FILM ON THE ROCKS

SUMMER 2019

After 19 years, Film On The Rocks continues its sell-out tradition to over 47,000 people at the iconic Red Rocks Park & Amphitheatre. Curated and produced by the Denver Film Society on behalf of the City and County of Denver’s Division of Arts & Venues, the program which was created in 2000 continues to provide an affordable, cultural staple for movie and music lovers alike. Guests are treated to performances by outstanding musicians and the best local comedians before each film.

DEMOGRAPHICS

GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>36.2%</td>
</tr>
<tr>
<td>Female</td>
<td>63.8%</td>
</tr>
</tbody>
</table>

INCOME

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;39K</td>
<td>9.2%</td>
</tr>
<tr>
<td>40K - 74K</td>
<td>31.3%</td>
</tr>
<tr>
<td>75K - 99K</td>
<td>20.9%</td>
</tr>
<tr>
<td>100K - 174K</td>
<td>22.3%</td>
</tr>
<tr>
<td>&gt;175+</td>
<td>13.6%</td>
</tr>
</tbody>
</table>

EDUCATION

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School</td>
<td>47.8%</td>
</tr>
<tr>
<td>College</td>
<td>36.2%</td>
</tr>
<tr>
<td>Graduate</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

GENERATION

<table>
<thead>
<tr>
<th>Generation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Y</td>
<td>47.3%</td>
</tr>
<tr>
<td>Gen X</td>
<td>35.9%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>13.9%</td>
</tr>
</tbody>
</table>

2018 HIGHLIGHTS

47,000+ TOTAL ATTENDEES
2,308,124 TOTAL IMPRESSIONS

EMAIL

58,724 TOTAL EBLAST OPENS
6,314 TOTAL EBLAST CLICKS
13 TOTAL CAMPAIGNS
28% OPEN RATE ON AVERAGE

PRINT & DIGITAL

10,000 POSTCARDS DISTRIBUTION
405,000+ RADIO IMPRESSIONS

POSTER DISTRIBUTION TO 400 LOCATIONS
VIDEO SPOTS IN 10 DOWNTOWN OFFICE LOCATIONS

SOCIAL

253,000+ social impressions
34,000+ website visits
27,000+ engagements from fans
SPONSORSHIP LEVELS

EVENT VISIBILITY
- :30 video spot
- 10’x10’ activation opportunity
- 1920 x 1080 Slide

HOSPITALITY
- Ticket Package

LOGO + NAME RECOGNITION
- Logo on e-blasts
- Social media mentions
- Logo on website
- Logo on print materials
- Logo on sponsor slide

VIP TRADING POST $15,000+
- 400+ guests for exclusive pre-show event at the Trading Post
- 2 drink tickets per person (alcoholic and non-alcoholic)
- 5:30pm - Sundown Venue available up until start of show
- 10 people given backstage access & tour before start of show

PRE-PARTY MUSIC
DJ OR BAND

RESERVED VIP SEATING
INSIDE VENUE

FOOD TRUCK
DINNER PROVIDED
CATERED PICNIC

DFS
RED ROCKS

KEVIN SMITH
MARKETING DIRECTOR
kevins@denverfilm.org
(O) 720.709.7729 (C) 248.736.4631

REBEKAH MEEHAN
MANAGER OF EVENTS & PARTNERSHIPS
rebekah@denverfilm.org
(O) 720.709.7731

PAST FOTR FILMS

JOIN US FOR FOTR
SUMMER 2019
DENVERFILM.ORG