



Five Minute Movie Edits
Sponsorship Opportunities at 90to5 Editing Challenge

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Welcome to the 90to5 Editing Challenge!

This document outlines why it is a good idea to team up with 90to5. Benefits include abounding still focused exposure, enhanced cooperate image, insightful user/customer statistics, flexible and affordable advertising opportunities.

90to5 challenge is an online festival rewarding the best five minute movie edits. The art of editing is at the heart of the competition. We encourage film students and professionals to participate and create a vibrant community. Enthusiasts and the general public are also drawn to the websites to enjoy the clips and soak up some movie knowledge. All the submitted edits since 2012 can still be watched at 90to5.org

The challenge page is targeting mainly film/video editors (challenge.90to5.org), whereas the showcase page encloses a wider audiene of movie lovers (90to5.org)

We welcome any ideas to tailor sponsorships that best suits you! Our friendly and open minded team is happy to answer your questions and discuss your requirements: Just shoot an e-mail to advertise@90to5.org to get started!



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Display and Timeframe

Your Brand on Display

Choose where you want to see your name/logo - see also pages 3-8

- Square banners 125x125 px, in sidebar of both pages (always visible)
- Large Leaderboard/billboard (970x90 to 970x150 px) on challenge page
- Sharing of your company's stories on our facebook page
- Mention in credits of youtube promo clip
- Logo on Flyer/Poster (Letter/A4, PDF)
- Link or link & banner on sponsor/partner site of both pages
- Product preview icons on awards/prizes site of both pages (Your Software/Hardware/Giveaways for winners and runner-ups)
- Image/Video advertisements pre-/postroll edits at 90to5.org (we are still working on this feature)
- Award sponsoring - a special award can be introduced: "Your Company Name - Award" - and you get to pick the winner

Becoming a sponsor also means that of course we will like your brand on facebook and youtube.

Most of the advertisement spaces are tracked - at the end of the campaign, all sponsors receive a document outlining the banners' performance statistics as well as other interesting figures and feedback on the event.

Timeframe

There will be a 2-3 month phase from the call for entries to the closing deadline. Submitted edits will be showcased at 90to5.org. After the deadline, a professional jury will judge the edits and determine the award winners. There will also be a timeframe of one month of voting for the audience award. The winners will be announced and the site will remain online with all entries to be watched. That means **purchased ads will be up and visible throughout the campaign**, usually 1 year till the next challenge starts.



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Advertising Space: Square Ads

The screenshot shows the 90to5 Editing Challenge website with several advertising spots for 'video blocks' and 'RED GIANT'. A green arrow labeled 'Your Brand' points to the 'video blocks' logo in the left sidebar. Another green arrow labeled 'Your Brand' points to the 'video blocks' logo in the 'FIND EDITS' section on the right. The website features a navigation menu, a featured edit section, and a list of 'EVERY AWESOME EDIT' with movie titles and descriptions.

Square Ads 125x125px

Most sponsors favorite as it's on the side-bar, always visible no matter what page is being viewed



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Advertising Space: Big Leaderboard



Large Leaderboard/billboard (970x90 to 970x150 px)

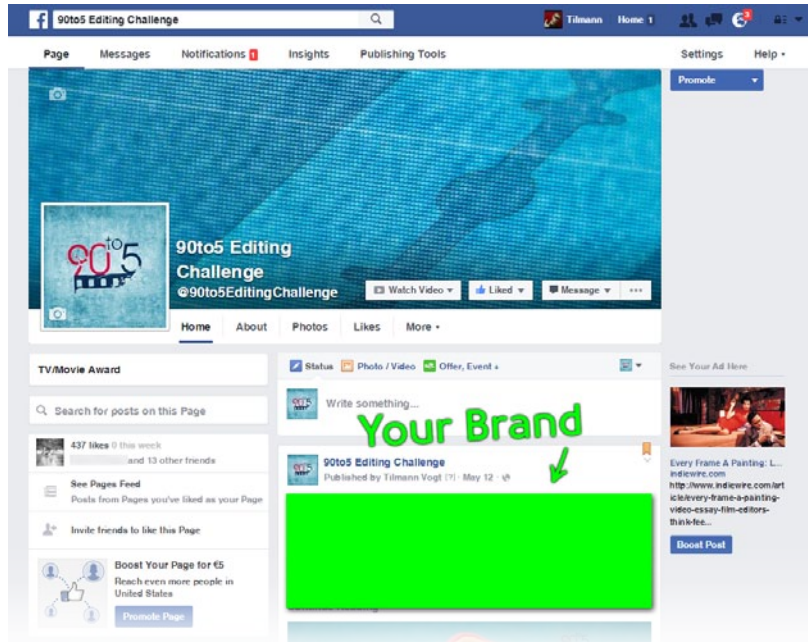
This huge advertisement space is available at the challenge page only. It might be a shared space on a revolving cycle. However, it sits right on top at challenge.90to5.org and is very visible.



