



## **Brattle Theatre/Brattle Film Foundation Sponsorship Packet**

**40 Brattle Street**

**Harvard Square**

**Cambridge, MA 02138**

**617.876.8021**

**[www.brattlefilm.org](http://www.brattlefilm.org)**

# Brattle Film Foundation

## Facts

### Audience Profile

The Brattle Film Foundation's programs attract over **50,000 people annually**, most of whom are residents of Greater Boston – some travel from as far as Maine and Rhode Island. **Our audience is as diverse as our programming**, ranging from film novice to aficionado, young to old

The Brattle's members and general audience are young, educated, artistic and international. **40% of our audience is between 25 – 29 years old** and either work or live in Cambridge

They are either **skilled professionals** – scientists, programmers, designers, and artists – or graduate or doctoral **students** with flexible schedules

They use the Brattle calendar and website as the main program resource and decide to attend a film at least 24 hours in advance

They are committed to their community; many are active in local and national politics

Our audience is comprised of **sophisticated moviegoers**, who favorably compare the Brattle Theatre to a range of other – in many cases larger – cinemas in cities such as New York, Toronto and Los Angeles. **The Brattle is a destination for them**

### Awards and Honors

**BOSTON MAGAZINE's 2003, 2006 and 2007 Best Of Boston award for "Movie Theater, Independent"**

Since 2001, 14 citations for our repertory series and re-discoveries from the Boston Society of Film Critics

Awarded "Best Art House Cinema/Series" for 7 years consecutively by THE BOSTON PHOENIX Readers' Poll

LET'S GO series of travel guidebooks, officially recommended location since 2003

In 2007, the Brattle Film Foundation premiered 18 features and presented 24 repertory series. Five of our premieres ended up on film critics' end-of-year Top 10 Lists. We received a special commendation from the Boston Society of Film Critics for our three-week "Welcome to the Grindhouse" repertory series.

### Publicity

- Between 2001 and 2007, the Brattle Film Foundation garnered more than 54 three-and-a-half and four-star reviews for films as diverse as David Lynch's *INLAND EMPIRE*, Wim Wenders' *Million Dollar Hotel*, and Vittorio de Sica's classic *Umberto D*
- Frequent articles (approximately 10 per month) covering our programming in local (from *Boston Magazine* to community newspapers) and national publications (*Entertainment Weekly*, *Variety*, *Box Office*, etc.)
- Regularly mentioned in the activity columns of all local papers and magazines, from the *Boston Globe's* Sidekick to the *Improper Bostonian* as well as local blogs such as *Bostonist*



Our audience trusts us to provide high-quality film programming and exciting special events.



# Brattle Film Foundation

## Facts

### Marketing/Promotions

#### The Brattle Calendar

- 6 bi-monthly program calendars printed per year; each run consists of 30,000 calendars
- 6,500+ are direct mailed to Brattle members, supporters, and press
- 8,000 are distributed throughout the Greater Boston area
- 6,500 are distributed to college campuses and direct to student mailboxes
- 9,000 are picked up in the Brattle Theatre lobby over the course of a two-month period

**Total annual distribution - 180,000**

#### The Brattle Mailing List

- The Brattle mailing list is comprised of paid Brattle Theatre members (1000+ individuals), press contacts, industry peers, donors, and patrons who have requested to receive the Brattle calendar
- The 6,500+ list includes a population of serious and committed filmgoers, art lovers and tastemakers
- The mailing list is constantly maintained to ensure that all contact information is current

#### Brattlefilm.org and Email Distribution

- The Brattle Film Foundation's website receives over 16,500 visits per month, topping over 200,000 unique visitors annually
- Weekly email newsletter sent to a growing list, currently at over 2,750 names
- Brattle links and listings are found on various on-line sites, from fan sites to industry links

**Total annual website visits  
= 200,000+**

**Total annual email distribution = 250,000+**



The Brattle Theatre website is fast becoming the primary source for program information



# Brattle Film Foundation

## Vision & Mission

The Brattle Film Foundation celebrates film as a fine and popular art form of significant cultural and historical value, through the preservation, distribution and exhibition of neglected and under-presented films. The Foundation, a 501(c)3 non-profit organization, works to ensure that innovative and essential works of cinema are preserved, presented, and enjoyed with the same attention as other great works of art and that the general public is provided with a context to appreciate great films.

The Foundation is committed to providing audiences access to quality and diverse film presentation, education, and information, in theatres and on-line. With the historic Brattle Theatre as its home base, the Foundation seeks to expand the definition of great cinema to include works from all countries and cultures.

The Foundation continues to further its mission by providing the community with access to top quality and diverse film programming, education, and information, in our cinema and online.



The Brattle Film Foundation seeks to expand the definition of great cinema



## Staff Biographies

### **Ivy Moylan, Executive Director**

Since she graduated from Boston University's College of Communication with a BA in film studies, Ivy has spent over ten years gathering experience in operations and management in retail, office and arts environments. This combination of film knowledge and administrative know-how makes her an invaluable asset for the Foundation. Her drive to work in unique and challenging environments has led her to positions that span the breadth of the film industry. As a freelance coordinator and project manager she has gained extensive experience with film festivals. Ivy continues to work as a contractor for regional film festivals including the Independent Film Festival of Boston, the Provincetown International Film Festival, and the Newport Film Festival. In addition to her management and theater experience, Ivy has also taught film history classes at the Cambridge Center for Adult Education where she has found yet another outlet to share her passion for cinema with the world.

