



# AWARENESS FILM, ART & MUSIC FESTIVAL 2012

Presented By

**HEAL ONE WORLD**

3503 W. Pico Blvd., Los Angeles, CA 90019

[www.awarenessfestival.org](http://www.awarenessfestival.org)

(310) 826-1971



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AWARENESS FESTIVAL

## WHO WE ARE

Message from Festival Director,

*Skye Kelly.*

Welcome to the Third Annual Awareness Festival! I'm so excited about this next installment of our amazing event. We will be opening eyes, and broadening horizons like we did last year with the amazing documentaries and narratives we were honored to showcase.



As a filmmaker I realized the only kind of films I wanted to make, were films that mattered, that made a statement. The Awareness Festival is the embodiment of this concept, bringing community awareness of life issues such as health, human trafficking, ecology, political and humanitarian issues, to name a few.

Our festival has screened a number of award-winning, hard hitting films in the previous two years. Last year, *The Invocation* was our grand jury award selection, featuring Sharon Stone narrating The Dali Lama, Deepak Chopra, Stuart Copeland and others that invokes thought, imagination and action.

Short films hold a special place in my heart, as a short filmmaker myself, I know the task it is to show a story in a limited amount of time, but that it is the independent filmmakers best friend to get a message across. We had a stellar shorts program, plus the art, music and amazing vendors.

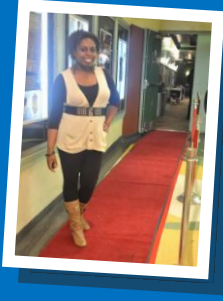
The way I feel is, if you are going to entertain, you should also: enlighten, educate and inspire - *SKYE KELLY*



AWARENESS FESTIVAL

## WHAT WE DO & WHY

### AWARENESS FESTIVAL



is a film festival that promotes awareness of today's issues through the timeless art of filmmaking.

We here at Awareness Festival recognize that filmmaking today is not just about entertainment, but also about education and awareness.



Now in its 3<sup>rd</sup> year, the Awareness Festival gives socially conscious filmmakers a platform to exhibit their unique visions and encourages the masses to engage in self-fulfilling activities for the environment, mind, body and soul.



A fusion of filmmakers, artists, environmentalists, educators, alternative health practitioners and other industry professionals, Awareness Festival aims to inspire the public to make the world a better place through this engaging, entertaining and unique event in Los Angeles, California.



AWARENESS FESTIVAL

## WHEN & WHERE

### AWARENESS FESTIVAL

takes place every spring in Los Angeles, California.

The tentative date for the 2012 festival is  
April 19 to April 22, 2012.

Short film screenings, wellness events, panels and mixers are mainly held at **Heal One World's Healthy Living Studio**  
3503 W. Pico Blvd., Los Angeles, CA 90019

This amazing studio space is 100 square feet, and can hold up to 100 people for events.



For the 2011 Awareness Festival, the main venue was located at the **Regent Showcase Theatre**.  
614 North La Brea Ave.,  
Los Angeles, CA 90036

This beautifully restored art deco theatre seats 800 and was a perfect setting for many of the enlightening feature showcases. Feature film screenings and other festival events took place at this main venue.

The main venue for the 2012 Awareness Festival is still being negotiated. Updates will be sent out when a venue is confirmed.



## HOW YOU CAN JOIN US

### SUBMIT YOUR FILM

Are you a filmmaker with an important message relating to the many social, economic, environmental, spiritual and political issues that surround us today? We invite you to submit your films for consideration in the Awareness Festival's film program.

For information on how to submit your film, see PAGE 7.

### BECOME A COMMUNITY PARTNER

Are you a fellow non-profit organization with a mission to support social change, environmental consciousness, spiritual well-being, and/or the art of filmmaking? We invite you to join the Awareness Festival as a community partner. As a partner, the Awareness Festival will work with your organization in co-sponsoring events, organizing community discussions, and fundraising.

For information on how to submit your film, see PAGE 8.





## HOW YOU CAN JOIN US



## BECOME A SPONSOR

Is your company looking to cater to the socially conscious, environmentally friendly, green living crowd? We welcome you to consider becoming a sponsor for the Awareness Festival. Our festival participants cover a wide range of people who are active in social, economic, environmental and healthy living activities. We offer a range of sponsorship opportunities for business and companies big and small. Your tax deductible donations will go to support the festival and our parent organization Heal One World. In turn, your company will be advertised to hundreds of our festival participants.

For more information on sponsorship, see PAGE 8.