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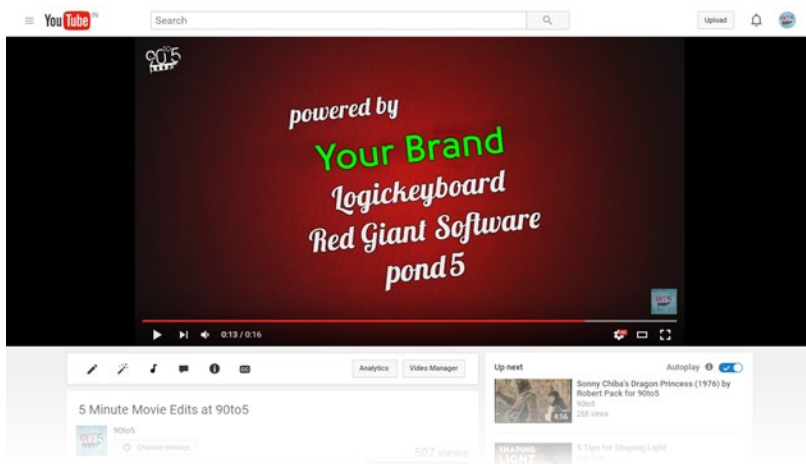
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Advertising Space: Social Media



Facebook

We share up to 4 stories from your brand over 3-4 months (we don't want to go overboard in order to keep authentic/believable with our audience to maximize the impact your advertisements create)



Youtube

Your brand name will appear in the credits of the most recent call for entries video

