

# CALGARY INTERNATIONAL FILM FESTIVAL

## 2016 MEDIA PARTNERSHIP AGREEMENT

Made on this 9th day of May 2016 in Calgary, Alberta

### BETWEEN

Parent Previews  
(Hereafter referred to as the 'Sponsor')  
Calgary, AB

&

The Calgary International Film Festival  
(Hereafter referred to as 'CIFF')  
#207, 214 – 11<sup>th</sup> Avenue SE  
Calgary, AB T2G 0X8

Whereas the Sponsor wishes to sponsor CIFF with an in-kind investment in exchange for advertising and other promotional benefits as outlined below, the parties hereby agree as follows:

The term of this Agreement commences on the date mentioned above and terminates October 15, 2016 (the 'Term').

### SPONSOR INVESTMENT

Gift-in-kind: \$864 in advertising, plus in-kind reviewing

### MEDIA PARTNER

Parent Previews will provide the following in-kind support:

- Reviewing somewhere between 2-10 films selected by programming which may be considered youth or family friendly.
- Posting these reviews on parentpreviews.com with mention that the films are being reviewed for the Calgary International Film Festival
- Advertising placement on ParentPreviews.com including:
  - 300x250 ad on right rail or inline with our editorial content that will geo-target BC, Alberta and Saskatchewan visitors
  - logo banner on our top header bar for desktop visitors acknowledging partnership
  - With ad placement starting in June, these ads are expected to generate 108,000 impressions to 36,000 visitors. The value of the combined 108,000 impressions at \$8 per thousand is \$864.

CIFF will provide the following sponsorship benefits:

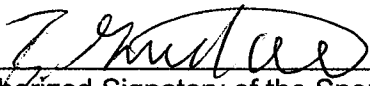
- Logo recognition and written acknowledgement on any calgaryfilm.com film page which contains a Parent Previews review

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- Logo recognition / Parent Previews branding on PDF / printed document of all films reviewed by Parent Previews
- Logo recognition on sponsor page in Festival Program Guide as official media sponsor
- Logo recognition on sponsor page on CIFF website
- Logo recognition during "Lights Up" on sponsor Thank You slide at all screenings
- Logo recognition on Sponsor Thank You board at all locations during the festival
- Web ad on calgaryfilm.com support page 427 x 318
- 10 pairs of tickets for online contesting or staff
- 2 festival passes

IN WITNESS WHEREOF, the parties hereto have executed this agreement by their proper officers as of the date first above written.

## SPONSOR


  
\_\_\_\_\_  
Authorized Signatory of the Sponsor

\_\_\_\_Rodney Gustafson\_\_\_\_\_  
Print Name

\_\_\_\_President\_\_\_\_\_  
Position

\_\_\_\_12 MAY 20/6\_\_\_\_\_  
Date

## CALGARY INTERNATIONAL FILM FESTIVAL

  
\_\_\_\_\_  
Laura Carlson, Marketing & Communications Manager

May 9, 2016

#207, 214 11<sup>th</sup> Avenue SW, Calgary, AB T2G 0X8  
laura@calgaryfilm.com