



presents the 7th annual

CLEAR THE AIR FILMFEST

**Saturday, April 7, 2018
New People Cinema, San Francisco**



Young people have a lot to say about our future.

**This is your chance
to support their voices...**



"It was a whole different experience seeing our film on the big screen. After the screening, some audience members told us how much our film moved them and thanked us for sharing a different perspective. The *Clear The Air Film Fest* was our first film festival, and it's inspired us to continue pursuing filmmaking. We're already working on another film!"

*Joey Montoya, San Jose State University Student
Clear The Air Film Fest 2015 winner for "Keystone XL Continuing The Fight"*

Right now, young people are using film to:

Encourage a transition to clean air vehicles;

Say "No!" to industrial polluters;

Highlight the perils of tobacco use.

They've got a lot to say.

They've got no shortage of creative solutions.

But they need a way to share them.

Young people are the heroes of tomorrow.

Join Breathe California, a local non-profit dedicated to lung health, and help amplify the voices of our youth.



Mark Ruffalo, 2015 Judge
Oscar-nominated actor and activist



"It was great to see how well made and engaging these short films were. I was pleasantly surprised by these filmmakers and all the ways they chose to express themselves. From very high tech pans and low light photography to making a film on an I phone, animation, pristine editing, moving interviews and personal stories were all used to great effect. **We are in the brave new world of story telling and these young people with these message based films are the cutting edge of a new generation of film artists.**"

Annie Leonard, 2014 Judge
GREENPEACE Executive Director, "Story of Stuff" Impresario

"I'm really impressed by the level of creativity expressed by each of the participants. **It's inspiring to see youth engaging as advocates for change through film.**"



Lindsay France, Cornell University Photography

Pablo Gomez, 2016 Judge
Youth Fellow, Alliance for Climate Education

"**Young people make up 20% of our state's population. It is a large demographic with game-changing potential.** We live in a special set of circumstances that sets us apart from previous generations: we do not have the luxury of sticking to the status quo. It is with this sense of urgency that we work on climate, to find long-lasting solutions and innovation in our everyday lives that can lead to a more sustainable future."



You'll be joining the Clear The Air Film Fest's
growing community of **game-changers**

What does it take to build a brighter future?

The Clear The Air Film Fest, now in its 7th year, serves as the Bay Area's visual media outlet for youth to showcase their creativity and make their voices heard.

Presented by local non-profit Breathe California, the *Clear The Air Film Fest* has a simple vision: Youth inspired and empowered to become advocates for clean air and lung health in their communities.



In a nutshell, the Clear The Air Film Fest:

Showcases young people's voices and perspectives.

Supports extraordinary young people who have a powerful vision for the health of their communities, through monetary awards and ongoing support.

Connects young filmmakers with the larger film-making community, encouraging them to continue their work long after the festival is over.

In 2018, for the 7th anniversary of the *Clear The Air Film Fest*, Breathe California will award over \$3,000 in prizes to student filmmakers:

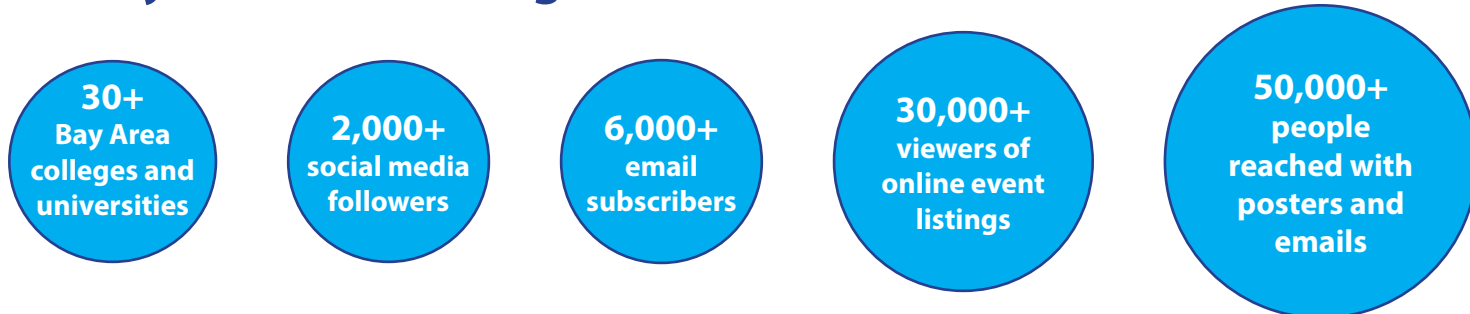


Here's where you come in.

Your sponsorship will allow all students to attend this game-changing event for free, and will support the next generation of advocates!

