

TRYON

INTERNATIONAL FILM FESTIVAL



YEAR



TRIFF24
OCTOBER 10 – 13, 2024

TRYON

INTERNATIONAL FILM FESTIVAL

YEAR 10 OVERVIEW

October 10 – 13, 2024



The mission of the PCFI is to bolster independent and major motion picture film production & media arts education for youth and adults in Western NC & the surrounding region. In 2015, PCFI launched its first fall film festival, the Tryon International Film Festival (TRIFF).

TRIFF provides a catalyst for creative and economic development. Festival contributions & income is infused directly back into the local economy thru payments to organizations, vendors, filmmakers, contractors and businesses for space & equipment, permits, food, merchandise, workshop fees, awards, printing, labor, supplies & more.

TRIFF24 Sponsorships Final Payments & Program Ads are due **June 15, 2024** as shown on the following page.

Festival Outreach Strategies

- E-Newsletters (monthly) via iContact - 2.5K+ subscribers
- Film Freeway (to solicit films from across the globe)
- Internships for Youth
- Outreach events (Spring – Fall)
- Partnerships with business & industry colleagues
- Podcasts about events, festival & the industry
- Press releases announcing news & upcoming events
- Print materials
- Radio spots
- Social media platforms (Fb, IG & Tik Tok)
- TV appearances & digital ads
- Website & Camera-Ready Region assets for filmmakers
- YouTube Channel with recorded education forums

TRIFF ticketed attendees average 450 annually.
80% Western NC & Upstate SC residents &
20% out of region/state/country
(12 states/countries were represented @ TRIFF23)

SPONSOR REACH TRIFF 2023

Tickets: 520

Festival Programs
Distributed: 625 sharing more
than 80 sponsors' info

Festival Flyers distributed in
region: 2,500

Social Media Posts: 500+

Festival banners & flags

Gala poster with all sponsors
by level at TRIFF HQ:
400 Gala attendees

Home Schools, Public &
Private Schools, Colleges &
Universities Attending:
7 & 140 Youth

WNCW & Iheart Radio
Partnerships

Website Coverage thru
December 31

Festival Merchandise

Pre-Festival Presentations &
Events: 10

Polk County Film Initiative, 285 N. Trade Street, Tryon, NC 28782
EIN 47-3556104

All sponsors will be listed on festival website & on extra-large poster by level at TRIFF HQ.

TRIFF24 Levels	Cost/#	Program Ad Placement	Opening Gala Reception & Weekend Passes	VIP Lounge & Brunch	Media Mentions	Placement
Title – SOLD	\$10,000 (1 max)	Back Outside Cover	10	X	TV, Radio, Social Media posts x 20	All festival materials & tshirt
Next Gen Digital Media 1 of 2 SOLD	\$10,000 (2 max)	Inside front page (opposite cover)	10	X	Above + Posts x 20	All festival materials & tshirt
Studio Exec	\$9,000	2-pg Spread	8	X	Above + Posts x 15	All festival materials & tshirt
Gala	\$8,500 (1 max)	Back Inside Cover	6	X	Above + Posts x 12	All festival materials & tshirt
Marketing	\$7,000 (1 max)	Inside Front Cover	4	X	Above + Posts x 8	All festival materials & tshirt
Hospitality	\$6,000	Full pg	3	X	Posts x 6	Step & Repeat
Exec Producer	\$5,000	Full pg	3	X	Posts x 6	Step & Repeat
Ed Institute	\$4,000	Full pg	2		Posts x 6	Education Materials & Festival Program
Programming	\$3,500	½ pg	2		Posts x 4	Festival Program
Podcasting	\$2,500	½ pg	2		Posts x 4	Festival Program
Media Arts Day/PA Academy	\$2,500	½ pg	2		Posts x 4	Education Materials & Festival Program
Producer	\$1,500	Logo or Name	2		Posts x 2	Festival Program
Production	\$1,000	Logo or Name	2		Posts x 2	Festival Program
Awards	\$250 each.	Logo or Name	2 Sat & Sun Film/Ed Passes		Posts x 2	Festival Program
Screen Writer	\$250	Logo or Name	1 Sat & Sun Film/Ed Pass		Post x 1	Festival Program
Awards by Category	\$250 (Each)	Logo or Name	1 Sat & Sun Film/Ed Pass		Post x 1	Festival Program

