

# FLICKERFEST

15TH INTERNATIONAL SHORT FILM FESTIVAL



*SHORT FILMS FROM  
OUTER THIS WORLD!*

PARTNERSHIP PROPOSAL 2006



Claudia Karvan & friend



Craig Pearce & Baz Luhrmann



Nicholas Hope, David Wenham & Sasha Horler



## TESTIMONIALS

"The Short Film is a place to experiment and push the boundaries. Flickerfest allows emerging voices to be seen and heard and established voices the chance to revitalise. Its fitting that such a cutting edge, internationally recognised film festival takes place in an unconventional and vibrant setting: under the stars, on the beach, in Australia."

**Cate Blanchett, Oscar winning actress and Flickerfest Patron.**

"FLICKERFEST is of course the only true international film festival in Australia dedicated to the incredible artform of short film and is highly regarded worldwide, its importance in our film culture is vital. For me personally, FLICKERFEST has been a wonderful festival to show my films. They have supported me from my careers infancy and have exposed me to some of the worlds most imaginative and inspiring artists. Australians are incredibly lucky to have FLICKERFEST on its sandy shore. As my mother has always said; it's quality not quantity."

**Adam Elliot, Director 'Harvie Krumpet' Oscar Winner 2004 and winner of the Yoram Gross Award for Best Animation, Flickerfest 2004.**

"It was more than 15 years ago that a few actor friends and myself began our first Theatre Company in what was then the upstairs theatre at the Bondi Pavilion. From there, supported by people in the industry, we were able to get our start, so it's a great thing that just outside on the forecourt, Flickerfest now gives a similar opportunity for short film makers to have a stage upon which they can present their short films in our local neighbourhood."

**Baz Luhrmann, Director and Flickerfest Patron.**

"Being a Bondi local is not the only reason I've eagerly attended Flickerfest for many years. It's the only international short film festival and it's under the stars. Rare and romantic. I hope we can all enjoy this important showcase for years to come."

**Claudia Karvan, Actress and Flickerfest Patron.**

"Winning Best Australian Short Film at Flickerfest was an important validation of our film and confirmed all secret suspicions that we had made a masterpiece. The fact that we have yet to win anything else is completely irrelevant. It's like missing out on a Logie and then winning the Oscar."

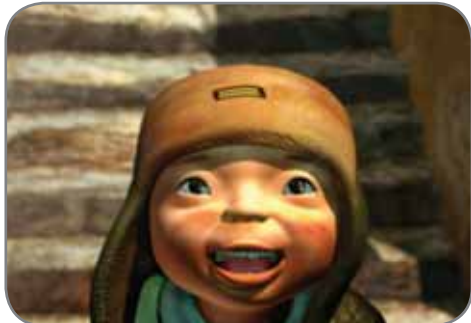
**Rachel Ward, Director 'The Big House', Winner of Best Australian Film, Flickerfest 2001.**



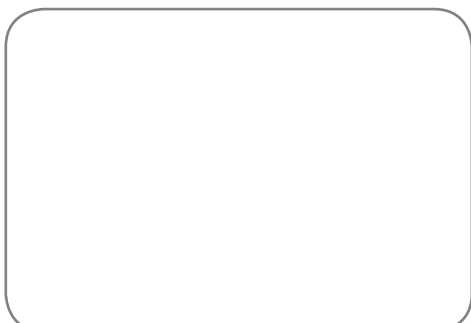
Adam Elliot & Bronwyn Kidd



Gillian Armstrong



Still detail from *Birthday Boy*



## FESTIVAL PROFILE

Flickerfest is Australia's premier international short film festival presenting the highest calibre of both Australian and international films most recently screening 4 of the short film nominations for the 77th Academy Awards including the Australian short *Birthday Boy* and the winner of the Short Live Action Category WASP (UK).

Now in its fifteenth year Flickerfest has become a highlight of the Sydney summer cultural calendar of events and is unique in that it successfully interweaves two great national occupations, beach culture and the arts in a magical blend of screenings outdoors under the summer stars.

Bondi Pavilion boasts open-air cinema qualities, bohemian atmosphere and the rich potential to grab the latest crowds, all flocking to the world famous Bondi Beach, one of Sydney's major tourist destinations. During Flickerfest 2005 (10 days) an estimated 250,000 visitors came to Bondi Beach.

