



SLO FILM FEST

APRIL 25-30

2023

S P O N S O R

P A C K E T

SAN LUIS OBISPO
INTERNATIONAL FILM FESTIVAL

SLOFILMFEST.ORG

29TH ANNUAL SLO FILM FESTIVAL

The 29th Annual San Luis Obispo International Film Fest is a can't miss event taking place April 25 - 30, 2023. Beginning in 1993 as a celebration of classic films, SLO Film Fest has grown to become the Central Coast's premiere event that celebrates the power of storytelling through independent cinema.

Taking place over six days and featuring over 100 culturally innovative films from around the world, the SLO Film Fest aims to engage, inspire and unite people in the immersive experience of seeing their stories play out on the big screen.

Our 2023 SLO Film Fest is shaping up to be outstanding - featuring an in person festival followed by a week-long virtual festival. We believe in the powerful role of cinema in shaping our lives and bringing us together to experience the magic of immersive storytelling. We hope that you'll join us in carrying out our important mission by becoming a sponsor.

Thank you for your consideration. We can't wait to see you at the movies!

SKYE MCLENNAN, EXECUTIVE DIRECTOR

GRACE TUCKER, ASSOCIATE DIRECTOR

CHELSEA BAUMBERGER, DEVELOPMENT DIRECTOR

2023



OUR MISSION AND VISION

OUR MISSION

To expand minds, open hearts and entertain people through worldwide independent cinema.

OUR VISION

To provide a year-round destination for international independent cinema, promoting diversity, understanding, education and inclusion through engaging storytelling. Our world-class annual festival in San Luis Obispo County and events throughout the year provide a venue for international and local filmmakers, exposing an ever expanding range of audiences to new ideas and experiences.



... PROMOTE YOUR BRAND ... SPONSOR AN EVENT ...
... REACH YOUR AUDIENCE ... RECEIVE MEDIA COVERAGE ...

MARKETING & MEDIA EXPOSURE

The SLO Film Fest is a highly anticipated annual event thanks to the generous media coverage we receive through partnerships and being featured on the following outlets:



THE TRIBUNE

NewTimes

CBS NEWS

VARIETY

93.3 KZQZ

KVEC
NEWS • TALK
830 AM - 10 PM

krush
92.5 • THE PERFECT BLEND

81 FOR TODAY'S
COUNTRY
98.1 KJUG

COAST
104.5 FM

MovieMaker

Los Angeles Times

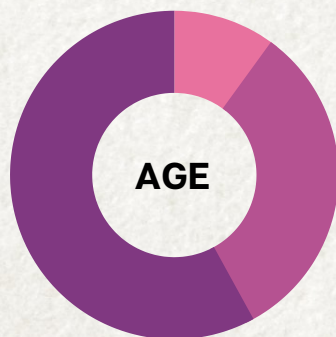
Hollywood
REPORTER

abc NEWS

...AND MORE!

FESTIVAL STATISTICS

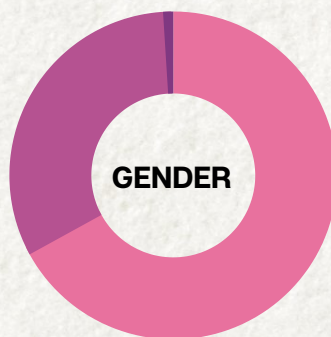
Our organization offers sponsors a unique opportunity to connect, engage, and interact with their target audience through continuous media coverage, social sharing across channels and over 5,000 distributed program guides.



UNDER 25
10% In-Person
8% Virtual

25-55
32% In-Person
15% Virtual

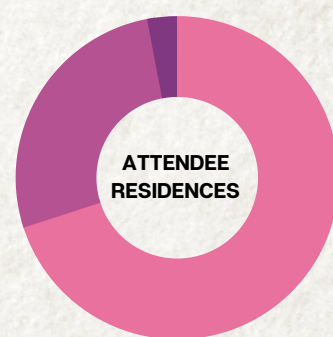
OVER 55
58% In-Person
77% Virtual



FEMALE
67% In-Person
64% Virtual

MALE
32% In-Person
34% Virtual

NON-BINARY
1% In-Person
2% Virtual

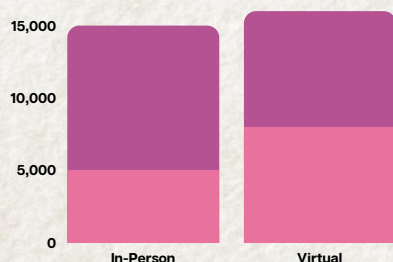


SLO COUNTY
70% In-Person

CALIFORNIA
27% In-Person

OTHER
3% In-Person

ATTENDANCE



Between **2020-2022** we have had between 5,000-15,000 admissions per year in-person, and an additional 8,000-16,000 virtual views per year. Virtual platform accessed across the USA.

