

# BRANDING, MARKETING, SPONSORSHIPS

G&CO TAKES A HOLISTIC APPROACH TO STRENGTHENING THE PUBLIC FOOTPRINT OF CREATIVE NON-PROFITS, FILM FESTIVALS AND EVENTS.

IN 2010 WE MANAGED A
COMPLETE REBRAND OF
THE HAMPTONS INTERNATIONAL FILM
FESTIVAL, SECURED NEW SPONSORS
ACROSS ALL CATEGORIES AND FORGED
HIGH PROFILE MEDIA PARTNERSHIPS
TO EXPAND BRAND AWARENESS.

THROUGH 2011 + 2012.

G&CO EXPONENTIALLY GREW THE FESTIVAL'S BRAND AWARENESS VIA MAJOR SPONSORSHIPS, INVENTIVE MARKETING CONTENT & STRATEGIC MEDIA PARTNERSHIPS.

# **G&CO SPONSORSHIPS**

TOTAL AMOUNT RAISED IN CASH AND INKIND 2010 = \$400K+

TOTAL AMOUNT RAISED IN CASH AND INKIND 2011 = \$500K+

TOTAL AMOUNT RAISED IN CASH AND INKIND 2013 = \$800K+

## **AUTO/TRANSPORTATION**









### **MEDIA**















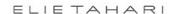
### **FINANCE**

## **LUXURY GOODS**











## **ALCHOHOL**











# FOOD / BEVERAGE

### **DESIGN**









thornberg & forester



# **ORGANIZATIONS**



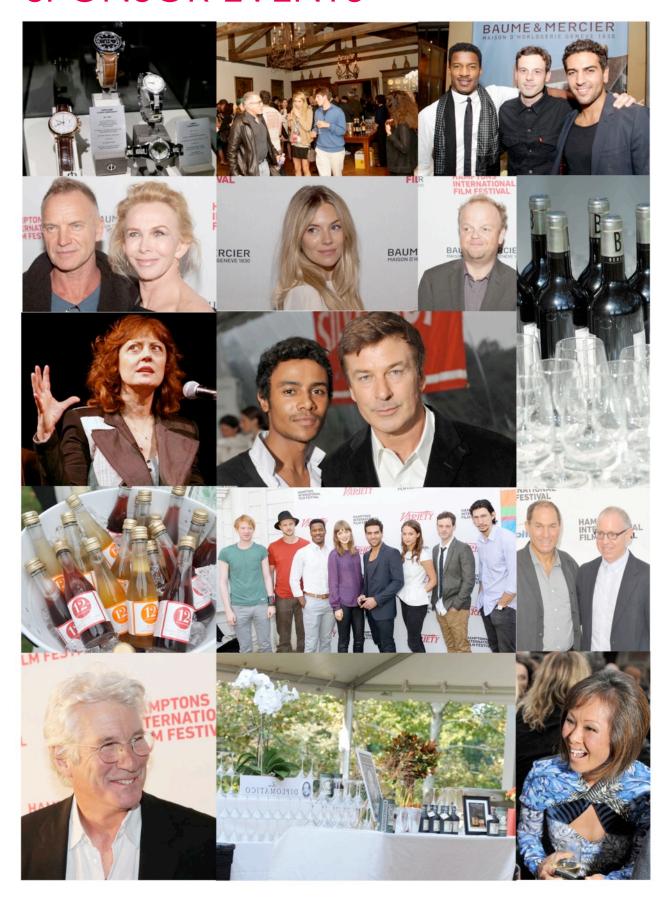








# SPONSOR EVENTS



# TALENT HOSPITALITY



# SCOPF OF WORK:

- I. IDENTIFIED, NEGOTIATED AND CLOSED ALL SPONSORSHIP DEALS
- II. DESIGNED AND IMPLEMENTED ALL ACTIVATIONS FOR SPONSORS
- III. PRODUCED, DETAILED HIGH QUALITY SPONSOR REPORTS
- IV. MANAGED & EXECUTED ALL MARKETING MATERIALS FOR FESTIVAL
- V. MANAGED & EXECUTED ALL SOCIAL MEDIA FOR FESTIVAL
- VI. MANAGED REDESIGN AND UPKEEP OF WEBSITE
- VII. PRODUCED ALL SPONSOR VIDEOS AND MANAGED PHOTOGRAPHY CREWS DURING FESTIVAL

# MARKETING IMPACT

G&CO managed to create annual growth consistently across all marketing platforms, including:

