



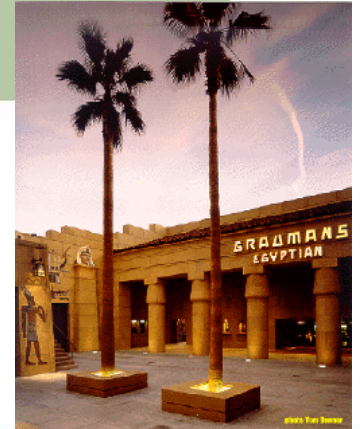
Mission and History

"ARTIVIST" is the 1st international film festival dedicated to addressing **Human Rights, Children's Advocacy, Environmental Preservation, and Animal Rights** through Film and Communication. Its mission is to strengthen the voice of international activist artists, "Artivists", while raising awareness for social global causes.

Founded in July 2003 in the heart of Hollywood, The Artivist Film Festival, a 501c3 nonprofit organization, was created to support socially conscious filmmakers from all over the world by creating a platform for them to share their films with large audiences. In the past 2 years, Artivist has screened 159 activist films from 34 countries, and has received renowned international support.

On February 8, 2006, the Board of Directors and Founders of the Artivist Film Festival Incorporated **The Artivist Network, Inc.** TM, categorized under the General Corporation Law. The purpose of The Artivist Network is to expand into Film Distribution and Internet Communication. In addition to its Festival activities, **Artivist is launching an Internet Portal for the artistic, activist, and progressive communities nationwide, reaching more than 1 million visitors each month.**

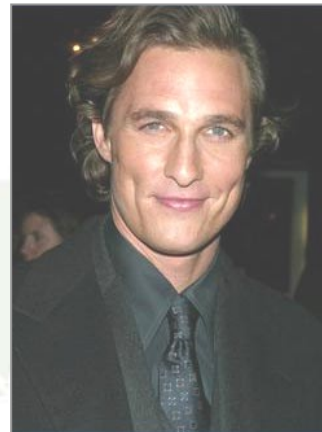
Festival Layout



Joaquin Phoenix



Daryl Hannah



Matthew McConaughey

- **OPENING NIGHT CEREMONY**
- **2006 ARTIVIST AWARDS GALA**
- **FILM SCREENINGS**
- **SPECIAL EVENTS**
- **FORUMS**

Renowned Celebrity Activists **Joaquin Phoenix, Daryl Hannah, Matthew McConaughey**, and the winning Films of this years Festival will be honored at The 2006 Artivist Film Festival & Awards. The 3rd Annual Artivist Film Festival, and The 2006 Artivist Awards will take place November 9-12, 2006 at the renowned Egyptian Theatre in the heart of Hollywood. 70 International Films from around the globe will be presented during the 4 day Festival.

The Artist Awards



- The Artist Awards honors **activist celebrities**, **socially conscious filmmakers**, and the work of outstanding charitable organizations. 159 international films have competed for “The Artist Award” in the past 2 years. Films are awarded in 10 different categories.
- Past honorees include: (*clockwise from left to right*) **James Cromwell**, **Mira Sorvino**, **Ed Begley Jr.**, **Tippi Hedren**, **Mike Farrell**, and **France Nuyen**.





Artivist Internet Portal

In addition to the Festival activities, Artivist is launching the **Artivist Network**, an Internet Portal for the artistic, activist, and progressive communities nationwide, reaching more than 1 million visitors each month. By combining its Annual Artivist Film Festival, Awards, and Network, Artivist is offering extensive sponsorship and advertising opportunities to its supporters. **With this range of platforms, partners will receive exposure all year around, anchored by a popular website providing consistent branding opportunities.**

The Artivist Web Portal, **www.ARTIVIST.com**, will be created as the **1st Internet Portal for Artists, Activists, & the Progressive Community nationwide**. ARTIVIST.com will have the broad and robust capabilities of a comprehensive “Web Portal”, while providing daily news, interviews, current events and info relevant to the Artistic, Activist, and Progressive communities. The Artivist Internet Portal will allow artists, activists, progressives, and “cultural creatives” to connect, chat, network, interact, research, check their personal email, post events, ads, petitions, reply and post to Blogs, listen to live interviews, and expand their social relationships.