Ivy's first experience at the Brattle Theatre came in 1995 when she created the position of operations manager, which she held for two years. Now, as Executive Director, Ivy supervises all aspects of the foundation and theatre business, works with the foundation board and volunteers and staff on various projects and events.

### **Ned Hinkle, Creative Director**

Ned Hinkle brings to the Brattle 10 years of programming and event logistics experience from both the film and music industries. After receiving his BA from Bard College in 1995 where he studied film and music, Ned worked at the Middle East Club in Cambridge, Massachusetts and for the Boston office of Sub Pop Records.

After three years in the music business, Ned's first love of film called him back and he began working for Beacon Cinema Group, then the company that operated and programmed the Brattle Theatre. For Beacon Cinema Group, Ned designed the Brattle's bi-monthly calendar, built the theatre's first website, and assisted with marketing and programming. After five years with Beacon Cinema Group, Ned founded the Brattle Film Foundation with Ivy Moylan and took over the lease of the Brattle Theatre. Ned has taken all of his experience and brought it to the foundation as Creative Director where he oversees all programming and marketing.

# Brattle Film Foundation

## Board of Directors

**Julia Ananina**  
**Andrea V. Doukas**  
**Roger Fussa**  
**Abigail Harmon**  
**Edward Hinkle**  
**Emanuel Lewin**  
**Jeremiah Murphy**  
**Karen Signorelli**  
**Steve Tremble**  
**Philip Weiser**  
**Mary Yntema**

## Advisory Board

**Brad Anderson**  
**Miguel Arteta**  
**Michael Bowes**  
**Ray Carney**  
**Rudy Franchi**  
**Megan Hurst**  
**Ted Hope**  
**David Lynch**  
**Albert Maysles**  
**Susan Rogers**  
**Gordon Willis**



**The Brattle Theatre  
provides over 500,000  
contacts per year with  
Boston-area filmgoers**



## Brattle Theatre History

The Brattle Theatre, located in the heart of Harvard Square in Cambridge, Massachusetts, is one of the oldest and most prestigious repertory cinemas in the world. Established in 1890 as Brattle Hall, the theatre has a rich and diverse history. In the early part of the twentieth century the Brattle Theatre's stage hosted many literary, musical and dramatic performances, quickly becoming known as a venue that nurtured artistic freedom.

In 1942, legendary African-American actor Paul Robeson presented the American premiere of his *Othello* at the Brattle. This was followed by the development of The Brattle Theatre Company, which quickly earned a national reputation for its ensemble productions and as a home for blacklisted Hollywood performers. Such notable actors as Zero Mostel, Hume Cronyn and Jessica Tandy performed on the Brattle stage during this prolific period.

In 1953, the Brattle officially became a cinema. Under the direction of Bryant Haliday and Cyrus Harvey, Jr., the Theatre was established as a premiere "art film house" and one of the first repertory screens in the U.S. Once again, the Theatre was thrown into the national spotlight when it re-discovered the work of Humphrey Bogart and single-handedly developed the "Bogie cult" by presenting a festival of his films with *Casablanca* at the center. During this period, Harvey and Haliday also founded the legendary Janus Films which brought key works of such international masters as Ingmar Bergman, Federico Fellini, Akira Kurosawa and Jean-Luc Godard to the U.S.

Over the last 50 years the Brattle has continued as a repertory cinema serving the Greater Boston community with art, independent, classic and international film programming. The Brattle's rich cultural tradition has been sustained through appearances and performances from the likes of Ethan Hawke, Spalding Gray, Lili Taylor, David Lynch, Allison Anders, Sebastian Junger, Albert Maysles, Richard Linklater, Kristin Hersh, Michael Moore, Gordon Willis, James Ellroy, Bruce Campbell, and Charles Burnett to name just a few.

In March 2001, under the direction of Ned Hinkle and Ivy Moylan, the non-profit Brattle Film Foundation took over the lease, operations and programming of the Brattle Theatre. The Foundation was formed to insure the continuation of film programming at this Cambridge landmark and preserve its repertory film tradition. The 240 seat theatre – complete with balcony and original proscenium – now hosts approximately 50,000 people annually, averaging nearly 1,000 patrons per week. The Brattle Theatre remains Cambridge's only independent and non-profit movie theatre.