The 10- day short film extravaganza at Bondi Beach is followed by a 15 venue national tour that encompasses capital centres and key regional areas between January-March incorporating NSW, VIC, ACT, SA, QLD, NT and WA. The tour offers further significant branding opportunities on a national scale.

Flickerfest is supported by key industry leaders including festival patrons Baz Luhrmann, Cate Blanchett, Gillian Armstrong and Claudia Karvan and their patronage is testimony to the quality of our event and its significance in nurturing future generations of Australian film making talent.

In 2005 Flickerfest was honoured to be the first film festival in Australia chosen to host The Jameson Short Film Award, a partnership between the European Coordination of Film Festivals and Jameson Irish Whiskey, the prize \$10,000AUD reflecting our profile as one of the top ten short film festivals globally.

On choosing Flickerfest to host this prize for the first time in Australia Marie-José Carta from The European Coordination of Film Festivals acknowledged the international significance of Flickerfest.

*"This would be a great opportunity for us to be present in one of the most important festivals in Australia", she said.*



Still detail from *Agricultural Report*



Still detail from *Two Cars One Night*



Still detail from *The Tooth*



## WHY INVEST IN FLICKERFEST?

Flickerfest is Australia's premier international short film festival and we welcome partnerships with innovative companies who would like to associate themselves with a national premium arts event with a clear pattern of growth and an international and national reputation for being a leader in our field.

Flickerfest offers the potential to build a powerful brand association with a world class event that occurs annually through Australia's premium niche market. The strong media presence associated with Flickerfest in conjunction with overall brand image will help you maximise your business sales and corporate identity.

Flickerfest believes that excellent communication is integral to a successful partnership and we work hard to ensure that your brand receives significant leverage during our world class event.

We strive to ensure that partners receive maximum exposure and concentrate on keeping the number of partners to a minimum and longevity is one of our key goals – with 80% of our major sponsors having supported Flickerfest for 4 plus years.

The opportunities for sponsorship are endless and we offer maximum return for your investment no matter which category you are interested in.

Securing the highest level of sponsorship Naming Rights Partner will ensure your investment receives a 300% growth return through our extensive marketing & promotions campaign and key benefits include-

- The screening of our promotional trailer through an extensive network of major venues and broadcasters during the peak summer months of Dec/ Jan/ Feb- Qantas domestic flights/ SBS Television/ National Geographic Channel/ Dendy Cinemas and Palace Cinemas.
- Access to our hugely successful online ticketing system and acclaimed website with 150,000 individual session users reported over the past 12 months.
- Association with one of the largest DVD rental websites [www.bigpondmovies.com](http://www.bigpondmovies.com) through our partnership and availability of Flickerfest DVD's online. In May 2005 this alliance will grow significantly with the launch of Telstra Broadband and the ability to download Flickerfest short movies online offering all year round branding to a mass audience.
- In 2005 Flickerfest were engaged in a significant number of international activities with organisations such as Tourism Australia and the Department of Foreign Affairs & Trade which can also give your brand international leverage.

*Tourism Australia delivers a number of marketing events promoting Australia as a destination for conferences, meetings, incentives and exhibitions. This year, we decided to leverage off the London Australia Film Festival by hosting potential buyers to a number of private screenings showcasing Australian short films. Flickerfest provided Tourism Australia with a fantastic program that entertained our guests and a platform from which we are building relationships. We hope to be able to work with Flickerfest again in the future.*

**Meg Yeates, Manager, Business Events, Tourism Australia**



Ruth Hessey, Ingrid Weir, Helen Bauman



Yoram Gross & Guy Gross



Still detail from *Creature Comfort*



## MEDIA SUPPORT

Each year Flickerfest generates a significant portfolio of media exposure in key publications reflecting the continuing growth and acknowledgment of Flickerfest as a key film festival event, both nationally and internationally.

In 2005 extensive media coverage included-

SBS Television, National Geographic Channel and Channel V, publications such as -Sydney Morning Herald, Daily Telegraph, Sun Herald, The Australian, Sunday Telegraph, Qantas/ Virgin/ Jetstar/REX in flight publications, and daily radio coverage through a variety of stations: Triple J, ABC Radio National, 702 Sydney ABC, 2GB Sydney, 2SER, FBI, Nova Bondi FM.

A comprehensive print placement is attached (Appendix 1).