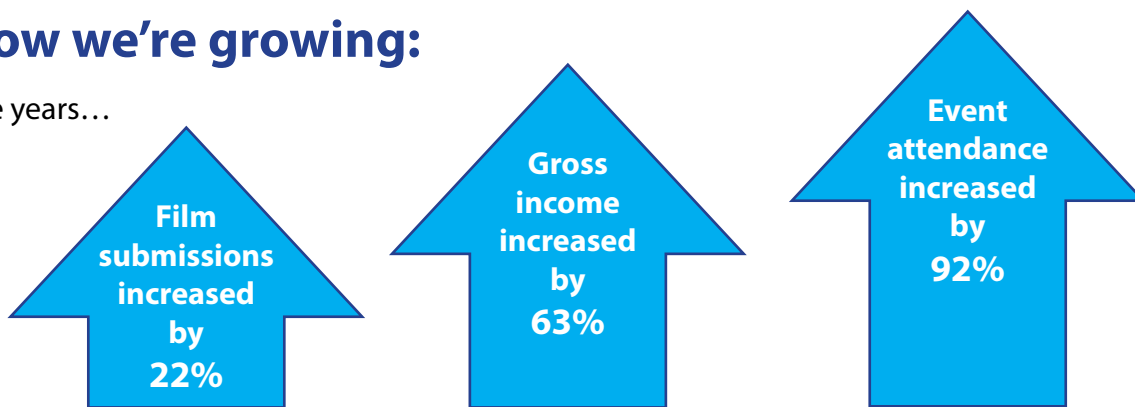
Now — for some stats...

Who you'll be reaching:



See how we're growing:

Over three years...



We believe the *Clear The Air Film Fest* will continue to grow to become the premiere showcase of student-produced advocacy films in the state.

Past Judges:

The film fest continues to draw some of the biggest names in Hollywood as well as experts in lung health, advocacy and conservation:

Mark Ruffalo, Q'orianka Kilcher, Carol McGruder, Lisa Fasano, Gabriel Diamond, Louis Fox, Pablo Gomez, Annie Leonard, Xiutezcatl Martinez, Sonia Ortega, Kyle Thiermann and more.

Past Sponsors:

Sidney Stern



Memorial Trust



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



Genentech
A Member of the Roche Group

CVS Health



By becoming a sponsor or event partner, you will be supporting young activists who will go on to change the world with their stories.

Take a look at some of our past winners' films. We think the talent speaks for itself.



The Plastic Bottle Controversy Explained

Winner High School Category 2017

<https://youtu.be/3k3hGSJOvk4>



Fever Reliever

Winner General Public Category 2017

https://youtu.be/qbNsUg_h6b4



Breathless

Winner High School Category 2016

<https://youtu.be/RfQVoMdUoMg>



Columbus Discovers Air Pollution

Middle School Category 2016

<https://youtu.be/KMMIaQ206EY>



Sponsorship Opportunities:

We will work with you to put together a sponsorship package that meets your company's unique marketing and advertising objectives—but here's a starting point.

	\$5,000 Executive Producer	\$2,500 Co-Producer	\$1,000 Associate Producer	\$500 Production Manager	\$100 VIP
Named sponsorship of one of the Film Fest cash awards (e.g. the XXX Prize for Best High School Film)					
Opportunity to announce Audience Favorite award at Film Fest screening					
Logo featured in Breathe California e-newsletter (6,000+ subscribers)					
Lobby display/exhibit at the event					
Featured posts on all social media outlets (2,000+ followers)					
Free ad in the event program					
Logo placement on Film Fest posters and flyers (5,000+ impressions)					
Free tickets to the film fest and post-show reception (value \$25 per ticket)	10	5	2		
Company logo and link on Clear The Air Film Fest website (10,000+ impressions)				Name Only	
Logo placement in event program (100+ impressions)					
Logo on pre and post show slideshow in theatre and lobby (100+ impressions)				Name Only	Name Only
Recognition in social media and monthly e-newsletter					Name Only
Recognition in Breathe California's 2017-2018 Annual Report					
Mention in all event press releases					

About Breathe California

We're more than the Film Fest...



At Breathe California, we envision a world where breathing isn't a struggle or a risk. One of the ways we work towards this vision is by advocating for policies that promote clean air and improve public health. But, it's not just up to us! It's up to our communities to affect change. The *Clear The Air Film Fest* provides a fantastic opportunity to empower our local communities to do just that.

Our Mission

Through grassroots education, advocacy and direct services, Breathe California fights lung disease, advocates for clean air, and advances public health.

Our Vision

Communities empowered to eliminate the causes and burden of lung disease, promote clean air and improve public health.

Our Theory of Change

We believe the Breathe California comprehensive approach of direct services, advocacy, and education, increases knowledge, confidence and ability in lung health management and treatment, resulting in lower rates of morbidity and mortality, and advancing health equity.

Our History

Breathe California, Golden Gate Public Health Partnership has worked to reduce the impact of lung disease since 1908. Our organization began as the San Francisco Association for the Study and Prevention of Tuberculosis, becoming Breathe California on February 12, 2006. During the last century, our name has changed but we have remained the same community based organization dedicated to the core mission of fighting lung disease through prevention, education, services and advocacy.

**Connect with us.
We want to hear from you.**

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