

2013

DOC  
NYC

2013

November 14 - 21, 2013



“DOC NYC HAS QUICKLY BECOME  
**ONE OF THE CITY’S  
GRANDEST EVENTS.”**

WALL STREET JOURNAL



FOURTH ANNUAL EDITION OF NEW YORK'S DOCUMENTARY FESTIVAL



# HISTORY

**DOC NYC**  
burst upon  
the scene  
in 2010

spans downtown  
Manhattan from  
**Greenwich Village's**  
**IFC Center to**  
**Chelsea's SVA**  
**Theater**

immediately hailed as  
**"ambitious"**

*The New York Times*

**"selective but  
eclectic"**

**the village VOICE**



Artistic Director **Thom Powers** programs  
for **Toronto International Film Festival**

Executive Director **Raphaella Neihausen**  
& **Powers** run the weekly series  
**Stranger Than Fiction** at IFC Center

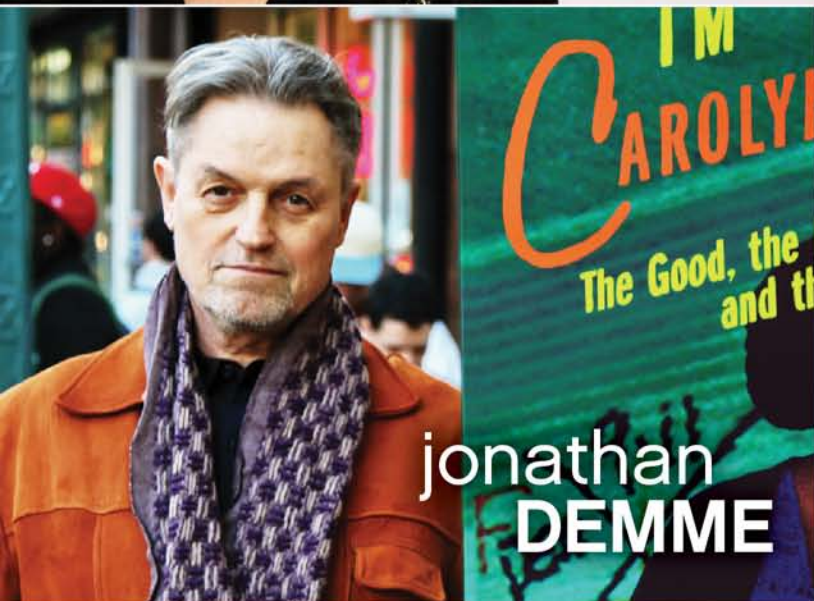
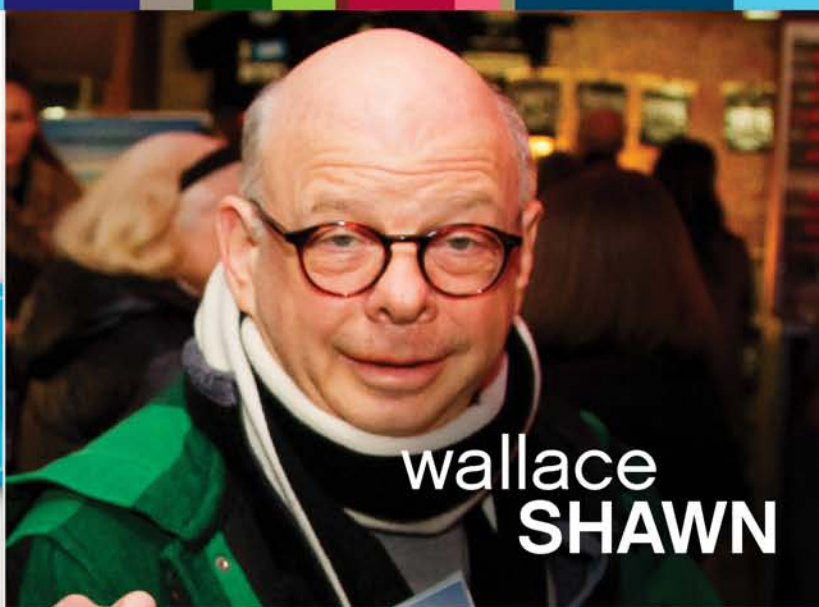


2013 **DOC NYC** 2013



# PAST HIGHLIGHTS

400+ guests  
250+ films/events





# PRESS

"The city can always use a reality check, and 'DOC NYC,' an annual documentary festival, returns for its third year to provide one."