*After 14 years Flickerfest is firmly established as one of the world's best short film festivals - and this is not just hyperbole. It is reflected not only in the number of entries, but in the fact that the coveted international prize, The Jameson Short Film Award will be presented there for the first time.*

12 January 2005, The Australian

*There are so many Oscar nominees among this year's Flickerfest line-up you could half expect the aisles of the Camelot Outdoor Theatre to be lined with red carpet and the welcoming address to be given by Chris Rock.*

10 March 2005, The West Australian

## WEBSITE

The website is a major communication tool between Flickerfest and our audience. Our constantly updated website offers a potential sponsor, year round opportunities. It is a valued resource for people interested in film and is surfed by film enthusiasts and key film organisations worldwide as a reference tool.

It is also the main source of information for our entrants who are able to download entry forms from the site and an invaluable resource for our 15 venue national tour where the audience can access programme details and the touring partners/ and media can access press releases.

It received over 3.9 million hits in the last 12 months and has attracted over 150,000 individual session users and these numbers are growing. Now in our 2nd year of online ticketing with 60% of overall Sydney tickets purchased this way (an increase of 30% from 2004 figures) a sponsor can be guaranteed maximum web exposure.

## NATIONAL TOUR 2006

Flickerfest offers major corporate exposure to an extensive network of capital cities and key regional centres throughout Australia. Your product or company can be seen directly by a wide audience, in association with our quality screenings of the best of the world's short films. Flickerfest tours to 15 venues around Australia until April 2006. All details can be found on our website [www.flickerfest.com.au](http://www.flickerfest.com.au)

Tour Venues include- Parramatta, Byron Bay, Darwin, Alice Springs, Katherine, Melbourne, Adelaide, Perth, Canberra, Kempsey, Sawtell, Brisbane, Broome, Narrabri and Gunnedah.

## AUDIENCE\*

Flickerfest's audience are educated, affluent and culturally aware. 80% aged 22- 45 and are part of a premium niche market. The National public audience for Flickerfest will be approx 25,000, including festival seating for 12,000 in Sydney and 13,000 Nationally. There has been a 200% growth in the last two years and Bondi's municipal council estimated 250,000 people came to Bondi during the first two weeks of January 2005.

## DEMOGRAPHICS

Age:	Adults aged 22-45	80%
Gender:	Men	42%
	Women	58%
Occupation:	Professional	35%
	Media & Comm.	15%
	Arts Related	15%
	Film/TV Industry	15%
	Student	12%
	Retail	4%
	Advertising	2%
Education:	Hospitality	2%
	Masters	20%
	Bachelors Degree	56%
	HSC	10%
	Other	14%

\*2003 Flickerfest Survey



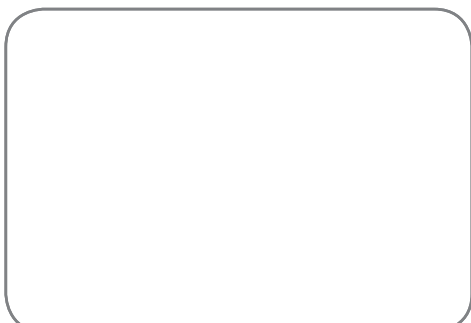
Sue Biely, Paul McDermott, Bronwyn Kidd



Ingrid Weir, Bronwyn Kidd, Helen Bauman



David Michod, Alyssa McClelland, Jodie McClelland



## CORPORATE PARTNER TESTIMONIALS

"The Coopers Brewery is a proud first time sponsor of the Flickerfest International Short Film Festival and has been extremely impressed by both the support and opportunities present in following such a venture. Being an avid supporter of the independent arts and entertainment sector via its active sponsorships, it would have been a great missed opportunity had we not decided to partner this event. The feedback and the fantastic sampling avenues created have been a big plus and we hope to continue this relationship for future festivals. Thoroughly recommend any potential sponsors to give this event consideration as it is only going to become wider in its reach as it gains ground as a true must-see fixture in the National festival calendar."

**Ary Ganeshalingam, Trade Marketing Manager, Premium Beverages**

"SBS is very pleased to be a partner of Flickerfest and is a logical choice for our network. Having Australia's only free to air television short film slot, Flickerfest not only gives us the opportunity to see many overseas shorts that perhaps slipped through our dragnet, but also talk to local film makers about their up and coming projects. The Flickerfest line-up is world class and seems to get stronger every year."

