

Hawaii Ocean Film Festival

Featuring films about the marine environment, ocean recreation, and our cultural connections to the sea

ofilmfest@yahoo.com

<http://www.hawaiioccanfilmfestival.org>

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The Hawaii Ocean Film Festival combines the power of the ocean with the voices and visions of people around the globe to express their love of the ocean.

Embracing culture and community, sport and spirit, the ocean theme opens the door for interpretation of the marine environment; its issues and sciences, or water sports activities.

From deep below the sea, to the salty air above the wild surf, films at past events covered a vast array of topics. Adventures, extreme sports, environmental documentaries, and short films find an audience in Hawaii, and are in demand throughout the world.

Over the Last 2 years, our films have played in Washington DC, and were requested by San Francisco Ocean Film Festival, The U.K., Vancouver, and even Cleveland.

We have received film submissions from...

France, Germany, Austria, Italy, Israel, Japan, Brazil, the Caribbean, Bahamas, Australia, Antarctica, India, The Netherlands, Polynesia, The Virgin Islands, American Samoa, Papua New Guinea, New Zealand, Cuba, Costa Rica, Alaska, Canada, the Mainland and Hawaii.



Our Filmmakers range from Pre-teens to Pro's

After 10 years focusing on student and independent filmmakers, we are pleased to announce that we will accept works in distribution and supported by corporate financing. Too often great works have been overlooked for the sake of clarity, but times have changed.

The festival circuit has long developed the criteria for which films get bought and sold, topics get exposure and careers launched. What began in 1999 as a way for surfers to understand scientists, and scientists to understand surfers has evolved over the years.

In the midst of the most dismal economic climate imaginable, Hawaii Ocean Film Festival veterans have found matching funds from PBS, national and international recognition and distribution.

Even the fledgling island of Hawaii film festival can boast a record 17% distribution success rate for feature films shown at the festival.

A big part of our evolution has been restructuring from the for-profit sector to the non-profit one, which may make your support tax-deductible. This package is designed to familiarize you with our project, and to offer you an opportunity to participate in our festival and the development of the unique voices and visions of ocean lovers around the globe.

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Background

The Hawaii Ocean Film Festival features films about Marine Resources, ocean recreation, and our cultural connections to the sea. The first event was conceived in 1998, a spin off of the 1st International Year of the Coral Reef Conference that featured Robert F. Kennedy Jr. as keynote speaker. The festival grew into a statewide event in 1999, playing at the Honolulu Academy of Arts, Maui Arts and Cultural Center, Hilo Palace Theater, and on Kauai. By 2004 we had received submissions from France, Italy, Germany, Japan, Canada, Brazil, Bahamas, the Caribbean, Alaska, the mainland and Hawaii.

We presented 17 films for 12 hours of entertainment. The event featured five films made by women, roughly 30% of our program. Two were made by Native Hawaiians, one by a Native American, and one by a First Person (Aboriginal Canadian) woman. We were proud to include one short and one feature-length student film for the 1st time.

In 2005 the top 10 films were presented. Our winning student film was from the island of Niue. Of note was the inclusion of our films at "Sunset on the Beach" on the north shore of Oahu, to an audience of 8000. Three of the four films presented were made by Hawaii filmmakers, 2 of which were students. In 2006 and seven, our winning Marine Resource films were made by students, and the event was also held at the University of Hawaii at Manoa.

By 2008 some of our winning films had played at the International Marine Conservation Conference in Washington DC, and at the Smithsonian. In 2009 we were supported by The Nature Conservancy's "Year of the Coral Reef" activities and were proud to have navigators and crew from the voyaging canoe Hoku`lea to share their film and introduce us to their upcoming worldwide voyage.

The Hawaii Ocean Film Festival is under the umbrella of the non-profit Waipa Foundation. Based on 1600 acres on the north shore of Kauai, the organization is creating a cultural and learning center based on the Hawaiian values of sustainably restoring the land from the mountains to the sea. The organization hosts over 2000 visitors a year, primarily children to learn and practice environmental preservation and cultural perpetuation.

With the support of the organization Alu Like; Waipa now features a climate-controlled library with over 700 books, and hundreds of DVD's including the collection of films submitted to the festival over the past 10 years. The library helps support the staff and residents in their efforts to sustain our natural resources and teach the next generation. With a small budget to purchase films, we have spearheaded a project asking local and environmental film festivals to recycle their old DVDs to the library, to help us learn how other cultures manage their resources.