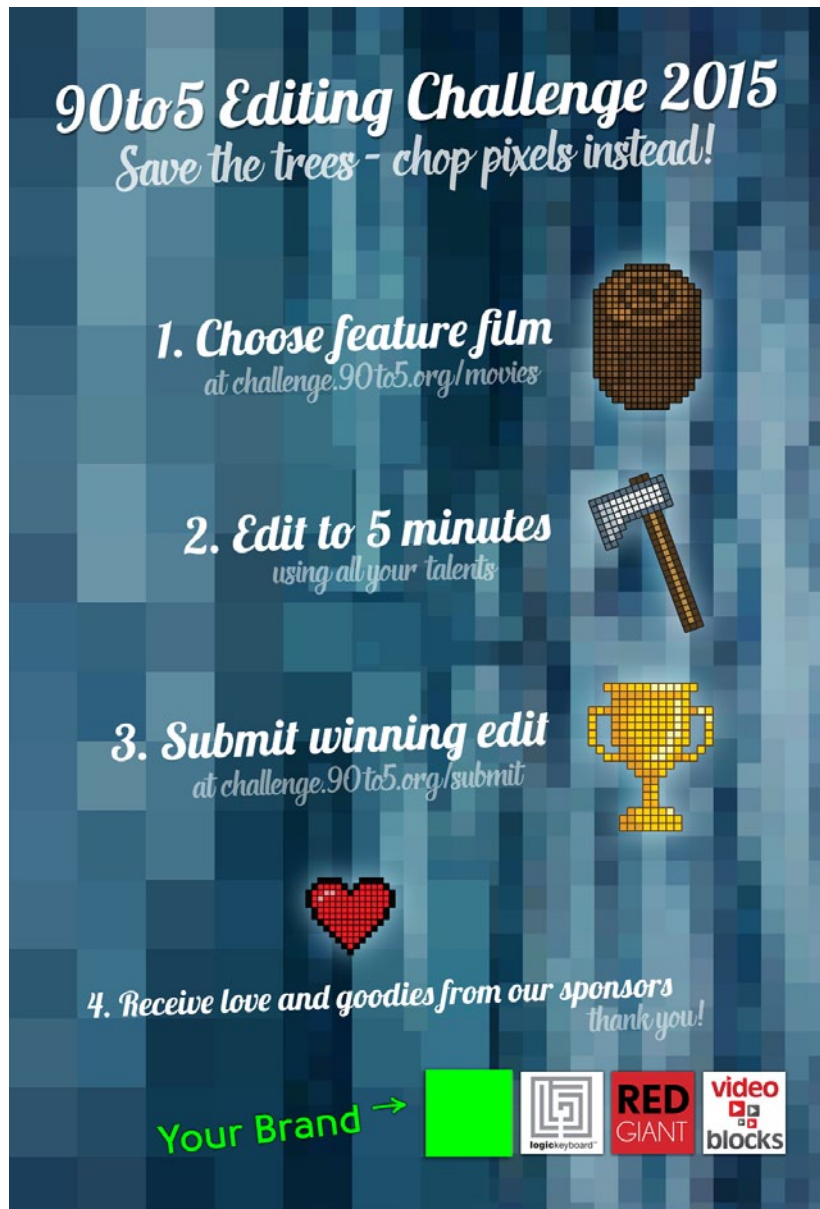


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Advertising Space: Poster/Flyer



90to5 Challenge Promotional Flyer

(Letter, PDF spread via email, some prints)

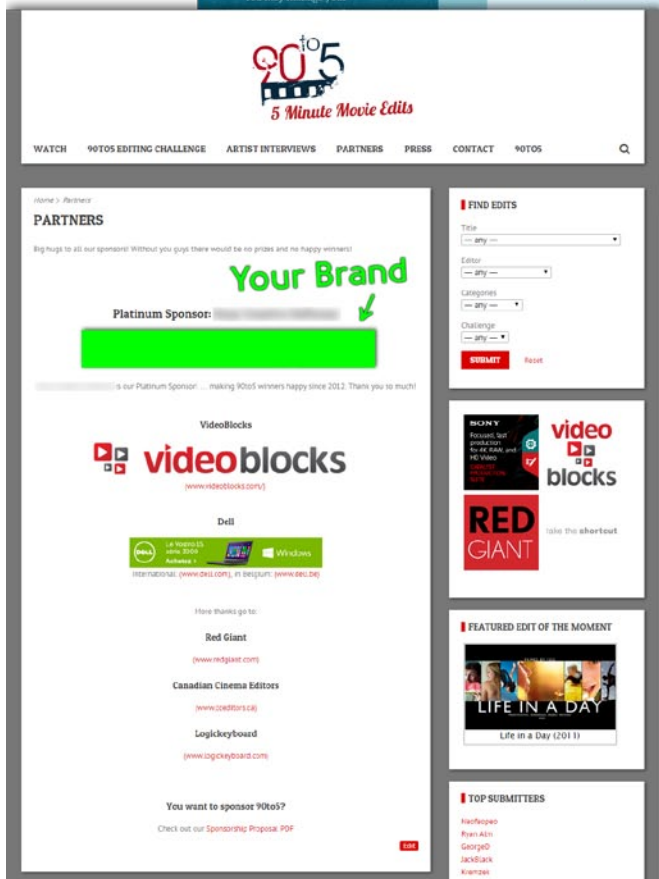
5x approx. 3,55x2,40 cm



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Advertising Space: Sponsors/Partners Pages



Sponsor Listing

Every Sponsor gets listed on both pages. Depending on the amount of donation/prizes, a banner can be added (e.g. 320x50 px up to 468x60 px)

