



<b>PRODUCT SAMPLING</b>										
Branded Space (cost incurred by Sponsor)	▪	▪	▪							
Products placed in DIFF Gift Bags	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
Targeted Distribution at Key Locations	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
<b>PASSES &amp; VOUCHERS</b>	<b>\$33,550</b>	<b>\$28,250</b>	<b>\$12,850</b>	<b>\$9,500</b>	<b>\$8,950</b>	<b>\$5,300</b>	<b>\$3,560</b>	<b>\$2,690</b>	<b>\$1,840</b>	<b>\$970</b>
STAR PASS	20	16	8	6	6	4	2	2	2	0
FESTIVAL PASS	20	16	8	6	6	4	4	2	0	2
FILM PASS			4	2						
Screening Vouchers	300	250	100	100	100	50	30	20	20	10
Invitation to Chairman's Reception	20	16	10	8	6	4	4	4	2	2
Awards Ceremony	10	10	6	4	2	0	0	0	0	0