Outdoors, under the stars, and on the 30 foot inflatable screen, the audience brings blankets and beach chairs, as the sun sets over Hanalei Bay. Unlike the majority of festivals that are held in glamorous resorts and trendy hotels, the festival strives to have the lightest impact, and may likely have the smallest carbon footprint in the entire festival circuit. The outdoor setting is the natural backdrop to the festival content, and the natural beauty of the films.



As you may already know, The Sundance Film festival is the “Gold Standard” for independent films. The problem is that the entry fee is high, and the chances of being screened with “low production values;” is low. Further, Sundance insists that they “Premier” the film, which generally kills off the surf and action sports film genre as they tend to screen their projects to a local audience prior to submission to the festival. Below is the January 19, 2009 press release which ran in the Times Digest.

Sundance Festival Opens as Independent Films Are Struggling

PARK CITY, Utah – During a storied career as an actor and director, Robert Redford bought a ski resort here, funded an institute for independent filmmaker, and most notably, started the Sundance Film Festival 25 years ago, named for the bandit in “Butch Cassidy and the Sundance Kid.”

But the star who could do no wrong for his audience can’t seem to do anything right for his critics within the business. As in his famed role, he spends a fair amount of time getting shot at. Despite the many new films and Stars that Sundance helped usher

to Hollywood, Redford is the target of constant sniping by his colleagues who will tell you that the festival is now far too commercial and that it no longer reflects its independent origins.

Redford is clearly prickly about the criticism.

“After 25 years, I’ve gotten used to the negative speculation that always open the festival,” he said. “it always seems like they are intent on crucifying us for one thing or another and I sort of say, ‘Well hold on. Calm down and just see some movies.’”

It is hard to calm down at Sun-

dance with over 200 films and Many more parties. Last Saturday, Anna Wintour of Vogue, Jack White of the white Stripes, and Mike Tyson, the ex-heavyweight champion of the world, were within a few blocks of each other at various functions.

The event lives on the hype that has made it a magnet for filmmakers – over 9000 films were submitted this year, yet another record – and has turned it into a commercial and celebrity spectacle.

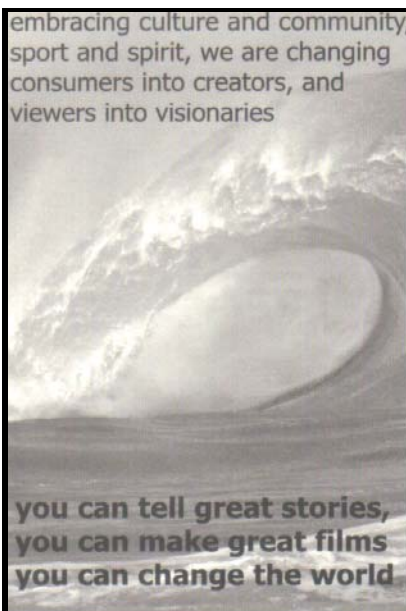
The slumping economy has dealt a big blow to the dreams of

Independent film producers, and Studios are looking to put out fewer, safer films. Sundance remains a place where the mythical part of movies live – everyone is looking for the next “Little Miss Sunshine” or “Sideways” because low-cost, high yield never goes out of style

But Hollywood, staring at the recession, seems more interested in it’s computer models that foretell a film’s appeal in the demographic quadrants. It didn’t help that the big buys at last year’s festival – “Hamlet II” and “What Just Happened” – tanked.

DAVID CARR

Clearly, competing with 9000 films for a few hundred spots is ominous for any independent filmmaker, and the chances of the judges realizing the unique qualities of the surf and action sports genre makes it even slimmer. For international films, Sundance holds 16 slots, which are balanced to not be too heavily weighted in any one region. Over the last few years, the medium has expanded with the interests and skills of your audience. No one has been able to accurately predict what the next trend will be, but clearly, the new filmmakers and Cinderella stories are being launched over the internet and through other marketing channels that have yet to be fully exploited through traditional media. We certainly don’t have the answer, but we are willing to explore new venues within our expertise. We assume that we are being contacted by other festivals and organizations is because we have garnered credibility within our field as presenting genuine representations of the surf culture, history, and industry. With a special interest as portraying the art and soul of surfing as a wholesome endeavor for (almost) family viewing and not relying on violent or vulgar descriptions of the culture for screen value. The focus of the Hawaii Ocean Film Festival is to present authentic, accurate, and entertaining films.



embracing culture and community sport and spirit, we are changing consumers into creators, and viewers into visionaries

you can tell great stories, you can make great films you can change the world

Our focus on youth...