**The New York Times**

DOC NYC again holds a mirror to its hometown.

the village **VOICE**

The third year of the documentary fest DOC NYC is the most tantalizing yet.

*NEW YORK*  
nymag.com

This sprawling nonfiction film fest spans the widest imaginable range of themes.

**DAILY NEWS**

"The latest and greatest in modern nonfiction filmmaking"

**TimeOut**  
New York

DOC NYC has become an essential summit for all kinds of documentary filmmaking.

**WALL STREET JOURNAL**

"DOC NYC feels like a long-established mainstay."

**am**  
NEW YORK

DOC NYC has blossomed into one of our favorite festivals.

**F** flavorpill

2013 **DOC NYC** 2013



# FILM HIGHLIGHTS

DOC NYC gave a platform to films  
that went on to great success



## Searching for Sugar Man

2013 Oscar winner



## How to Survive a Plague

2013 Oscar nominee



## 5 Broken Cameras

2013 Oscar nominee



## Cave of Forgotten Dreams

Break-out box office hit



## Undefeated

2012 Oscar winner



## The Tsunami and the Cherry Blossom

2012 Oscar nominee





# OVERVIEW



## Desirable Target Audience

- Curious, successful, creative individuals ahead of the cultural curve
- Affluent consumers / travelers
- Early technology adopters; active in social media



## Robust Attendance Growth

- 2010: 6500 ticket buyers
- 2011: 8500 ticket buyers (+31%)
- 2012: 13,500 ticket buyers (+58%) *despite Hurricane Sandy interruption right before the festival*



## Expansive Thematic Sidebars

- Tie brands to content focused on fashion, music, food, travel, environment, culture, technology, women, parenting, seniors, and other themes



## Targeted Web Outreach

- DOCNYC.net unique visitors per year: 60,000
- Original blogs, photography and video content to engage viewers around world
- Email blasts reach 125,000



## Prestigious Profile

- Board of advisors includes trendsetters in film, journalism, broadcasting, performance, the arts and more

## Advisory Board includes...



Michael  
Moore



Barbara  
Kopple



Nelson  
George



Molly  
Thompson

# 2012 SPONSORS

PRESENTING  
METROPOLIS SECTION

*NEW YORK*  
nymag.com

PRESENTING  
VIEWFINDERS SECTION

**H**  
HISTORY FILMS

AWARDS

sundance **NOW**

technicolor  
  
PostWorks New York

PRESENTING PANELS

**A&E** | IndieFilms

VENUE



School of  
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# PROGRAMMING



Rufus Wainwright presents US Premiere  
"Sing Me the Songs That Say I Love You"



The Pervert's Guide to Ideology

## Opening Night, Galas and Special Events

- Top name directors & talent
- Live performances
- Parties

## Competition Sections

- Viewfinders: visionary filmmakers
- Metropolis: uniquely New York stories
- Audience Award
- Short films



## Doc-A-Thon Panels

- In-depth talks with industry leaders
- Discover what's new in creativity, technology, distribution
- Experts from broadcasting, social media, branding



Bettie Page Reveals All!

## Thematic Programs

- Midnight docs: high adrenaline and rock n roll
- Family docs for all ages
- Short-list of year's most notable docs
- Tributes to film icons





# IFC CENTER



## About

- Five-screen, state-of-the-art cinema
- Located in the heart of NYC's Greenwich Village



## Audiences

- One of the country's perennial top-grossing theaters on a per-seat basis
- Diverse, educated, influential
- Weekly email: 19,000
- Quarterly programs distributed throughout NYC: 20,000
- Passersby: 30,000 people/day
- Attendance: 450,000 moviegoers/year
- IFCcenter.com: 605,000 unique visitors, 1.1 million site visits in 2012



## Events

- **US theatrical premieres** of major independent hits
- **Festivals:** Oscar-Nominated Shorts, new French films, NY International Children's Film Festival, DOC NYC
- Midnight movies, classics and shorts
- Partnerships with *The New York Times*, Columbia University, NYU, McSweeney's and others
- In-person appearances by filmmakers and stars like **David Lynch, James Franco, Catherine Deneuve, Jane Fonda, Jonathan Demme** and more





# CUSTOMIZED OPPORTUNITIES



## Social Media

- Original video and photo content
- Exclusive interviews with filmmakers and special guests
- Active presence on Facebook, Twitter, YouTube, Flickr, etc.