## SUBMIT YOUR FILM

### *The 3<sup>rd</sup> annual AWARENESS FESTIVAL*

once again aims to film works that inspire people to make our world a better place.

The Awareness Festival is searching for films that deal with the following topics:

Environment awareness, Healthy living, Green living, Politics, Cultural Identity, Self-Awareness, Science and discovery, and any other subject that can provoke and inspire people to better our world.

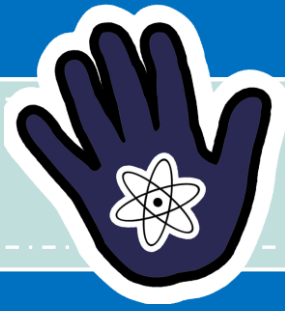
The submission categories include: Narrative Feature, Documentary Feature, Shorts - Documentary and Narrative, Music Videos, Student Films, Grades 6-12 Films, and Community Programs/PSAs.

Submit your film through WithoutABox

<https://www.withoutabox.com/login/8445>

### Entry fees are as follows:

<b>SEPT. 13 – NOV. 14, 2011</b>	<b>REGULAR</b>	<b>STUDENT FILM - College</b>
Early Bird Submission	\$35.00	\$18.00
<b>NOV. 15 – JAN. 31, 2012</b>	<b>REGULAR</b>	<b>STUDENT FILM - College</b>
Regular Submission	\$40.00	\$25.00
<b>FEB. 1 – FEB. 15, 2012</b>	<b>REGULAR</b>	<b>STUDENT FILM - College</b>
Late Submission	\$50.00	\$30.00
<b>FEB. 16 - MAR. 10, 2012</b>	<b>REGULAR</b>	<b>STUDENT FILM - College</b>
Extended Submission	\$70.00	\$70.00



# SPONSORSHIPS



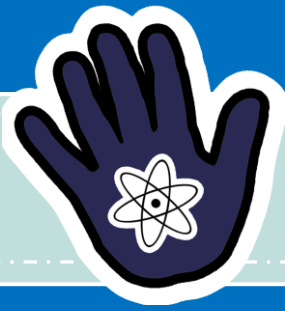
*The AWARENESS FESTIVAL* has numerous sponsorship opportunities for businesses big and small. Below are several options for sponsorship, but we at Awareness Festival are open to negotiation.

## **GOLD SPONSOR (\$3,000)**

- “Presented By” title card on all Awareness Festival documentation, print and electronic.
- Logo on step-and-repeat wall.
- Logo in all Awareness Festival press releases.
- :30 Sponsorship video before every screening.
- Product/flyer/voucher in Gift Bags.
- Online logo and company link on Awareness Festival website.
- Banner placement inside all Awareness Festival venues.
- 1 full page, full-color ad in issue of Awareness Festival program.
- Booth at Festival Venue for four days of the Festival.
- 5 VIP All-access pass to all festival events.

## **SILVER SPONSOR (\$1,500)**

- Logo on all Awareness Festival documentation, print and electronic.
- Product/flyer/voucher in Gift Bags.
- Banner placement inside all Awareness Festival venues.
- Online logo and company link on Awareness Festival website.
- 1/2-page Full-color ad in event program distributed at festival.
- Booth at Festival Venue for two days of the Festival.
- 3 VIP All-access pass to all festival events.



# SPONSORSHIPS

## **BRONZE SPONSOR (\$500)**

- Logo on all Awareness Festival documentation, print and electronic.
- Product/flyer/voucher in Gift Bags.
- Online logo on Awareness Festival website.
- 1/3-page, full-color ad in issue of Awareness Festival program.
- Booth at Festival Venue for one days of the Festival
- 1 VIP All-Access pass to all festival events

## **SCREENING SPONSOR (\$300 per film screening. Availability limited)**

- Exclusive ownership of one Feature-length film screening.
- “Presented By” title card before film screening.
- Logo on all Awareness Festival documentation, print and electronic associated with film.
- Logo in all Awareness Festival press associated with film.
- 5 Free tickets to sponsored film screening.

## **IN- KIND SPONSORS (All Donations are tax-deductible)**

All In-Kind sponsors will be awarded the same benefits as the regular sponsors depending on the value of their donations.

For example, In-Kind donations with retail values between \$3,000 and \$1,500 will receive the same benefits as the Gold Sponsors.

### **GOLD IN-KIND SPONSOR**

**Donations between \$3,000 - \$1,500 retail price.**

### **SILVER IN-KIND SPONSOR**

**Donations between \$1,500 - \$500 retail price.**

### **BRONZE IN-KIND SPONSOR**

**Donations between \$500 - \$100.**



## COMMUNITY PARTNERSHIPS



Community Partners are fellow non-profit organizations that share a similar philosophy and/or mission with the Awareness Festival and Heal One World.