The Brattle Theatre  
was established in 1953  
as one of the first  
repertory cinemas in the  
United States

**One-Time Opportunities****Series Presenting Sponsor (\$10,000)****Presenting Sponsor Status**

- All mentions of series will feature a "Presented By..." tagline in a 'name-above-the-title' position

**Print Advertising Visibility**

- Logo featured in all display print advertising for series (including but not limited to special *Boston Phoenix* and/or *Boston Globe* advertising)
- Text mention as series sponsor in all advertising listings for series (including but not limited to daily *Boston Globe* Movie Guide listing)

**In Theater Visibility**

- Opportunity to hang banners or posters on Brattle Theatre property during series screenings (including inside the auditorium, lobby and some limited spaces on the exterior)

**Direct Mail Visibility**

- 1/2 page ad on back cover of Brattle Calendar upon which the series appears
- Logo and mention as presenting sponsor will appear on inside calendar spread

**On-Screen Visibility**

- **Exclusive**, fully illustrated slide advertising. Slide designed by sponsor
- Duration = two months (concurrent with run of series)

**Product/Flyer Visibility**

- **Dedicated** space in Brattle lobby and near theater exit for placement of printed materials for run of series
- Opportunity to distribute directly to patrons of the series. Brattle staff can pass out flyers or product samples to exiting patrons

**Website Visibility**

- Logo + tag line and special thank you on front page of 'www.brattlefilm.org' Will link directly to sponsor's website. Will remain up for the full two months that the calendar upon which the series appears is active on the website

**Complimentary Tickets**

- 20 complimentary tickets per night of series. (Guest list must be provided)

**Series Co-Sponsor (\$5,000)****Presenting Sponsor Status**

- Most mentions of series will feature a "Co-Sponsored By..." tagline in a 'name-under-the-title' position

**Print Advertising Visibility**

- Text mention of sponsor featured in all display print advertising for series (including but not limited to special *Boston Phoenix* and/or *Boston Globe* ads)
- Text mention as series co-sponsor in all advertising listings for series (including but not limited to daily *Boston Globe* Movie Guide listing)

**In Theater Visibility**

- Opportunity to hang banners or posters on Brattle Theatre property during series screenings (this includes only interior spaces – auditorium, lobby, etc.)

**Direct Mail Visibility**

- An exclusive space for logo + tag line and a special thank you message will be set-aside in the Brattle Calendar upon which the series appears
- Logo and mention as co-sponsor will appear on inside calendar spread

**On-Screen Visibility**

- Logo + tag line and special thank you on a slide to run duration of series. Not an exclusive (i.e. other Co-Sponsors may be listed on same slide)
- Duration = two months (concurrent with run of series)

**Product/Flyer Visibility**

- Dedicated space in Brattle lobby and near theater exit for placement of printed materials for run of series

**Website Visibility**

- Logo + tag line and special thank you on front page of 'www.brattlefilm.org' Will link directly to sponsor's website. Will remain up for the full two months that the calendar upon which the series appears is active on the website

**Complimentary Tickets**

- 10 complimentary tickets per night of series. (Guest list must be provided)

The duration of a series at the Brattle varies. During the summer, a series will run for 5 – 6 consecutive weekdays (e.g. Thursdays from July 15 – August 18). During the remainder of the year, a series may run for one or two weeks straight (e.g. every day from September 24 – October 7).

### **Patron (\$10,000)**

#### **Direct Mail Visibility**

- An exclusive space will be set aside in Brattle Calendar for logo + tag line and a special thank you message
- **Exclusive** placement. Logo & thank you will be isolated in separate space from other supporters
- Placement = first inside fold of calendar

#### **On-Screen Visibility**

- **Exclusive**, fully illustrated slide advertising. Slide designed and provided by sponsor. Change in artwork allowed 6 times annually
- Duration = full year ( except during select special programs)

#### **Product/Flyer Visibility**

- **Dedicated** space in Brattle lobby and near theater exit for placement of printed materials

#### **Website Visibility**

- Logo + tag line and special thank you on front page of 'www.brattlefilm.org' to run full year. Will link directly to sponsor's website

#### **Complimentary Tickets**

- 100 tickets for use throughout the year. Good for regular Brattle shows only

### **Friend (\$5,000)**

#### **Direct Mail Visibility**

- A space will be set aside in Brattle Calendar for logo + tag line and a special thank you message for "Friend" level sponsors
- Not an exclusive (i.e. other Friends may be listed in same calendar space).
- Placement = first inside fold of calendar

#### **On-Screen Visibility**

- Logo + tag line and special thank you on a slide to run full year. Not an exclusive (i.e. other Friends may be listed on same slide)
- Duration = full year (except during select special programs)

#### **Product/Flyer Visibility**

- **Dedicated** space in Brattle lobby and near theater exit for placement of printed materials

#### **Website Visibility**

- Logo + tag line and special thank you on front page of 'www.brattlefilm.org' to run full year. Will link directly to sponsor's website

#### **Complimentary Tickets**

- 50 tickets for use throughout the year. Good for regular Brattle shows only

**Other Sponsorship levels and custom packages are available. Contact the Foundation office for more info.**

### **General Information**

- **Calendar Distribution** = 30,000 printed and distributed: 5,000+ direct mailed to members, supporters, press & film enthusiasts; 12,000+ distributed to retail, dining and college hot spots around Metro Boston; approx 15,000 distributed on-site and to Harvard Square businesses and students

- **Website Hits** = over 16,000 distinct visitors per month
- **Theater Patrons** = nearly 1,000 paying customers per week



*The End*