#### PUBLIC DISPLAY COLLATORAL

- •BUS WRAPS
- •POSTERS
- •STEP + REPEATS

#### PRINT MATERIAL CIRCULATION

- •AD PLACEMENT
- •CATALOGUES
- •FILM GUIDES
- •INVITES

#### ONLINE + SOCIAL MEDIA PARTICIPATION

- •WEBSITE + BLOG
- •FACEBOOK
- •TWITTER
- •YOUTUBE

#### BROADCAST TELEVISION EXPOSURE

- •COMMERCIALS
- •NETWORK COVERAGE

# TOTAL IMPRESSIONS PER YEAR

2010

2011

2012

10 million

11 million

12 million



# **REBRAND**

**IDENTITY + DESIGN** 

**LOGO** 

HAMPTONS INTERNATIONAL FILM FESTIVAL

# **IMAGERY**



# **TYPOGRAPHY**

#### LEADING EDGE OF CINEMA

DIN Next LT ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890!@#\$

# **COLOR**



# **COLLATERAL**



# FILM GUIDE



# **CATALOGUE**





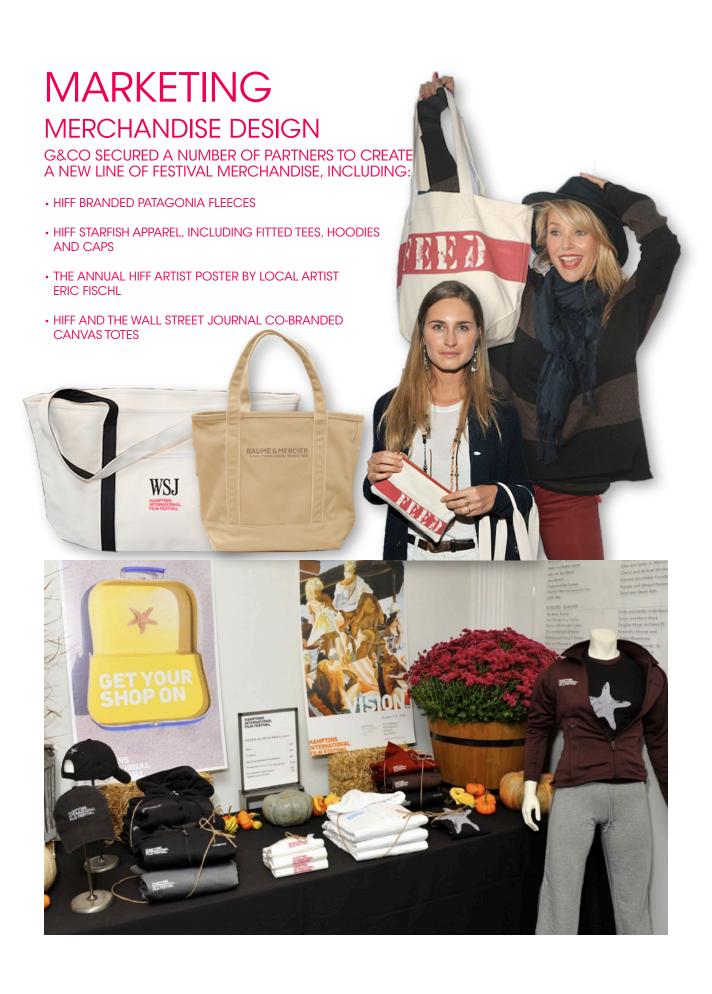
# **BADGES**



# MARKETING PRINT DESIGN

# PROMOTIONAL + ARTIST POSTERS





# MARKETING ONLINE MARKETING

# WEBSITE + BLOG

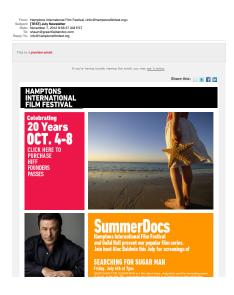




## **SOCIAL MEDIA**



## **EMAIL CAMPAIGNS**



# MARKETING PRINT ADVERTISING





Bella Heathcote Do Elyas M'Barek Ali Dree Hemingway Sci Imogen Poots Na

VARIETY'S ONE TO ACCLAIM AWARD TO SIENNA MILLER

HAMPTONSFILMFEST.ORG BOX OFFICE: 631-237-5530







# MARKETING ORIGINAL VIDEO PRODUCTION

## **SCREENWASHES**











## TV COMMERCIAL



## **SPONSOR TRAILER**



# **FESTIVAL COVERAGE**



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# **CONTENT MANAGEMENT**

# **PHOTOGRAPHY**



