As a community partner, the Awareness Festival and Heal One World will work with your organization in co-sponsoring events, organizing community discussions, and participate in fundraising throughout the year.

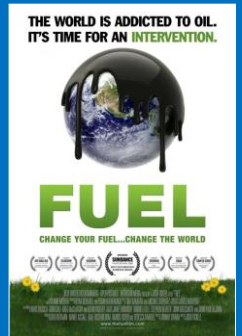
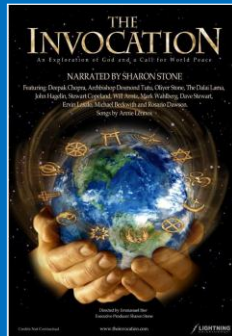
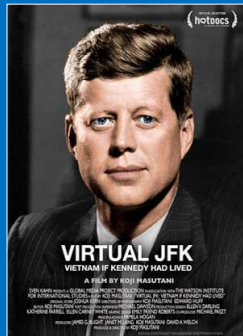
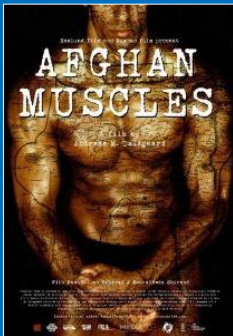
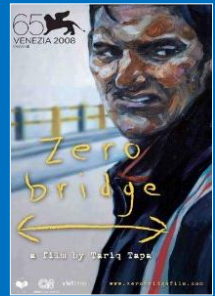
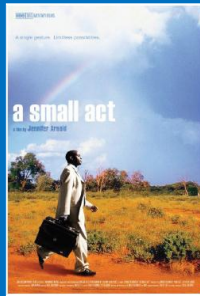
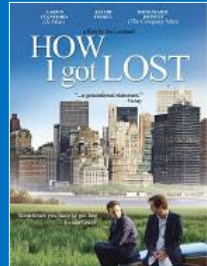
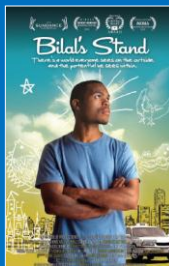
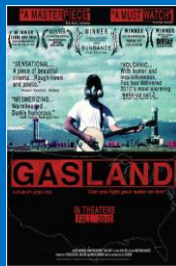
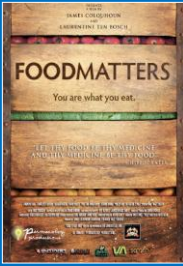
In turn, we ask community partners participate in our annual festival in at least one of the following ways:

- Announce Festival events to your constituents.
- Host a film screening that represents your organization.
- Participate in panel discussions about certain topics.
- Have a booth at our theatre venue with information about your organization.
- Host and organize events for festival participants (Music/Dramatic performances, games, contests, etc.)
- Donate items and/or services to the festival.

By participating in the Awareness Festival, your organization will be exposed to our hundreds of festival participants and be associated with our unique festival.



# PAST FILMS





## ABOUT

# HEAL ONE WORLD

Heal One World is a Los Angeles based non-profit organization that seeks to educate people about preventative healthcare, non-traditional/complementary modalities, natural non-invasive treatments and self-help techniques for the body, mind and soul.



We offer classes in Yoga, Tai Chi, meditation and alternative therapies on a free or sliding scale basis. Heal One World offers these treatments to low-income and underserved demographics that otherwise would not be able to afford or have access to them.

We assist to arrange and promote clinics where low cost treatment can be found, as well as maintain a database of providers who are interested in helping those in need and create a long term focus of well-being of body, spirit and mind.

We want to bring attention to this subject via film, art and music projects. We hold a Film, Music & Art's Festival every year. Last year the Awareness Festival was held May 5-8th 2011 with monthly screenings beginning September 2011. For more information, visit [www.healoneworld.com](http://www.healoneworld.com)



## CONTACT US

For more information regarding the Awareness Film, Art and Music Festival, visit

[www.awarenessfestival.org](http://www.awarenessfestival.org)

Or contact the Festival Director :

**SKYE KELLY**  
Festival Director  
Awareness Festival  
[skye@healoneworld.com](mailto:skye@healoneworld.com)  
(310) 826-1971

For more information regarding sponsorships, community partnerships, donations, venue requests and press, contact

**NATASIA GASCON**  
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