



LUNAFEST Sponsorship Opportunities

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About LUNAFEST

The LUNAFEST Mission

- Celebrate and inspire women through the art of film and community fundraising.

About LUNAFEST

- LUNAFEST is a national film festival that features short films by, for and about women. LUNAFEST was established in 2000 by LUNA®, makers of the whole nutrition bar for women to simultaneously promote women filmmakers, raise awareness for women's issues and support worthy women's nonprofit organizations.
- All proceeds from LUNAFEST are donated to charity. 85% of profits are donated to local nonprofit organizations, the remaining 15% goes to LUNA's primary cause partner, the Breast Cancer Fund, an organization dedicated to identifying and advocating for the elimination of environmental causes of the disease.
- LUNAFEST is designed so that one person can easily make a significant difference in the lives of women. Whether that person is a filmmaker who tells an untold story, a host who raises funds and awareness for a cause or an attendee who leaves with a new perspective – each is a catalyst for impact.
- The LUNAFEST films range from animation to fictional drama and cover topics relating to women's health, motherhood, body image, relationships, cultural diversity, breaking barriers and more. The films are selected by an outside board of advisors comprised of notables in the film industry.
- LUNAFEST will screen at 140+ screens nationwide during its 9th season. LUNAFEST events have raised over \$475,000 for women's organizations, while raising awareness for women everywhere.

LUNAFEST®

short films by, for, about Women®



A Summer Rain: (16:30) A young Israeli immigrant struggles with her transition to American life.
Director: Ela Thier, New York, NY

Screenings: Nashville Film Festival, San Diego International Children's Film Festival, Vietnamese International Film Festival – CA, Women's International Film Festival – FL



Plastic: (7:30) A young woman redefines her self-image moments before a first date.

Director: Sandy Widyanata, Bondi Beach, Australia

Screenings: Cleveland International Film Festival – OH, Flickerfest International Short Film Festival – Sydney, Australia, Omaha Film Festival, International Film Schools Festival – Poitiers, France



Roz (and Joshua): (3:00) Separated from her son, Roz lives for the time when they will reunite permanently.

Director: Charlene Music, Palo Alto, CA

Screenings: Angelus Student Film Festival – CA, Documenta Madrid, Silverdocs Documentary Film Festival – D.C., True/False Film Festival - MO



Monday Before Thanksgiving: (19:00) Through a chance encounter, a single woman learns that the life she lives is exactly what she wants.

Director: Courtney Cox, West Hollywood, CA

Screenings: Glamour Reel Moments Premiere - CA, Nashville Film Festival, Palm Springs International Short Film Festival, LA United Film Festival



DIY: Emancipation 101: (1:00) A playful animation about women and bicycling.

Director: Lynn Robinson, Lyndeborough, NH

Screenings: Bicycle Film Festival, Boston Bike Film Festival -MA, Filmed by Bike Film Festival - OR, Image Union – IL



Kinda Sutra: (8:30) How are babies made?

Director: Jessica Yu, Santa Monica, CA

Screenings: Sundance Film Festival – UT



Negra Jho - A Vida Politica: (3:00) A Brazilian hairstylist explains how beauty can be a form of activism.

Director: Kat Mansoor, Brighton, England

Screenings: Birds Eye View – London, England, Davis Feminist Film Festival – CA, SXSW – TX



Anjali: (14:30) When Anjali becomes witness to her father's betrayal, she must decide if she will share her secret and risk devastating her family.

Director: Maya Anand, New York, NY

Screenings: Columbia University Film Festival – NY, Next Gen Film Festival – CA



Omelette: (7:00) A mother battles with the challenges of inflation.

Director: Nadejda Koseva, Sofia, Bulgaria

Screenings: Huesca International Film Festival - Spain, Pamplona Film Festival - Spain Sarajevo Film Festival - Bosnia, Sundance Film Festival – UT



The McCombie Way: (6:30) Words of Wisdom from a mystic in the middle of the Mojave Desert.

Director: Kristina & Nick Higgins, Los Angeles, CA

Screenings: AFI Fest - CA, ITVS Online Shorts, Palm Springs International Short Film Festival



About LUNA

What we put into our bodies matters

- Food feeds our souls, lifts our spirits and nourishes and sustains us. That's why LUNA created LUNA bar, LUNA Sunrise, LUNA Tea Cakes and LUNA Sport. LUNA makes foods that meet the unique nutritional needs of women, making it easy to get the right nutrition throughout your day.
- LUNA products are created with the philosophy that everything must be 100% natural whole nutrition, as organic as possible and specifically designed for women. That means LUNA products include vitamins and minerals that women are often lacking such as calcium, folate, iron and antioxidants like vitamins A, C and E. LUNA also uses the highest quality ingredients and nothing artificial; LUNA will never contain any artificial sweeteners, colors or preservatives, high fructose corn syrup, trans fats or hydrogenated oils.