Our competitive advantage is that currently, there is no Web Portal specifically created for, or targeting, this unique community. By working with grass-roots groups, organizations across the country, and the **United Nations**, the Artivist Internet Portal will become the #1 Web Portal for Artists, Activists, and the Progressive Community on-line.

We offer the following Marketing Opportunities for the Artivist Internet Portal:

Directory Sponsorships, Search Engine Ads, Web Banners, Section Ads, and Email Banner Ads.



Artist Supporters



"Congratulations on the successful production of the Annual Artist Film Festival and Artist Awards. The City of Los Angeles is proud to endorse and support this annual event."

ERIC GARCETTI - President, Los Angeles City Council



"I think the ARTIVIST organization is great because it appreciates people who are mixing social activism and the world of art. I would like to thank wholeheartedly everyone at ARTIVIST for this Award."

MIRA SORVINO - 2005 Artist Awards Honoree

ADVISORY BOARD MEMBERS:

Congressman Dennis Kucinich, Los Angeles Councilman Eric Garcetti, Actor James Cromwell.

Testimonials

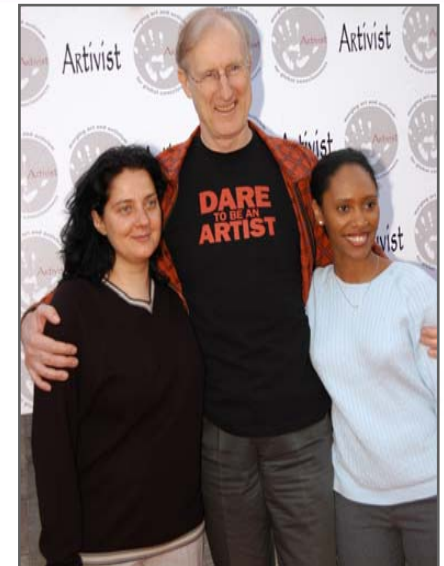


"I applaud all those who organized "Artivist" to raise awareness about so many issues. You are sending a powerful and unique message."

BARBARA BOXER - United States Senator



Congressman Dennis Kucinich,
Advisory Board Member and
Supporter of ARTIVIST, with
Artivist President Diaky Diaz



"Support ARTIVIST and its mission of promoting activism through film and the arts. Make ARTIVIST the most Important film festival in the world!"

JAMES CROMWEL
2005 Artivist Awards Honoree

"Merging art and activism is the goal of the Artivist event...a multitude of diverse viewpoints and causes."

LOS ANGELES TIMES

"Artivist is a celebration of art and activism created by an international group of activists." **LA WEEKLY**

"Artivist is committed to strengthening the advocate voice of filmmakers and artists." **THE HOLLYWOOD REPORTER**

Endorsed by International Organizations



"It's fantastic when you have a group like ARTIVIST that goes out of its way, and above and beyond to raise the alarm for awareness and impact positive change."

**AMNESTY
INTERNATIONAL**

Bonnie Abaunza, Director



"Some of the most important issues facing the world today -- respect for life, eliminating cruelty and violence, creating a society of compassion and caring. Those are the honorable goals The Humane Society of the United States shares with The Artivist Film Festival."

**HSUS, Humane Society
of the United States**

Kathy Bauch,
Senior Director



"Greenpeace is honored to be involved in the Annual Artivist Film Festival.

Artivist shares in our spirit of social awareness for global issues. United, we can empower the public to stand up and be heard--to be that change that affects our future."

GREENPEACE

John Passacantando, President



"The Child Welfare League of America welcomes the opportunity to bring the needs of America's abused and neglected children to the attention of the Hollywood community. We are pleased with The Artivist Film Festival for highlighting children's advocacy in their Film Festival."

**CWLA, Child Welfare League
of America**

Shay Bilchik, President

Endorsed by International Organizations



"ARTIVIST is a wonderful medium to promote awareness and action to a wide audience."

