

Art Gallery of Hamilton

BMO Financial Group

WORLD

FILM

2018 ● FESTIVAL

.....
CELEBRATING

10 YEARS
.....



The AGH BMO World Film Festival is Hamilton's largest festival of international, independent, and Canadian film. Over the last 10 years, we have welcomed over 50,000 attendees, screened 300 films and worked with more than 100 community and corporate partners to bring premium cinema to the region.

Presenting an array of talks, panels, performances, parties, and other activities to a series of unique locations across the city, the AGH BMO World Film Festival is has evolved to be one of the largest film festivals in Canada.

The 10th annual AGH BMO World Film Festival will be held from **October 11 to 21, 2018**. We are looking for partners to join us and our loyal community as we celebrate the last decade of outstanding achievements and look ahead toward the future of cinema in Hamilton.

A handwritten signature in black ink, appearing to read 'Ryan Ferguson'.

Ryan Ferguson
Curator, AGH Film Program
ryan@artgalleryofhamilton.com

70.8%

female

41%

AGH Members

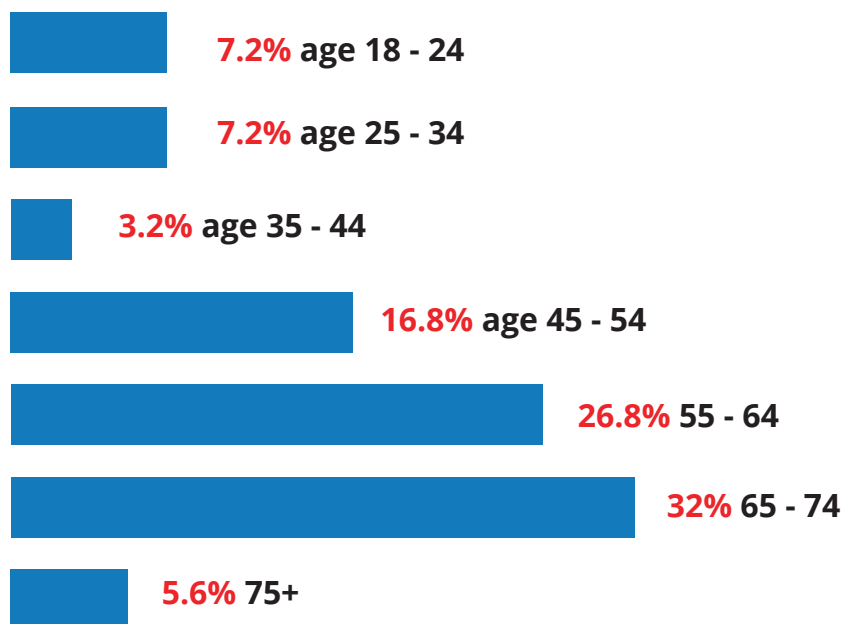
82.5%

attendees live
in Hamilton

15.2%

Burlington, Oakville
Brantford, Caledonia

68%

returning
attendees

93%

are 'extremely likely or likely' to
recommend the festival
to their friends

7000

Tickets sold in 2017

40%

of attendees see
3 to 5 films

17.2%

see 6 to 9 films

8%

see more than 10 films

25,000

loyal followers



5,051

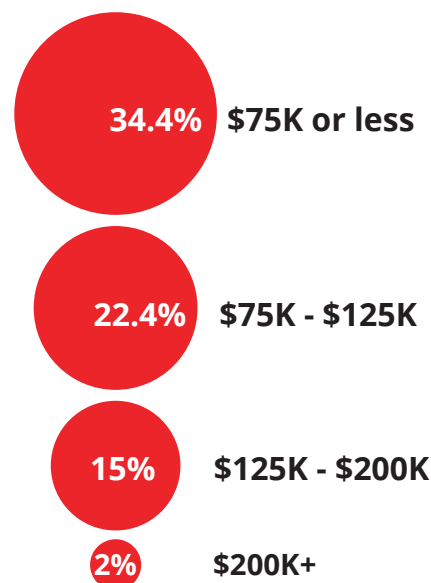


10,600



9,386

household income



**Make our audience,
your audience.**

	GOLD \$5,000	SILVER \$2,500
Logo inclusion in all advertising valued at over \$167,000	●	
Advertisement in the Festival program brochure	Full Page	Half Page
Logo recognition on-screen at each of the 50+ screenings throughout the Festival	●	●
Complimentary tickets (8) to the Opening Night Screening on October 12	●	●
VIP access to the Opening Night Party	12 Guests	8 Guests
Recognition at the Trailers & Teasers Launch Event on September 27 & 28, 2018	●	●
Speaking opportunity at sponsored film screening	●	●
Exclusive presentation of your film with reserved seating for your guests	●	●
Complimentary Tickets to all film screenings upon request	●	●
Recognition on AGH social media channels (community of 25,000+ followers)	●	●
Recognition in the AGH What's On email newsletter	●	●
Logo and link on aghfilmfest.com for one year	●	●
Recognition in the AGH Magazine	●	●

Ask us about **custom packages** to maximize your brand visibility in the way that suites you best. Opportunities include:

Private screenings

On-site event activations at various events such as: Trailers & Teasers Kick Off, Opening Night Screening, Closing Night Party, and the 24-Hour Film Challenge.

Program Guide

Advertising in the AGH BMO World Film Festival program guide gives you extensive, guaranteed exposure to our wide audience. Festival-goers refer to the guide throughout the 10-day festival. **5,000 copies** are distributed across the city, at regional festivals and events beginning the first week of May until the end of October. A PDF version of the guide will be available for download from **aghfilmfest.com**.

FULL PAGE
5" W x 8" H

HALF PAGE
5" W x 4" H

QUARTER
PAGE
2.2" W x 4" H

Full page	\$1000
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Half page	\$500
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Quarter page	\$250
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All ads are in full colour

Provided as a PDF file with no bleed

Deadline for submission: Friday, August 24, 2018

Please submit to: Amanda@artgalleryofhamilton.com



Digital Ads

Keep your brand active throughout all of the festival screenings and digital communications.

30 second video advertisement	\$1500
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15 second video advertisement	\$1000
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On-screen still	\$500
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On-screen still + Full page Program Ad	\$1200
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On-screen still + Half page Program Ad	\$800
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All artworks must be created in **RGB** colour mode (not CMYK). Grayscale images, line art and duotones must also be converted to RGB.

Content resolution 1920 W x 1080 H pixels

Type-safe area 724 W x 972 H pixels

Pixel geometry square (1:1)

Aspect ratio 19:9 (1.78:1)

Colour mode 8-bit (per channel) RGB

Minimum type size 16 pt (most typefaces)

Transition None

Image format JPEG (still) / MP4 (video)



Ad Reservations

Amanda Dudnik, Coordinator, Film Program
amanda@artgalleryofhamilton.com
 905.527.6610 x252

Ryan Ferguson, Curator, Film Program
ryan@artgalleryofhamilton.com

10 YEARS

Past Partners





Art Gallery of Hamilton

123 King Street West
Hamilton, Ontario L8P 4S8
905.527.6610
artgalleryofhamilton.com

For more information, please contact:
Cindy Carson
Director, Corporate Partnerships and Development
cindy@artgalleryofhamilton.com