LUNA's causes

- LUNA is an active supporter of the Breast Cancer Fund participating in and donating money to support its programs. The Breast Cancer Fund is a non-profit organization that works to identify—and advocate for the elimination of—the environmental and other preventable causes of the disease.

LUNA's programs

- LUNA thinks bringing women together is one of the most positive, influential things that we can do to promote change in our world. So LUNA works to be involved in causes, activities and organizations that are a catalyst for making positive change in our communities. By partnering with different groups and creating mediums for women to get involved, LUNA works everyday to bring women together in amazing new ways. LUNA works to provide consumers with an intimate interaction with the LUNA brand and product and through intimate consumer programs like LUNAFEST, LUNA Mom's Club and Team LUNA Chix. Learn more at lunabar.com.



About Breast Cancer Fund



PREVENTION STARTS HERE.

LUNA is proud of its ten year partnership with the Breast Cancer Fund, a pioneering organization whose mission is to identify and eliminate the environmental causes of the disease. Since partnering with the Breast Cancer Fund, LUNA has raised over three million dollars for the organization.

Community Based Support

- LUNA supports the Breast Cancer Fund through financial support, donated hours, donated product and education. Over 20% of the funds that have come from LUNA originate with community based programs, like LUNAFEST and LUNA Chix. A minimum of 15% of proceeds from the over 140 LUNAFEST screenings across the country are donated to the Breast Cancer Fund. In addition, LUNAFEST brings Breast Cancer Fund's public service announcement to over 20,000 viewers a year.

Pure Prevention Campaign

- In 2007, LUNA and the Breast Cancer Fund joined forces to launch Pure Prevention, a public education campaign to educate women about the environmental causes of breast cancer and inspire them to take simple steps to reduce their risk. Visit www.pureprevention.org to tell your story about breast cancer, get breast cancer facts, find easy tips for prevention and spread the word to your family and friends.



Local Event Hosts

The Soroptimist and Zonta Club's of
Newport Harbor Area are co-hosting
this LUNAFEST event

- **Date:** April 18, 2010
- **Time:** 5:00-8:00PM
- **Where:** Bowers Museum, Kershaw Auditorium, Santa Ana
- **Attendance:** Anticipate 300 in attendance

Zonta Club of Newport Harbor (501(c)3)

Zonta exists to *Advance the Status of Women* because:

- 70 percent of the 1.3 billion poor are women.
- 2/3's of illiterate adults are women and 2/3's of children not in school are girls.
- 60 million women are "missing" because of gender-based violence.
- Every year an estimated 4 million women and girls are bought and sold worldwide.
- Today, 7,000 women and girls will contract HIV.



Executive's Circle Sponsor Benefits \$1000 and above

Sampling Opportunities:

- Product sampling in gift bag
- Product/service inclusion in raffle or silent auction
- Opportunity to display information/products at LUNAFEST

Logo Placement:

- Logo inclusion and sponsorship recognition on printed materials including LUNAFEST program and flyers promoting the event
- Logo inclusion and sponsorship recognition projected on video screens during reception at LUNAFEST

Special Recognition:

- Special recognition mentioned from stage at LUNAFEST
- Sponsorship recognition and inclusion in local LUNAFEST press releases

Other Opportunities:

- 6 complimentary tickets to the LUNAFEST event

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Producer's Circle Sponsor Benefits \$500 - \$999

Sampling Opportunities:

- Product sampling in gift bag
- Product/service inclusion in raffle or silent auction
- Opportunity to display information/products at LUNAFEST

Logo Placement:

- Logo inclusion and sponsorship recognition on printed materials including LUNAFEST program and flyers promoting the event
- Logo inclusion and sponsorship recognition projected on video screens during reception at LUNAFEST

Special Recognition:

- Special recognition mentioned from stage at LUNAFEST

Other Opportunities:

- 4 complimentary tickets to the LUNAFEST event

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Director's Circle Sponsor Benefits \$250 - \$499

Sampling Opportunities:

- Product sampling in gift bag
- Product/service inclusion in raffle or silent auction
- Opportunity to display information/products at LUNAFEST

Logo Placement:

- Logo inclusion and sponsorship recognition on printed materials including LUNAFEST Program, Flyers and email invitations promoting the event
- Logo inclusion and sponsorship recognition projected on video screens during reception at LUNAFEST

Special Recognition:

- Special recognition mentioned from stage at LUNAFEST

Other Opportunities:

- 2 complimentary tickets to the LUNAFEST event

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Audience Circle Sponsor Benefits \$100 - \$249

Sampling Opportunities:

- Product/service inclusion in raffle or silent auction

Logo Placement:

- Logo inclusion and sponsorship recognition projected on video screens during reception at LUNAFEST

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