GLOBAL GREEN USA
Matt Petersen, President



"ARTIVIST is making a unique contribution in that they bring the power of the film industry to bringing change to major social issues."

PREVENT CHILD ABUSE AMERICA
Dr. Judith Renyi, President



"WITNESS is proud to be a part of The Artivist Film Festival and share in its mission: demonstrating the tremendous potential of video to create change in our troubled world."

WITNESS
Gillian Caldwell,
Executive Director



"People are touched by art and the media. What ARTIVIST is doing is wonderful."

FARM SANCTUARY
Gene Bauston, President



Previous Sponsors

A FEW OF OUR SPONSORS AND SUPPORTERS:

HBO

Los Angeles Times

Domini 
SOCIAL INVESTMENTS®

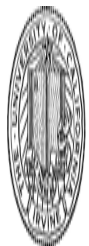
LAWEEKLY

hollywood
& highland


JDA
In Defense of Animals

Yogi
times

KPFK
PACIFICA RADIO



UCL Irvine | THE PAUL MERAGE
SCHOOL OF BUSINESS

The **Hollywood**
Reporter

VARIETY



Sponsorship Levels

Artivist can uniquely customize your Sponsorship Level based on the pricing listed below and the benefits outlined in the following slide. Artivist also offers three pre-packaged Sponsorship Levels for your convenience.

PRESENTING SPONSOR	\$50,000 - \$75,000
PRINCIPAL SPONSOR	\$25,000
LEADING SPONSOR	\$10,000
SUPPORTING SPONSOR	\$5,000
CONTRIBUTING SPONSOR	\$2,500

“Congratulations Artivist on your annual humanitarian festival, recognizing socially conscious filmmakers and activist celebrities.” **VARIETY**



Sponsorship Benefits

- **VISUAL DISPLAY**

Sponsor logos or company names will appear in official festival collateral and advertising, where available and/or appropriate.

Merchandise, Trailer Slides, Program Print Ads, Website Advertisements, Festival Program/Magazine, Banners, Theater Posters.

- **EVENT SPONSORSHIP**

Sponsors can receive recognition through targeted and exclusive association with specific events.

Screenings, Special Events, Panel Discussions, Receptions, Awards

- **FESTIVAL ACCESS**

Sponsors receive tickets and passes to all Festival activities.

Hospitality Suite, Film Tickets, VIP Event Tickets

- **MERCHANDISING & PROMOTIONS**

Sponsors can initiate promotions throughout the Festival, with on-site product demonstrations, merchandising & sampling.

Gift Bags, Giveaways, Drawings, Exhibition, Radio Ads, Product Sampling



Projected Exposure

PROJECTED ATTENDANCE: 15,000+

PROJECTED EXTENDED IMPRESSIONS: 10,000,000+

MEDIA OR BROADCAST EXPOSURE

RADIO: KCRW, KROQ, STAR, KIIS, KKGO, KPFK-Pacifica, KEARTH

PRINT: LA Weekly, Los Angeles Times, LA Times Magazine DGA Magazine, Entertainment Weekly, Filmmaker Magazine, IFP West Calendar, Hollywood Reporter, International Documentary Association, Film Festival Today Magazine, Movieline, Variety, WGA's Written By, VegNews, Moving Pictures, Body & Soul, Experience Life, Vegetarian Times, Delicious Living, Yogi Times, Plenty, Organic Lifestyles, Mother Jones, Ode, Utne

TV: ABC, CBS, NBC, E!, CNN Showbiz Today, MTV, UPN, Entertainment Tonight, KCET, IFC-TV,

ONLINE: E! Online, FilmFestivals.com, FilmThreat.com, Hollywood Reporter Online, Ifilm.com, Indiewire, Movielink, MediaChannel.org, Variety.com, filmfestivaltoday.com, Majestick Pictures, IMDb.com, Litwak's Entertainment, IndieFilmmaker.com, Withoutabox.com, International Film Festivals, IndieFilmmakers.com, moviebytes.com, Filmmakers.com, OneWorld.net, Artivists.org, Craigslist.com