**Matt Campbell, Network Programmer, SBS Television**

"National Geographic Channel is proud to be a sponsor of the Flickerfest International Short Film Festival and together, sharing in the same passion and commitment for screening films that inspire, entertain and captivate audiences. We look forward to continuing our ongoing relationship with Flickerfest."

**Amanda Farrar, Managing Director, National Geographic Channel**

"Swings & Roundabouts are proud to support the Flickerfest team in their great short film pursuit! The festival proudly represents Australia's best in an international setting. It is wonderfully orchestrated and as result attracts staunch support by filmmakers and film-consumers in venues Australia-wide.

We can't wait to chew up another reel in 2006."

**Rachel Appleton, Marketing & Sales, 'Swings & Roundabouts', Margaret River Wines.**

## SPONSORSHIP BENEFITS

### PROMOTION & PUBLICITY\*\*

**FESTIVAL TRAILER** Screens on a national scale including SBS Television, National Geographic Channel, Dendy Cinemas (NSW, QLD, VIC), Palace Cinemas and extensively throughout the 10 day Sydney festival and 15 venue national tour prior to every programme.

**ONLINE TICKETING** Now in our 2nd year of online ticketing with 60% of overall Sydney tickets purchased this way (an increase of 30% from 2004 figures) a sponsor can enjoy maximum exposure through logo placement on ticket printouts.

**FESTIVAL PROGRAM** 8000 programs distributed to sponsors, Australian/ International filmmakers, and guests and during the 10-day event at Bondi

**FESTIVAL CALENDARS** 50,000 calendars distributed extensively throughout Sydney and inserted into industry publications Filmink, Inside Film and Encore. Also on a national level to- NSW/ NT/ SA/ VIC/ QLD

**AVANT CARDS** 30,000 Avant Cards distributed throughout Sydney to in excess of 375 outlets. The Avant Card distribution report indicates the Flickerfest card as a fast mover with eye-catching artwork taking less than 2 weeks for pick-up.

**ACE MAGAZINE** (Avant Card) 52,000 copies distributed across Australia for a period of 6 weeks over the peak summer months. National distribution breakdown- NSW 18k, VIC 15k, QLD 6.5K, WA 3.5k, SA 3.5k, ACT 2.5k, TAS 800, NT 200.

**PRINT ADVERTISING** Advertising in the Sydney Morning Herald over a 2-week period in January and supplemented by additional advertising in niche publications such as Filmink, Encore Inside Film and street press such as The Brag. Also national coverage supplemented by the local advertising that supports the 15 venue national tour particularly in key areas such as Melbourne, Brisbane, Canberra and Perth.

**FESTIVAL WEBSITE** The website is a major communication tool between Flickerfest and our audience on a national/ international scale and sponsors can enjoy links to there website and logo acknowledgment exposing there brand to 150, 000 individual session users over a 12 month period with peak hits in Dec/ Jan/ Feb.

**RADIO PROMOTIONS** Flickerfest giveaways/sponsor prizes are conducted through the following radio stations on a near daily basis- 2UE Sydney, 2SER Sydney, FBI Radio, Bondi Radio, Eastside Radio and NOVA.

Also national coverage supplemented by the local radio promotions that supports the 15 venue national tour particularly in key areas such as Melbourne, Brisbane, Canberra and Perth.

**MEDIA RELEASES** Logo placement on all media releases generated in relation to Flickerfest events & activities on a local/ national scale.

**MONTHLY NEWSLETTERS** Promoted nationally and internationally to a rapidly growing database of entrants, guests/ sponsors/ government organisations/ businesses/ film industry.

Indirect access to Flickerfest database, 5000 subscribers.

**PRODUCT PLACEMENT** Lucrative opportunity for sampling and category exclusivity.

**OUTDOORS ADVERTISING** Including 30 flags along the prominent Campbell Parade, Bondi, and large banners at Bondi Beach and also Syd Einfeld Bridge and street posters.

**EVENT SIGNAGE** Inside/outside signage at Bondi Pavilion during 10 day event. Potential to have signage as part of the 15 venue Flickerfest National Tour.

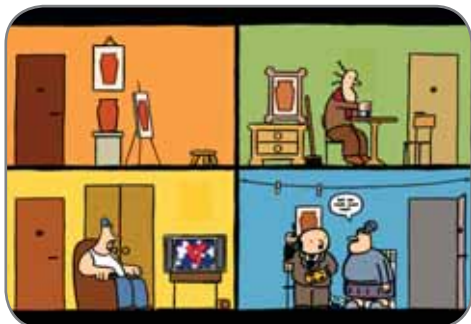
\*Benefits will depend on your level of commitment.  
\*\*The festival's marketing may vary from year to year.