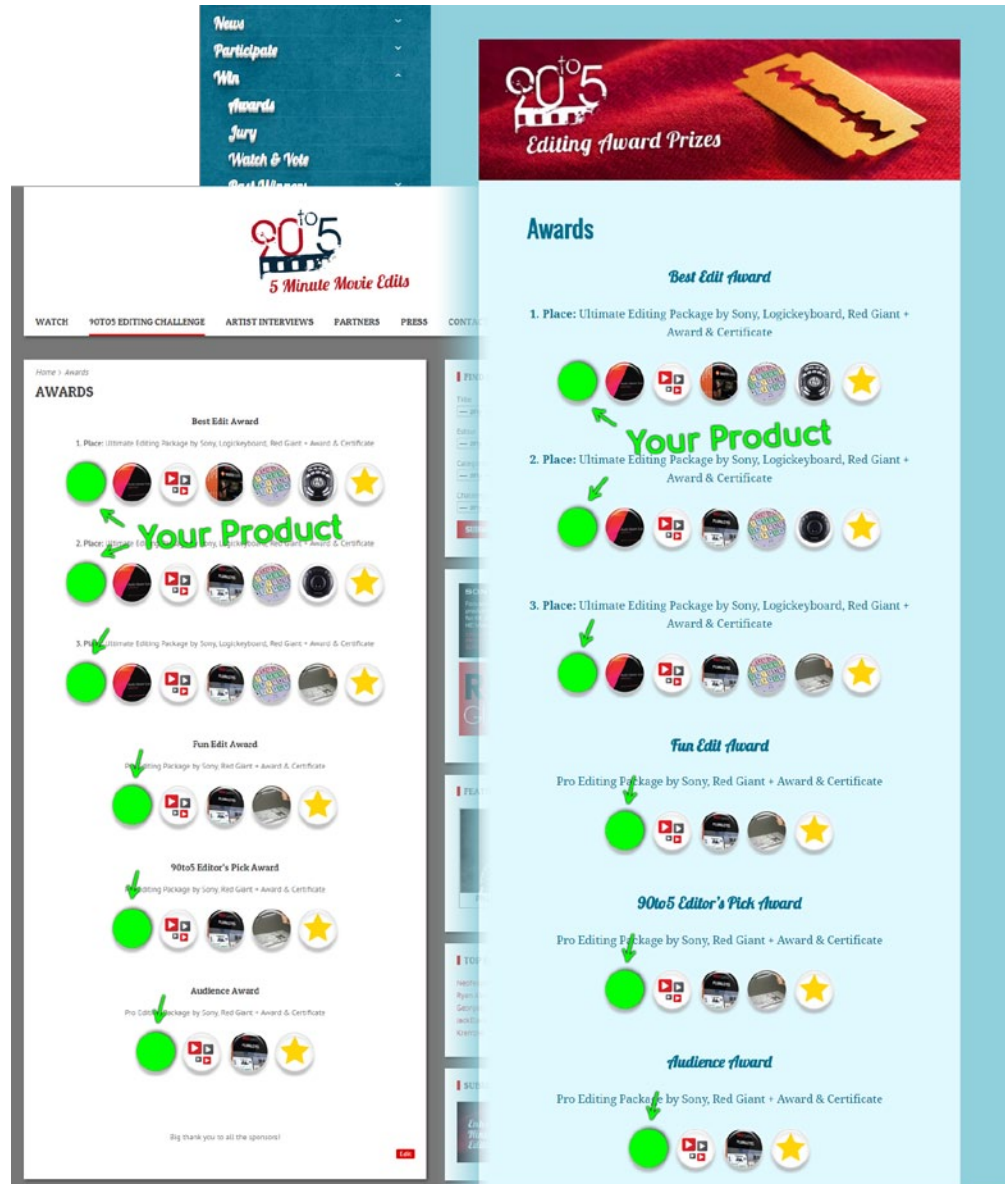


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Advertising Space: Product Prize Previews



Product Prizes

Donating products (e.g. hardware/software/courses/vouchers) as prizes for our contest will lead to preview pictures on the awards pages, including links to your products



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Quotes and Call to Action

Here are a few words from editors and jurors about last year's event:

Thank you so much [...] for putting this whole thing on. It was so much fun and a great contest. Be sure to look for mine again next year.

Dave Euson (editor)

Thanks again for organizing the challenge, I really enjoyed participating

Kerryn Assaizky (editor)

... the quality of entries was very high [in 2015]

TheWad (editor - last year's winner)

[...] contest is great and worthwhile. You've really built something cool.

Kirsten Larvick (juror)

Let's get started promoting your brand and products!

Just send an e-mail to advertise@90to5.org and we will tailor an offer to your needs and start beating the big drum for your brand and products!