## Programming

- Viewfinders: visionary filmmakers
- Metropolis: New York stories
- Midnight Docs: High adrenaline entertainment
- Family matinees
- Panels on art, industry, technology and financing
- Conversations with filmmakers and boldface names



## Branding

- Catalogue
- Poster & postcards
- Trailer
- VIP Gifting
- Merchandise
- On-screen
- Product giveaways
- Signage in theaters
- Website presence
- Opening Night Party
- Lounge / Cocktails
- Closing Night Awards
- Exclusive/advance ticket sales
- Exclusive talent meet and greets



## Awards

- Viewfinders Award for visionary filmmakers
- Metropolis Award for New York stories
- Audience Award
- New awards tailored to brands



# SPONSOR PACKAGES

| DESCRIPTION                                                                    | PRESENTING                       | MAJOR           | SUPPORTING         | EVENT              |
|--------------------------------------------------------------------------------|----------------------------------|-----------------|--------------------|--------------------|
| Brand presence: all events                                                     | X                                |                 |                    |                    |
| Signage: all events                                                            | X                                |                 |                    |                    |
| Stand-alone trailer: all film events                                           | X                                |                 |                    |                    |
| Thanked live: all events                                                       | X                                |                 |                    |                    |
| Audience giveaway: all events                                                  | X                                |                 |                    |                    |
| Top placement on website                                                       | X                                |                 |                    |                    |
| Pick between brand presence at Opening / Closing Night or Comp. Films          |                                  | X               |                    |                    |
| Standalone trailer: sponsored events                                           | X                                | X               |                    |                    |
| Logo on festival badges                                                        | X                                | X               |                    |                    |
| Opportunity to provide Jury Prize or Audience Award                            | X                                | X               |                    |                    |
| Logo on posters / postcards                                                    | top tier                         | second tier     | third tier         |                    |
| Pick between brand presence at Festival Lounge or Daylong Conference           |                                  | X               | X                  |                    |
| Sponsor thematic sidebar (Family, Music, Fashion, etc.) or Conversation series |                                  |                 | X                  |                    |
| Sponsor one event (excl. galas)                                                |                                  |                 |                    | X                  |
| Tickets to Opening / Closing Night                                             | 20                               | 10              | 6                  | 4                  |
| Tickets to other events                                                        | 4 to all events                  | 2 to all events | 4 to spons. events | 4 to spons. events |
| Catalogue space                                                                | full page<br>(inside/back cover) | full page       | 1/2 page           | 1/3 page           |
| Logo in festival trailer                                                       | top tier                         | second tier     | third tier         | fourth tier        |
| Theater signage: sponsored events                                              | X                                | X               | X                  | X                  |
| Thanked live: sponsored events                                                 | X                                | X               | X                  | X                  |
| Audience giveaway: sponsored events                                            | X                                | X               | X                  | X                  |
| Create & brand festival merchandise (bags, pens, etc.)                         | X                                | X               | X                  | X                  |
| Clickable logo on website                                                      | X                                | X               | X                  | X                  |
| Gifting to VIPs                                                                | X                                | X               | X                  | X                  |



## For sponsorship inquiries:

Jim Erlick  
The Erlick Group  
P: 212.418.7372  
E: [jim@erlick-group.com](mailto:jim@erlick-group.com)



## For festival inquiries:

Raphaela Neihausen  
Executive Director, DOC NYC  
P: 917-804-1374  
E: [raphaela@docnyc.net](mailto:raphaela@docnyc.net)

For updates, visit [DOCNYC.net](http://DOCNYC.net)

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