



# A Terrible Beauty

| U.S. Premiere of the Irish film about the 1916 Easter Rising |

Saturday, September 6, 2014 at 6 p.m.

International House Philadelphia

3701 Chestnut Street, Philadelphia

The Irish Immigration Center, in partnership with AOH Dennis Kelly, Div. I, Delaware County, Pa. and the Irish Easter Centennial Commemoration Committee, is delighted to present the U.S. premiere of *A Terrible Beauty/ Áille an Uafáis*, a 90-minute feature docudrama that takes a unique look at the 1916 Easter Rising in Dublin.

Using firsthand accounts of the events of Easter week, *A Terrible Beauty* tells the little-known stories of ordinary people involved in the Rising: Irish Volunteers, British soldiers and the innocent civilians caught in the middle. The film focuses on two of the most ferocious battles during the Rising of 1916 and mixes archive footage, dramatic reconstructions and firsthand accounts to give an up-close and personal view of one of the defining events of modern Irish history.

*A Terrible Beauty* was made by renowned history filmmakers, Tile Films, who also made *Death on the Railroad*, the story of the murders at Duffy's Cut in Malvern, Pa.

**Please join us for this very special event!**

The centenary of 1916 is less than two years away. *A Terrible Beauty* is an opportunity to explore the Rising from varied perspectives and hear the stories that are still of such relevance to Ireland and Irish-America today. So, let's launch this film with a proper party, and help raise awareness of this pivotal moment in Irish history.

**Tickets are \$50 and include a cocktail reception, film screening and Q&A with the director and producer.**

*For discuss sponsorship options, please contact Siobhan Lyons on 610-789-6355 or [siobhan@icphila.org](mailto:siobhan@icphila.org).*

*Proceeds from this event will support the Irish Immigration Center's work to strengthen the Irish community and also help Tile Films ensure that this important film is seen as widely as possible.*

# A Terrible Beauty

| U.S. Premiere of the Irish film about the 1916 Easter Rising |

## Sponsorship Opportunities

### Presenting Sponsor - \$10,000

- Exclusive designation as Presenting Sponsor of the U.S. premiere of *A Terrible Beauty*
- Company logo on the backdrop of official "green carpet" photos
- VIP reception with special invited guests and IIC board members
- 12 tickets to the premiere -VIP seating
- Name and logo prominently featured on all materials
- Full page ad on the back cover of the program book
- Presenting Sponsor acknowledgement with business information and logo on IIC website
- Space for product display at event
- Acknowledgment at the event and podium opportunity
- Photo opportunities with special guests, including producer and director of *Tile Films*

### Title Sponsor - \$5,000

- Acknowledgment as Title Sponsor of the U.S. premiere of *A Terrible Beauty*
- Company logo on the backdrop of official "green carpet" photos
- VIP reception with special invited guests and IIC board members
- 8 tickets to the premiere -VIP seating
- Name and logo prominently featured on all materials
- Full page ad on the inside back cover of the program book
- Title Sponsor acknowledgement with business information and logo on IIC website
- Space for product display at event
- Acknowledgment at the event
- Photo opportunities with special guests, including producer and director of *Tile Films*

### Major Sponsor - \$2,500

- Acknowledgment as Major Sponsor of the U.S. premiere of *A Terrible Beauty*
- VIP reception with special invited guests and IIC board members
- 6 tickets to the premiere -VIP seating
- Name and logo on all materials
- Full page ad in the program book
- Major Sponsor acknowledgement with logo on IIC website
- Acknowledgment at the event
- Photo opportunities with special guests, including producer and director of *Tile Films*

### Supporting Sponsor - \$1,500

- Acknowledgment as Major Sponsor of the U.S. premiere of *A Terrible Beauty*
- VIP reception with special invited guests and IIC board members
- 4 tickets to the premiere -VIP seating
- Name and logo on all materials
- Full page ad in the program book
- Major Sponsor acknowledgement with logo on IIC website
- Acknowledgment at the event
- Photo opportunities with special guests, including producer and director of *Tile Films*

# A Terrible Beauty

| U.S. Premiere of the Irish film about the 1916 Easter Rising |

Benefits of Sponsorship	Presenting	Title	Major	Supporting
Exclusive designation as presenter of the U.S. premiere of <i>A Terrible Beauty</i>	x			
Company logo on the backdrop of official "green carpet" photos	x	x		
Name and logo prominently featured on all materials	x	x		
Most prominent full-page ad in program book	x	x		
Name and logo featured on all materials	x	x	x	x
Full-page ad in program book	x	x	x	x
VIP reception with special invited guests and IIC board members	x	x	x	x
Acknowledgement at the event and podium opportunity	x			
Acknowledgement at the event	x	x	x	x
Logo placement on IIC website	x	x	x	x
Complimentary tickets to film screening	12	8	6	4
Preferred seating at the event	x	x	x	x
Photo opportunities with special guests	x	x	x	x

## Advertising Opportunities

Full-page Ad: \$500

Half-page Ad: \$250

Business card (four to a page): \$100