

bmfi SPONSORSHIP ONSCREEN

Onscreen Announcements

Onscreen Announcements are a perfect way to make your organization part of the show. Imagine the impact of your message projected onto the “big screen” in brilliant color. Now imagine the thousands moviegoers who come to BMFI each year seeing your message as they wait for the film to begin . . .

| Contract Length | Standard Rate | Nonprofit Rate |
|-----------------|---------------|----------------|
| 1 month | \$500 | \$375 |
| 3 months | \$450 | \$360 |
| 6 months | \$400 | \$340 |
| 12 months | \$375 | \$325 |

Onscreen Announcements are 12 seconds long. Your announcement will repeat every 8 minutes, beginning 30 minutes before the first show of the day, and repeating before every show thereafter on all 4 screens.

- Your Onscreen Announcement can be a single image, or a series of up to three still images. No more than four consecutive images will be accepted.
- In addition to your Onscreen Announcement, sponsors will be included in a scrolling list of sponsors at the end of the preshow.
- Sponsors are given exclusive use of the atrium literature stand, where distribution of handbills, postcards, or other materials can occur.
- Sponsors are listed on a digital sign in our atrium.
- Sponsors are proudly listed on a dedicated BrynMawrFilm.org webpage.
- BMFI appreciates the support from all of our sponsors. We do not offer sponsor exclusivity.

BRYN MAWR FILM INSTITUTE

824 W. LANCASTER AVENUE, BRYN MAWR, PA 19010

To inquire about Onscreen Sponsorships, please contact BMFI's Marketing department at **sponsorship@brynmaurfilm.org** or by calling **610.527.4008 x117**.

Our preshow plays in a continuous eight minute loop. Below are sample designs of how onscreen slides work best within each format.

one image 12 SECONDS

One static image plays for twelve seconds. Every eight minutes, this image will repeat.



www.BrynMawrFilm.org

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Please keep the following in mind when considering your announcement:

- Keep your message short and sweet. Your message will have a stronger impact if it succinct and legible.
- All artwork, photos, and graphics provided must be the intellectual property of the sponsor.
- BMFI is a nonprofit, member-supported theater. Onscreen Announcements are sponsorships, not advertisements. **We cannot use language or art that is a direct call to action (i.e. announcements that promote the sale of goods and service or contain an inducement to buy, sell, rent or lease).**

“As a BMFI Business Sponsor, I’ve been able to expand the reach of my business across the Main Line, Philadelphia, and beyond.”

— DAVE UYGUR, REALTOR AND BMFI BUSINESS SPONSOR

Creating your Onscreen Announcement

- Announcements are 10” wide x 4.9” high, 300 dpi resolution (or 3000 px by 1470 px). Only high resolution JPEG and PDF files are accepted.
- The smallest legible font size is 16 point. Leave a 0.25” text margin on the top and bottom of the slide.
- We update our preshow on Fridays. **BMFI must have your completed artwork the Friday prior to your scheduled start date.**
- It is the responsibility of the sponsor to provide any new artwork at least **one week prior** to the desired start date.
- Artwork may be changed once a month. Additional changes may incur Design Services fees.
- When in doubt, reach out! BMFI is happy to provide feedback on all sponsorship considerations.

two images

6 SECONDS + 6 SECONDS

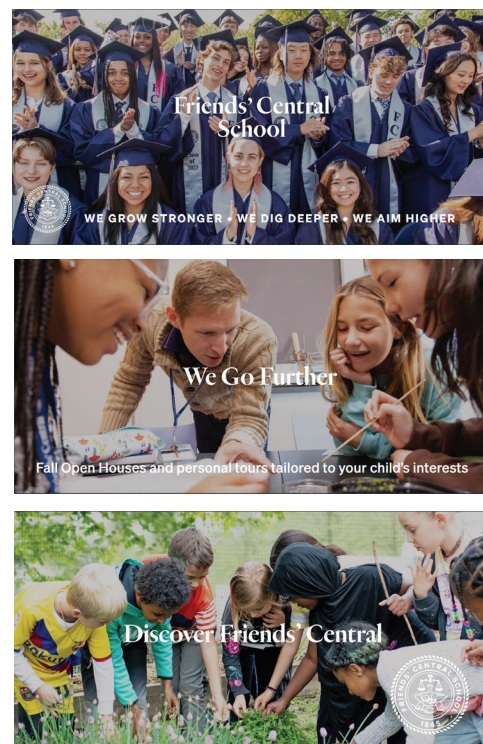
Two images play in sequential order for six seconds each. Every eight minutes, these images will repeat.



three images

4 SECONDS + 4 SECONDS + 4 SECONDS

Three images play in sequential order for four seconds each. Every eight minutes, these images will repeat.



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