

SPONSOR THE **FOCUS ON THE STORY**

INTERNATIONAL PHOTO FESTIVAL 2021



The Focus on the Story International Photo Festival, also known as Focus on the Story 2021, is the biggest photography event in the DC Metro Area — bringing together thousands of photographers and photography fans from all walks of life during the month of June.

By supporting Focus on the Story 2021 you will not only reach the highly-engaged professional photographers and enthusiasts who attend our talks, workshops, photo walks and portfolio reviews, but you'll have a chance to amplify your reach to thousands of photography lovers who come out to events and exhibits all month long.

Our plan for 2021 is to stage a "hybrid festival," which will include venues hosting indoor exhibits with social-distancing protocols, others hosting outdoor exhibits and projections and others going entirely virtual. Our talks will be live-streamed online to a world-wide audience. Our photo walks will happen outdoors with masks required and proper social distancing.

Our lineup of influential speakers and our location in the nation's capital make Focus on the Story 2021 one of the premier photography festivals of the year.

To learn more, contact Joe Newman at JOE@FOCUSONTHESTORY.ORG



The Focus on the Story International Photo Festival, a month-long celebration of photography in June, is organized by Focus on the Story, a 501(c)(3) non-profit organization based in Washington, D.C.

Our vision is to create an inclusive festival that celebrates the city's diversity, promotes cultural understanding and makes photography accessible to people of all backgrounds. The activities during the month-long festival include talks, workshops, photo walks, portfolio reviews, gallery exhibitions and outdoor art installations.

BENEFIT	BOOSTER \$100	PREMIUM SPONSOR \$400	VIP SPONSOR \$800	SIGNATURE SPONSOR \$2000
Logo on sponsors page of printed catalog	✓	✓	✓	✓
Linked Logo on Website Homepage	✓	✓	✓	✓
Linked logo at the bottom of all festival emails in May and June.		✓	✓	✓
Full-page ad in our festival catalog.		✓	✓	✓
Logo on festival marketing brochure and poster.			✓	✓
Recognition at the end of all virtual programming (except on events with exclusive sponsors).			✓	✓
Digital ad (300 x 300) in two festival emails				✓
Two branded events, such as "gear loaner" photo walks or talks/ demonstrations.				✓

PRESENTING SPONSOR: EXCLUSIVE BRANDING OPPORTUNITY

All Signature Sponsor benefits, plus

- "[Your Brand] presents Focus on the Story 2021" will be added to the website, all promotional materials and news releases. CONTACT US to discuss this option.
- Special recognition at every event and at the beginning of all live-streamed talks.

SIGNATURE SPONSOR: \$2,000

- Two "gear loaner" photo walks or two branded virtual programs, such as demonstrations or ambassador talks.
- Digital ad (300 x 300) in two festival emails.
- Recognition at the end of all virtual programming (except on events with exclusive sponsors).
- Logo included on festival marketing brochure and poster.
- Full-page ad in the printed catalog
- Linked logo at the bottom of all festival emails in May and June.
- Linked logo on festival homepage.
- Logo on sponsors page of printed catalog.

VIP SPONSOR: \$800

- Recognition at the end of all virtual programming (except on events with exclusive sponsors).
- Logo included on festival marketing brochure and poster.
- Full-page ad in the printed catalog.
- Linked logo at the bottom of all festival emails in May and June.
- Linked logo on festival homepage.
- Logo on sponsors page of printed catalog.



PREMIUM SPONSOR: \$400

- Full-page ad in the printed catalog.
- Linked logo at the bottom of all festival emails in May and June.
- Linked logo on festival homepage.
- Logo on sponsors page of printed catalog.

BOOSTER: \$100

- Linked logo on festival homepage.
- Logo on sponsors page of printed catalog.