Barry Otto, Jacqueline Mckenzie & Friends



Gigi & Capi Edgley



Still detail from *Flatlife*



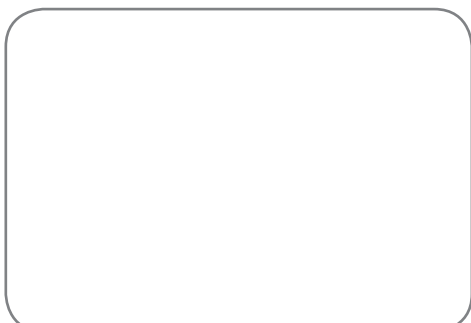
HG & Bronwyn Kidd



Chris Seeto, David Askill, Jacques Bezy (Head of Marketing - Jameson)



Still detail from *We Have Decided Not To Die*



## SPONSORSHIP BENEFITS

### CORPORATE ENTERTAINING

**MEDIA LAUNCH** Sponsors, media celebrities and supporters invited to the first public announcement of the festival program at the wonderful location of Icebergs Dining Room & Bar.

**OPENING NIGHT PARTY** Informal yet glamorous, serious yet chilled this is the quintessential Bondi experience that witnesses celebrities, media and sponsors flock to the Bondi Pavilion for an evening of award winning short films set against a backdrop of sun, sand and surf.

### CLOSING NIGHT AWARDS PARTY

The illustrious Closing Night Awards Ceremony and Party with the announcement of winners, screening of award winning films and after party. In attendance, sponsors, filmmakers, media, celebrities and guests.

### EXCLUSIVE PRIVATE SCREENINGS

Flickerfest are able to organise private screenings exclusively for your staff and prominent clients including refreshments served on the balcony overlooking the stunning location of Bondi Beach.

**INDIVIDUAL SESSIONS** Ticket allocation for sponsored sessions-reserved seating and opportunities for catering and private function area pre/post screening.



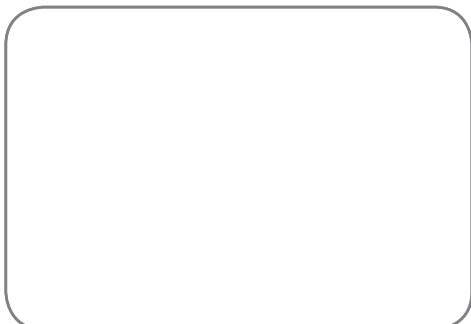
Matt Campbell (SBS - Head of Programming) & Sue Biely



Susie Prior, Rupert Reid, Ingrid Weir



Bec Smith & Nash Edgerton



**NATIONAL NAMING RIGHT PARTNER \$120,000 +**

A lucrative opportunity to receive the highest level of advertising and promotional opportunities incorporating major logo visibility and acknowledgment as the Flickerfest National Naming Partner throughout Sydney, Australia and around the globe on ALL Flickerfest material. Please see Appendix 2 for a comprehensive schedule of benefits associated with this level.

**MAJOR SPONSOR \$50,000 +**

Major level of exposure across a wide range of generic marketing/promotional materials on a national level—to include web site, print and radio advertising, street and venue signage and sampling opportunities.

**SYDNEY SPONSOR \$30,000 +**

Significant level of exposure enjoying logo placement/ acknowledgment and advertising opportunities across a wealth of marketing materials—to cover Sydney only.

**NATIONAL TOUR SPONSOR \$15,000–\$25,000**

This opportunity exists for a business wishing to develop its reach to a new demographic on a national scale outside of Sydney and includes key areas and regional centres such as—Melbourne, Adelaide, Canberra, Brisbane, Perth, Byron Bay, Alice Springs, Katherine, Gunnedah, Kempsey, Sawtell and Broome.

Logo visibility/ acknowledgment on national marketing material and potential for venue signage/sampling opportunities.

**PRODUCT SPONSOR \$10,000**

This category allows for product exclusivity for Flickerfest during the 9-day event at Bondi, Sydney with opportunities for sampling and logo visibility and acknowledgment.

**SCREEN SUPPORTER \$3,000 +**

Ability to target specific demographics with logo visibility across festival program/ festival website and slide prior to chosen session.

