded by the major Hollywood studios and scores of independent new media and film-TV production companies and record labels, the area boasts a media-centric crowd unmatched anywhere else in the world.

mp4fest

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 exhibitions of MP4-based experimental & narrative short films made for (and shown on) portable media consoles such as cell phones and portable video game systems; exhibitions of programming media and computer applications re-adopted for creative usage, shown on flat-screen television monitors; 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.

"One of the few festivals devoted to discovering movies."
- LA Times

"A consistently eclectic array of pictures."
- Daily Variety

"Always amazing."
- LA Weekly

Recommended by [Vanity Fair](#), [FlavorPill](#), [Daily Candy](#), [Los Angeles Alternative](#), [Arthur Magazine](#), and many more...

Silver Lake Film Festival offers a unique opportunity to reach Los Angeles' elusive but desirable trend-setting "creative class" with experiential marketing programs unmatched by any other event in Los Angeles.

Branding vehicles include:

- ▶ Billboards
- ▶ Radio and TV spots
- ▶ Print advertising in leading L.A. weeklies and select national magazines
- ▶ Full page ads in the SLFF festival program guidebook (20,000+) and Arthur magazine (100,000+)
- ▶ On site signage and distribution of collateral
- ▶ Movie theater trailers
- ▶ Websites with a cumulative reach of 100,000+ monthly
- ▶ Street marketing
- ▶ Gift bags and event product placement

Altogether, the combined print, outdoor, TV-radio and Internet advertising will deliver more than 56 million media impressions throughout the Los Angeles DMA.

In addition to the main events, sponsorship can include exposure at a series of programs scheduled throughout the year such as the MP4Fest. For details, see contact information below.

The festival draws 25,000 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.



Contact Information:

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More information:
www.silverlakefilmfestival.org

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