Program Ad Only Options with dimensions (inches):

Full Page: \$450 - 4.5 x 7.5

1/2 Page: \$250 - 4.5 x 3.6875

Two Page Spread (not center): \$850 - 10 x 7.5

1/4 Page: \$150 - 2.1875 x 3.6875

2024 Awards List (\$250 each, 1 Sponsor/Award):

- | | | |
|----------------------------|-------------------------------------|------------------------|
| Audience Choice | Best Equestrian Full Length Feature | Best Narrative Podcast |
| AWE Project-College | Best Full Length Documentary | Best Overall Film |
| AWE Project-High School | Best Full Length Narrative | Best Short Documentary |
| Best Animation Full Length | Best Human Rights and Human Dignity | Best Short Narrative |
| Best Animation Short | | Best Student Film |
| | | EcoHarmony Ciné Award |

TRIFF24 Schedule draft: (youth events to be announced)

Thursday, October 10

- VIP Welcome Reception

Friday, October 11

- Opening Gala/Reception & Feature Film Screenings
- Afterparty

Saturday, October 12

- Bloody Mary/Mimosa Bar
- Education Sessions
- Evening Music & Networking Event
- Film Screenings
- Networking
- Vendor Expo
- VIP Lounge

Sunday, October 13

- Awards
- Afterparty
- Education Sessions
- Film Screenings
- Networking
- Vendor Expo
- VIP Brunch & Tastings
- VIP Lounge

Sample Map of Event Locations:

Food and Beverages

- 1 Buck's Pizza
- 2 Cafe LeGaulle
- 3 Brook's Tavern
- 4 Marengo Tapas and Bar
- 5 Katie D's Deli
- 6 KD's Sea Shack
- 7 Side St. Pizza
- 8 Trade St. Creamery
- 9 Tryon Coffeehouse
- 10 Big Guns Coffee & Smoothies
- 11 All Good Things Bakery

Art Galleries

- 12 80Six
- 13 Upstairs Artspace
- 14 Carri Bass Photography
- 15 Becky Rickenbacker
- 16 Tryon Painters and Sculptors
- 17 Tryon Fine Arts Center JP Gallery
- 18 Tryon Arts & Crafts School Exhibition Gallery

Shops

- 19 Brett Auston Floral & Gifts
- 20 Carolina Confectioners
- 21 Four Winds Florist
- 22 Frederick's Jewelers
- 23 Mountain Trail Soap
- 24 The Nest Artisan Market
- 25 The Bottle
- 26 Wild Petunias
- 27 Tryon Toy Makers
- 28 Tryon IGA - Groceries
- 29 Back Alley CBD

Salon/Spa

- 30 A New Outlook Salon
- 31 Clover Acupuncture
- 32 Trade St. Chiropractic
- 33 Hypnotic Massage Sleep
- 34 Shear Magic Salon
- 35 Cassidy's Hair Studio
- 36 Alcove Beauty Studio
- 37 Strictly Nails

Medical Services

- 38 St. Lukes Hospital
- 39 Tryon Fire Department
- 40 Embrace Health at Clover

Cultural & Rec

- 41 Saluda Forge
- 42 Harmon Field
- 43 Pearson's Falls
- 44 Woodland Park
- 45 Blue Wall Preserve
- 46 Nina Simone Mural
- 47 Nina Simone Childhood home
- 48 Tryon International Equestrian Center
- 49 Lanier Library

TRIFF24

- 15 Carri Bass Photography - VIP Lounge
- 53 Modera Wealth - Depot Room Screening Venue
- 30 New View Realty - TRIFF Title Sponsor
- 52 Polk County Film Initiative - TRIFF Office
- 57 Tryon Fine Arts Center: Media Arts Day, Education Institute
- 58 Tryon History Museum & Visitor's Center - Tryon History Film
- 17 Tryon Painters & Sculptors Artist Reception
- 51 Tryon Theatre - Screening Venue
- 14 Upstairs Artspace - Screening venue and artist Lecture
- 9 Tryon Coffeehouse - Filmmaker interviews
- 51 Tryon 201: TRIFF HQ (201 Pacolet Street)