Audience Demographics

SIZE OF ON-SITE AUDIENCE:

- 15,000+

SIZE OF EXTENDED AUDIENCE:

- 10,000,000+

GENDER

- **Female:** 59.4% **Male:** 40.6%

HOUSEHOLD INCOME

- Under \$25,000: 9.8 %
- \$25,000 - 50,000: 21.8 %
- \$50,001 - 75,000: 23.9 %
- \$75,001 - 100,000: 20.8 %
- \$100,001 - 150,000: 11.4 %
- \$150,001 - 250,000: 7.0 %
- \$250,001 + : 5.3 %

AGE OF AUDIENCE

- Teenagers (13-17): 2.1 %
- College Age (18-22): 16.5 %
- Young Adults (23-35): 33.5 %
- Mature Adults (36-55): 38.9 %
- Seniors (56+): 9 %

ETHNICITY

- Asian: 6 %
- African American: 15 %
- Caucasian: 58 %
- Hispanic/Latino: 19 %
- Native American: 2 %

AUDIENCE EDUCATION

- High School Graduate: 5.2 %
- Some College: 27.4 %
- Undergraduate Degree: 41.6 %
- Postgraduate Degree: 25.8 %

Sponsorship Categories

- Tax Deductible -



PRESENTING AND PRINCIPAL SPONSORSHIP OPPORTUNITIES ARE AVAILABLE UPON REQUEST

LEADING SPONSOR

\$10,000

1. Sponsor a Gala Screening, (Opening or Awards Ceremony). Complete with an evening reception and musical guests.
2. Leading Sponsor name/logo displayed in all print advertising.
3. Leading Sponsor name/logo included on 1,000 event posters, 20,000 event postcards, 2,000 Artivist Awards invitations, and on the inside cover of 20,000 printed copies of "ARTIVIST 2006 - Festival & Awards Magazine".
4. Leading Sponsor included on the Step & Repeat Wall for the entire Festival & Awards.
5. Leading Sponsor name/logo in all media and marketing campaigns including press releases distributed to more than 5,000 international, national and local electronic and print media outlets.
6. Full page color advertisement in the "ARTIVIST 2006 - Festival & Awards Magazine", 20,000 copies distributed locally and nationally.
7. On stage Leading Sponsor acknowledgement at the Opening Ceremony and The 2006 Artivist Awards.
8. Commercial Card displayed on-screen during intermission prior to all film screenings.
9. Company logo displayed in Gobo lights every evening at the 2006 Artivist Film Festival & Artivist Awards.
10. Product inclusion in all gift bags distributed to celebrities and VIPs.
11. One (1) exhibition booth at the 2006 Artivist Film Festival.
12. Ten (10) VIP passes to the 3rd Annual Artivist Film Festival. Six (6) VIP tickets to The 2006 Artivist Awards.
13. Logo and Hyperlink included on the bottom of the website www.ARTIVISTS.org
14. Sponsor name and logo promoted in 12 issues of the Artivist E-Newsletter, distributed weekly to more than 5,000 opt-in members.

Sponsorship Categories

- Tax Deductible -



SUPPORTING SPONSOR

\$5,000

1. Sponsor a Film Premiere or Special Screening. Includes name, logo, and "Presented By" credit on the Film's full page advertisement in the "ARTIVIST 2006 - Festival & Awards Magazine"
2. Supporting Sponsor name/logo included in all press releases distributed to more than 5,000 international, national and local electronic and print media outlets related to Sponsored Screening.
3. Full page black and white advertisement in the "ARTIVIST 2006 - Festival & Awards Magazine", 20,000 copies printed and distributed locally and nationally.
4. On stage acknowledgement at the Opening Ceremony and The 2006 Artivist Awards.
5. Commercial Card displayed on-screen during intermission prior to all film screenings.
6. Product inclusion in all gift bags distributed to celebrities and VIPs.
7. Ten (10) VIP passes to the 3rd Annual Artivist Film Festival.
8. Four (4) VIP tickets to The 2006 Artivist Awards.
9. Logo and Hyperlink included on the "SPONSORS" page of the website www.ARTIVISTS.org
10. Sponsor name and logo promoted in 4 issues of the Artivist E-Newsletter, distributed weekly to more than 5,000 opt-in members.