**VENUE SUPPORTER \$3,000+**

Ability to target a specific geographical location at one of the Flickerfest tour venues with logo visibility across the festival web site and venue signage.

**EVENT SUPPORTERS/SUPPLIERS \$1,000–\$3,000**

Line acknowledgment in festival program/ festival website.

**FESTIVAL SPONSORSHIP CONTACTS**

BRONWYN KIDD Festival Director

FLICKERFEST INTERNATIONAL SHORT FILM FESTIVAL

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Ph +61 2 9365 6877

Fax +61 2 9365 6899

director@flickerfest.com.au

manager@flickerfest.com.au

Web: www.flickerfest.com.au

# PRINT PLACEMENT REPORT – APPENDIX 1

## PRINT MEDIA

DATE	PUBLICATION	STORY
February issue	Encore	Flickerfest- Closing Night
22 January 05	The Daily Telegraph	Flickerfest – Closing Night
19 January 05	Wentworth Courier	Flickerfest – Winner editorial and Opening Night pictures
18 January 05	Inner West Courier	Flickerfest- Oscar hopeful Birthday Boy
17 January 05	The Australian	Flickerfest – Winner
17 January 05	The Daaily Telegraph	Flickerfest – Winner in Sydney Confidential
16 January 05	The Sun Herald	Flickerfest-Sunday Best...10 things to do today!
16 January 05	The Sydney Morning Herald	Flickerfest- event listing
13 January 05	The Glebe	Flickerfest- Editorial on short film The Intruder
12 January 05	The Australian	Flickerfest- Editorial and Bronwyn Kidd interview
12 January 05	The Sydney Morning Herald	Flickerfest – Event Listing in Spotlight
11 January 05	Southern Courier	Flickerfest – Editorial and Jonathan Nix interview
11 January 05	The Brag	Flickerfest – Editorial
10 January 05	9TO5 Magazine	Flickerfest – Event Listing
9 January 05	The Sun-Herald	Flickerfest – Sunday Best...10 things to do today
9 January 05	The Sun-Herald	Flickerfest – Event Listing
9 January 05	The Sydney Morning Herald	Flickerfest – Event Listing in Radar
9 January 05	The Sunday Telegraph	Flickerfest – Event Listing
8 January 05	The Sydney Morning Herald	Flickerfest – Event Listing in Spectrum
8 January	The Sydney Morning Herald	Flickerfest – Event Listing on Good Weekend Magazine
8 January 05	The Daily Telegraph	Flickerfest – Event Listing in Weekend Confidential
8 January 05	The Daily Telegraph	Flickerfest – Bronwyn Kidd profile story in Career One
7 January 05	The Sydney Morning Herald	Flickerfest – Editorial and Sejong Park interview in Metro
7 January 05	The Sydney Morning Herald	Flickerfest – Event Listing in Metro
7 January 05	The Sydney Morning Herald	Flickerfest – Best of the festival editorial
6 January 05	The Daily Telegraph	Flickerfest – Editorial and Bronwyn Kidd interview
5 January 04	The Australian	Flickerfest – Ediitorial in Reel Time
January/February	Filmink Magazine	Flickerfest – Editorial and Bronwyn Kidd interview
January Issue	RUSH Magazine	Flickerfest – Full page editorial with touring dates
January Issue	TNT Magazine	Flickerfest – Event Listing
January Issue	Limelight Magazine	Flickerfest – Event Listing and Bronwyn Kidd personal classics
January Issue	FHM Magazine	Flickerfest – Event Listing
January Issue	Qantas Magazine	Flickerfest – Event Listing
January Issue	Sydney Magazine	Flickerfest – Event Listing – The Sydney Morning Herald
January Issue	STU Magazine	Flickerfest – Event Listing
January Issue	State of the Arts Magazine	Flickerfest – Event Listing
January Issue	Rolling Stone Magazine	Flickerfest – Event Listing
January Issue	Jetstar Magazine	Flickerfest – Event Listing
Summer Guide	The Sydney Morning Herald	Flickerfest – Summer Movie Guide editorial
Summer Issue	MICE Magazine	Flickerfest – Event Listing
27 December 04	The Brag	Flickerfest – Editorial and Sejong Park interview
26 December 04	The Weekend Australian	Flickerfest – Event Listing
20 December 04	The Brag	Flickerfest – Editorial and Bronwyn Kidd interview
15 December 04	Wentworth Courier	Flickerfest – Adam Elliot story and event mention
12 December 04	The Sun-Herald	Flickerfest – Media Launch
12 December 04	The Sunday Telegraph	Flickerfest – Media Launch
7 December 04	The Daily Telegraph	Flickerfest – Editorial
7 December 04	The Daily Telegraph	Flickerfest – Media Launch in Sydney Confidential
4 December 04	The Daily Telegraph	Flickerfest- Media Launch
2 December 04	The Daily Telegraph	Flickerfest- Editorial, Oscar hopefuls.
December/January	Inside Film Magazine	Flickerfest – International short film festival
December/January	ACE Magazine	Flickerfest – Event Listing
December/January	Open Road Magazine	Flickerfest – Event Listing in NRMA members magazine
December/January	Sydney's Child Magazine	Flickerfest – Event Listing
December Issue	Seniors Magazine	Flickerfest – Event Listing

