

It's the 2011 Sprockets Music Video Competition!



Sprockets Music Video Competition & Show was born in 2004 when Film Athens was invited to add a film component to the well established AthFest Music and Arts Festival. For 5 years filmmakers and musicians joined forces to create a spectacular show. After a 2 year hiatus, Sprockets is back!

The "**Best Music Video**" award is chosen by 5 impartial judges. Their decision is based on their personal expertise as music and film industry professionals.

The "**Audience Choice**" award is chosen by audience ballot the night of the Sprockets Show.

The **Awards Trophies are created** by an area artist who donates their time and talent to Sprockets. We give the artist a film reel to incorporate into the piece but no "rules" are set on how the awards should be made or what they should look like. The artists create whatever they like.

The "**Best Music Video**" and "**Audience Choice**" videos are screened and awarded at the Flagpole Music Awards at the Historic Morton Theatre.

Sprockets Goals/Objectives

- Showcase regional film and music talent.
- Have a financially successful and entertaining music video competition.
- Promote Athens as a vibrant arts community

Jared Bailey - AthFest Executive Director & Production Chairman

"The fabric of Athens arts and music scene has always been tightly interwoven. Many of the musicians are also visual artists and many of the filmmakers are working with bands. AthFest has been able to partner with Film Athens to help showcase the many bright talents in our exceptional and unique arts community."

Jeff Montgomery - ACC Public Information Office Media Analyst / Co-Owner of AthensMusic.net

"Film is often overlooked as an artistic media, so Film Athens' approach to integrate it into AthFest and showcase its close ties to the music and visual arts scene here has been an extremely welcome and vital addition for the past several years, especially for those who were unaware of its presence locally."

Patrick Franklin - Former film critic for Flagpole Magazine / Independent filmmaker

"With a music heritage like ours, the resources are already there, and not the least of which is sheer excitement. Being smart about their grand endeavors, the masterminds behind [Film Athens] are beginning their journey toward a full-scale Athens film festival by first adding a film program to the already well-established AthFest."

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Sponsor Levels and Descriptions

Promotion starts January 2011! Jumping on board now gives you maximum exposure with a full 6 months of promotion as a Sprockets' Sponsor.

\$ 7500 Presenting Sponsor - Sprockets 2011 Presented by Your Company!!

- Recognized as presenting sponsor in ALL promotional materials and press
- "Thank You" Plaque created by Sprockets' trophy artist
- Motion graphic advertisement on screen at the Sprockets Music Video Show and website
- Company logo presented on screen at the Sprockets Music Video Show
- Company logo presented on ALL printed and electronic media
- Full Page color advertisement on back cover of show program
- 10 passes to the Sprockets Music Video Show

\$ 2500 "Up in Lights" Sponsor

- Motion graphic advertisement on screen at the Sprockets Music Video Show and website
- Company logo presented on screen at the Sprockets Music Video Show
- Company logo presented on ALL printed and electronic media
- Full Page color advertisement in show program
- 8 passes Sprockets Music Video Show

\$ 1000 "Smash Hit" Sponsor

- Company logo presented on screen at the Sprockets Music Video Show
- Company logo presented on ALL printed and electronic media
- Full page black and white advertisement in show program
- 6 passes to the Sprockets Music Video Show

\$ 500 "Rave Review" Sponsor

- Company logo presented on screen at the Sprockets Music Video Show
- Company Logo presented on ALL printed and electronic media
- 1/2 Page black and white advertisement in show program
- 4 passes to the Sprockets Music Video Competition

\$250 "Thumbs Up" Sponsor

- Company name listed on screen at the Sprockets Music Video Show
- Company Logo on ALL printed and electronic media
- 1/4 page black and white advertisement in show program
- 2 passes to the Sprockets Music Video Show

\$100 "Now Playing" Sponsor

- Company name on ALL printed and electronic media
- 1/8 page black and white advertisement in show program
- 2 passes to the Sprockets Music Video Show

up to \$100 "Sprockets Friend"

- Recognition on website and show program
- 1 pass to the Sprockets Music Video Show

*Printed and electronic media includes website, Facebook fan page, posters, postcards, Sprockets Music Video show program and other signage.

**Content for inclusion in screen or print promotion is subject to pre-determined deadlines.

***The names of the individuals to receive passes must be declared by June 10th 2011.

****Motion graphic advertisement is to be provided by sponsor and will run continuously, in rotation, on the Sprockets sponsorship web page, and will be shown onscreen at the video show!

Purchased print advertising in our Sprockets Music Video Show program is also available!

Thank you for your interest and support!

If you have any questions or comments, please contact us at sprockets@filmathens.net.