Sponsorship Categories

- Tax Deductible -



CONTRIBUTING SPONSOR

\$2,500

1. Half page color advertisement in the "ARTIVIST 2006 - Festival & Awards Magazine", 20,000 copies distributed locally and nationally.
2. On stage acknowledgement at the Opening Ceremony and The 2006 Artivist Awards.
3. Commercial Logo displayed on-screen during intermission prior to all film screenings.
4. Four (4) VIP passes to the 3rd Annual Artivist Film Festival.
5. Two (2) VIP tickets to The 2006 Artivist Awards.
6. Logo and Hyperlink included on the "SPONSORS" page of the website www.ARTIVISTS.org
7. Company info included in all Gift Bags.



Advertising Rates

Promote your Company's name, image, products, and services to our public.

Each year Artivist prints and distributes 20,000 Festival and Awards magazine throughout the greater Los Angeles County. The Artivist magazine is also distributed at the Festival, and included in all of the VIP Gift Bags.

**FULL PAGE
8X11**

ALL ADS ARE "4 COLOR PREMIUM"

FULL PAGE	8 x 11:	\$900
HALF PAGE	8 x 5:	\$450
QUARTER PAGE	5 x 4:	\$300
BUSINESS CARD		\$150

**ADS MUST BE: CAMERA READY – CYMK – PDF/TIFF
Resolution 300dpi at actual size – Fonts Embedded.**

Supply your own Ad, or Add \$125 Fee for Custom Design.



Management

The Artivist Network was created and is managed by its Board of Directors: Diaky Diaz, Dr. Bettina Wolff, and Christopher Riedesel. Together, the Artivist Board have a combined experience in ***Business Administration, Marketing, Sales, Public Relations, Accounting, Psychology, Nonprofit Management, Fundraising, Program Development, Location Management, and Film Production Management***. The Artivist Board has trained and managed a staff of over 150 volunteers during its 2 ½ years of production for the Annual Artivist Film Festival, and oversee all day to day operations.

- **DIAKY DIAZ, President and Founder**

A native New Yorker, raised in the Foster Care Agency the “Jewish Child Care Association”, Ms. Diaz moved to Los Angeles seven years ago to pursue a career in the entertainment industry. In 2003, Ms. Diaz founded The Artivist Film Festival and incorporated “The Artivist Collective”, a non-profit organization, with partners Bettina Wolff and Christopher Riedesel. Currently, Ms. Diaz manages the daily operations for the Artivist Collective and the Artivist Network. Ms. Diaz is committed to using Art, Activism and Communication as conductors for positive global social change.

- **DR. BETTINA WOLFF, Vice President and Co-Founder**

Raised in the dictatorship of former East Germany, Dr. Wolff grew up surrounded by political, free thinking artists who risked their lives for freedom of expression. Having a liberal artistic family gave Dr. Wolff the opportunity to develop an independent critical mind. Art, Education and Activism have always been a personal priority in her life. Currently, Dr. Wolff co-manages daily operations for the Artivist Network, while working as a psychologist with the young adults of the “PORTALS” mental health agency here in Los Angeles.

- **CHRISTOPHER RIEDESEL, Vice President and Co-Founder**

Graduating with a Bachelor of Science in Business Administration and a Bachelor of Arts in Media Studies, Christopher's affinity for Art and Activism motivated his decision to partner with close friends Bettina Wolff and Diaky Diaz on creating The Artivist Collective and producing the Annual Artivist Film Festival. Currently, Christopher serves on the Board of Directors as V.P. of Finance and Operations. Christopher will continue working with The Artivist Collective, educating the general public on the need for art, education and activism in our communities.



Contact Us Today

- Diaky Diaz: President – Executive Producer
323.466.9244
diakydiaz@artivists.org
- Jon Fitzgerald Sponsorship Manager
310.396.4900
jon@rightanglestudios.com

www.ARTIVISTS.org