## SCHEDULE OF BENEFITS – APPENDIX 2

MEDIUM	WHAT?	PERIOD	COST	REACH	DEMO
<b>Publications</b>					
SMH	Advertising	16 days 1st –16th Jan	\$4,000	Mon-Fri 880,000 Sat 1,273,000 Sun 1,464,000	Mon-Fri 25-49yrs 395,000 Sat 25-49yrs 599,000 Sun 620,000
Avant Cards	Advertising x 30,000	Distribution -peak months of Dec-Jan	\$3,500	370 outlets throughout NSW. Reported as fast moving in all venue types.	
Ace Magazine (Avant Card)	Advertising	6 weeks	\$4,000	52,000 copies across Australia for a period of 6 weeks. Distribution breakdown- NSW 18k, VIC 15k, QLD 6.5K, WA 3.5k, SA 3.5k, ACT 2.5k, TAS 800, NT 200.	
Insidefilm	Doublepage spread	double issue Dec/Jan	\$4500	readership 32,000 circulation 10,000	58% female 42% male 70% 26-45
Filmink	Doublepage spread	double issue Dec/Jan	\$4500	circulation 18,000	55% male, 45% female 59% 25-39, 20% 40-54 40% income>\$60k
The Brag	Half page ad	double issue Dec/Jan	\$1000	Distributed 1400 NSW outlets-32,000 copies	Readers 18-35
<b>Total sum</b>			<b>\$21,500</b>		
<b>Trailer</b>					
Qantas	Trailer	Mid Dec- midJan	\$30,000 1 month	All domestic flights – 2 slots per day and weekends.	Screenings 4200 Passengers 580,000
Nat Geo Channel	Trailer	50 spots mid Dec-Jan	\$100,000	Over 2 million households subscribe to NGC	Potential audience of over 6.5 million Male 58% female 42%
SBS	Trailer	48 spots mid Dec-mid Jan	\$150,000		All people 18-39 5 metropolitan cities
SBS	Programmes slots-	Showcase Movie		Average 49,039 Total reach 407,773	
		Movie Show		Average 55,671 Total 185,368	
		Sexy Movie		Average 38,939 Total 278,136	
		Eat carpet		Average 36,028 Total 141,312	
		Various		Average 38,411 Total 720,890	
Dendy Sydney	Trailer	35 spots mid Dec-Jan	\$12,000	Overall audience reach 40,000	
Dendy Brisbane	Trailer	35 spots Feb-Mar	\$12,000	Overall audience reach 47,000	
Dendy Melbourne	Trailer	35 spots Jan-Feb	\$12,500	Overall audience reach 48,000	
Paradiso Cinemas Perth	Trailer	35 spots Mar	\$10,000	Overall audience reach 40,000	
<b>Total</b>			<b>\$326,500</b>		
<b>Outdoor Advertising</b>					
Campbell Parade	Flags	1-16 Jan	\$2000	Peak summer-first 2 weeks of Jan 250,000	
Bondi Pavilion	Vehicles parked	10 day event 7th -16th Jan (80hrs per car)	\$250 per hour per car (\$20k)	Peak summer-first 2 weeks of Jan 250,000	
Syd Einfeld Bridge	Banner hung from bridge	27th Dec- 16th Jan	No cost attached but only community events are permitted	Syd Einfeld Drive, Woollahra west of old South Head Road 48813. This is the combined direction annual average daily traffic count.	
<b>Total</b>			<b>\$22,000</b>		
<b>OVERALL</b>			<b>\$370,000</b>		