



Teva PRESENTS

WORLD TOUR 2012
REEL PADDLING
FILM FESTIVAL



HOSTING THE WORLD TOUR IS EASY!

We had our best year ever—three screenings! The Reel Paddling Film Fest is something that pays dividends, for sure.

—John Tutt, Owner
Princess Cinemas

The crew at Rapid Media made hosting the festival a breeze.

—Rick Shone, Store Manager
Wilderness Supply, Winnipeg, MB

Our alignment with the Broadman River Project, a non-profit, worked out well. There was some good coverage due to them with TV and Radio.

—Sandy, Backcountry Outfitters
Travers City, MI

It's even easier now to host the Reel Paddling Film Festival World Tour. We've improved our host support to provide all the materials you'll need for a successful event.

INCLUDED WHEN HOSTING A SCREENING OF THE RPF WORLD TOUR:

Professionally mastered DVDs of the winning and shortlisted films.

New for 2012: Advance pre-screening access to help you select which films to show.

Full-colour World Tour programs.

Free one-year, digital-edition subscriptions to all four magazines for every filmgoer: *Canoeroots*, *Kayak Angler*, *Rapid* and *Adventure Kayak* (\$39.96 value).

30 full-colour promotional sized posters.

Improved for 2012: Custom-printed colour tickets.

New for 2012: Online ticket sales.

New for 2012: Magazine subscription drive fundraiser.

Digital advertising materials for use in newspapers, TV, radio, newsletters, email newsletters and your website.

Full-page RPF World Tour advertising in *Rapid*, *Adventure Kayak*, *Canoeroots* and *Kayak Angler* magazines. Book early for maximum exposure!

Social media marketing including Facebook, Twitter, YouTube, Rapid Media websites and weekly newsletters.

New for 2012: Step-by-step host guide.

We pay all shipping expenses to and from your screening!



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THE BEST

PADDLING FILMS

OF THE YEAR

WHAT HOSTS ARE SAYING ABOUT THE RPF... ABOUT THE RPF...

Alder Creek's film festival was a huge success! We partnered with Willamette Riverkeepers. There were 400 people in attendance, a great venue, a live band and quality films. Sign us up again for next year!

—Kate Ross, Alder Creek Kayak & Canoe
Portland, OR

All the films were excellent and everyone liked them all. You guys do a great job.

—Greg Loftus, Paddlers for Parts
Yellowknife, NWT

Reel Paddling Film Fest—
always a great event!

—Joe O'blenis, Joe O'Paddles
Thunder Bay, ON

A pretty easy show to host, smooth operation because of your end.

—Patrick Maher, Outdoor Rec and Tourism Management Program, UNBC, Prince George, BC

We were so pleased with our event. You guys made it so easy to pull it off in style. Way to go, Keep 'em coming!

—Cliff Fawcett
Cedarville, OH

SIX STEPS TO SUCCESS...

We understand that the less you have to do to host the Reel Paddling Film Festival World Tour, the more fun it will be.

- **Book an appropriate venue** like a clubhouse, local hall, bar, college lecture hall or community auditorium. Start small and grow the festival in your community. Partner with non-profits, shops and other clubs to share or access their A/V-equipped venue for free.
- **Complete our new easier host form.** Do it online or send it to us via email or fax.
- **Promote your event.** We provide a wide range of promotional materials including posters and flyers, as well as materials for TV, radio, newspapers, e-newsletters, websites and social media.
- **Sell lots of tickets.** We provide custom-printed tickets and offer online ticket sales.
- **Host the show.** We provide the script so you can steal the show. Your emcee introduces the films and promotes your shop, theatre, cause or club.
- **Return the host package.** We facilitate the pick-up of films, extra programs and subscriptions. Don't worry—we pay the shipping to and from your event.

Our event this past Friday night in Thunder Bay was completely sold out! Feedback was excellent. We can hardly wait to do it again in 2012!

—Joe O'blenis, Joe O'Paddles
Thunder Bay, ON

For more information, contact **Jon Holmes, Festival Co-ordinator**
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