We reserve some screen time for the local youth in the communities we play, and seek opportunities to:

- ~ Inspire our local youth to find their own voice and tell their own stories.
- ~ Connect youth and organizations to realize the value of digital storytelling. Raise awareness on the issues and common interests we share about the ocean.
- ~ Provide and encourage independent and student documentaries and entertainment.
- ~ foster a caring, creative environment that supports youth leadership and media artistry.

Our hopes are to create a digitally dynamic community and catalyst for creating media on our common concerns for islands and coastal regions. To help perpetuate Pacific cultures, we seek to help local stories evolve from the circle of the campfire to the computer screen and big screen.



Online Promotion

Hawaii Ocean Film Festival maintains 2 additional websites under the names ofilmfest.com and oceanfilmfest.net. These 2 sites come into play when the festival is running.

Banner Ad's will be placed on Surfersvillage.com, wahinesurfing.com, Globalsurfnews.com, ASBE-Surf.com, and other sites focused on worldwide audiences.

Links to the festival are on travel and tourism sites, arts, education and filmmaking, environmental and cultural organization sites, and ocean recreations sites targeting consumers and the industries. Event calendars including those run by the State of Hawaii and Tourism Bureau, are abundant.

Media and Print

Hawaii has an abundance of periodicals that are directed to the visitor industry with long shelf life. The uniqueness of the festival has been featured in the glossy covered "Essential Kauai" quarterly for the past few years. Local Newspapers cover the story on the neighbor islands, and last year the state-wide publication "Honolulu Star Bulletin," featured a full color, two page spread in their Sunday Travel and Calendar section valued at \$7200.

New this year will be an 1/8 page ad in the Surfing Yearbook, a high quality, hard bound book with an initial run of 50,000 and worldwide distribution focused on Australia, Europe, and USA

Audience: Surfers, Action Sports, Surf and Action Sports Industry, Lifestyle Fans and Lifestyle Media exposure through Banner Placement, News-alerts, and News feeds.

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|---|----------------------|--------------------|---------------------|
| Traffic: 1,000,000 unique visitors/month 2,500,000 visitor sessions/month 5,500,000 page views/ month | Male 30 –45 (23%) | Male 22-29 (13%) | Male 15—22 (13%) |
| | Male 46-56 (11%) | Male under 15 (7%) | Male 57 –69 (4%) |
| | Female 16-24 (10%) | Female 25-36 (7%) | Female 37-49 (5%) |
| | Female under 15 (4%) | Female 50-65 (4%) | Female over 66 (2%) |

Impression rates are minimums & valid at July 2009. All statistics provided by independent SmarterStats to Surfersvillage

Sponsors & Partners logos are placed on:

Official programs, posters, and flyers. Web, press, and print advertising, Radio, television, and press releases and On-site banners.

Exclusive partnerships are available for premium placement on banners and print, and on site demonstration opportunities.

Hospitality, Corporate, and Media sponsorships are available. All meaningful in-kind contributions or measured media buys will be assessed at full face value. Check with your tax advisors to see if your sponsorship can qualify as a donation to the Waipa Foundation.

Selected promotional partners within environmental and cultural organizations receiving exposure at events.

Indigenous Youth Foundation, Pacific American Foundation, Hawaii Department of Land & Natural Resources, Green-peace, Scripps Institute / Shifting Baselines, Surfrider, The Nature Conservancy, The Sierra Club, Malama Hawaii, Snorkel Bob Foundation, Kai Makana, Harvard Medical School, Polynesian Voyaging Society

The sooner you participate the more exposure you receive. Let us design a package to meet your needs.

808.652.3392
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Yes—We would like to participate...our business is involved in _____ Fold Back ◆

We would like to donate \$ _____ which will be tax deductible through Federal ID # 99-0313224

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Please send a logo or brand information as a jpeg to: admin@ofilmfest.com or Fax this form to: (808) 826-1478



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