MovieMaker

TOP 50 FESTIVALS WORTH THE ENTRY FEE

FilmFreeway

TOP 100 BEST REVIEWED FESTIVALS

SOCIAL PLATFORMS



FOLLOWERS: 2,750



PAGE FOLLOWS : 5,550
PAGE LIKES : 4,750



FOLLOWERS: 8,400



EMAIL LIST: 6,800
MAILING LIST: 2,300

ABOUT OUR FESTIVAL

TICKETS AND PASSES

All Access Mogul+ Pass (\$400 Value): Access for one person to all in-person screenings, the festival lounge, special events, and virtual access the following week of the festival. Priority line access for in-person screenings.

Movie Star+ Pass (\$225 Value): Access for one person to all in-person regular screenings, and daytime festival lounge access. Does NOT include special events such as Surf Nite, King Vidor, Opening and Closing night. Priority line access for in-person screenings.

Fan Pack 6 (\$90 Value): A ticket package of 6 individual tickets to attend regular in-person or virtual screenings. Does NOT include access to Special Screenings, Events, or Red Carpet Events.

Fan Pack 4 (\$40 Value): A ticket package of 4 individual tickets to attend regular screenings being held at the Fremont Theatre. Does NOT include access to Special Screenings, Events, or Red Carpet Events.

Red Carpet Ticket (\$25 Value): Good for one person to attend a Red Carpet Event or Special Presentation Screening.

Admit One Ticket (\$15 Value): Good for one person to attend one in-person or virtual screening.

FESTIVAL EVENTS AND PROGRAMS AVAILABLE FOR SPONSORSHIP

Taking place over 6 days, the SLO Film Fest features over 100 films from around the world in all lengths and genres alongside a variety of workshops, programs, competitions, panels, special events and mixers. Our full programming will be announced two months prior to the festival but please find a list, description and basic schedule of the festival week below. Events, schedule and programming are subject to change.

Opening Night Film & Reception (Tuesday):

Join in the excitement of the festival's first night as we roll out the red carpet for a premiere film and special guests with a pre-reception for sponsors and All-Access Passholders.

Central Coast Filmmakers Showcase (Wednesday):

A celebration of filmmaking on the Central Coast. All films in this category were produced, directed or written by residents on the Central Coast. All films screened once.

Music Video Showcase (Thursday):

A shorts program complete with a series of beautifully crafted Music Videos from around the world. Screened once alongside a musical performance.

Surf Nite in SLO (Friday):

This 18th annual world-renowned event will feature another epic surf film on the big screen with guest surf legends.

King Vidor Night (Saturday):

The most glamorous event of the festival includes the presentation of the prestigious King Vidor Award to a Hollywood luminary and our Filmmaker Awards.

Filmmakers of Tomorrow Showcase (Sunday):

This showcase presents some of the very best films submitted this year from around the world by youth filmmakers in elementary, middle and high schools.

Closing Night (Sunday):

Join as we close out another great festival with Audience Awards, and a premiere film with special guests.

George Sidney Independent Film Competition:

Our annual film competition consisting of the following Programs: Narrative Features, Narrative Shorts, Documentary Features and Documentary Shorts. All films screened 3 times.

Behind the Scenes Panels / Workshops:

Panels, workshops and networking discussions with filmmakers and industry professionals taking place throughout the week of the festival.

Regular Screening: Includes all screenings not specified as a Special Event/Screening. Enjoy a paired short and feature film along with a post-screening Q&A when filmmakers are present.

Special Events/Screenings:

As we approach the festival and become more familiar with the year's program, events are created to encompass certain movies or opportunities that arise. In previous years these events have included films accompanied by food+wine, musical performances, special guests, costume parties or retrospective film screenings.



SPONSORSHIP OPPORTUNITIES

The San Luis Obispo International Film Festival is an **IRS-approved, 501c3 nonprofit public charity**.
Donations and sponsorships are eligible for up to a 100% tax deduction depending on benefits received.

PRESENTING SPONSOR

At the lead sponsorship level your brand will be visible on all festival promotional materials and at all festival screenings and events for 12 months. Only one Presenting Sponsorship is available.

PROMOTIONAL BENEFITS

- **On-Screen Video** - Your organization's logo will be the first one to be featured on the festival's looping pre-show video, shown before all virtual and in-person festival screenings
- **Step and Repeat** - Your organization's logo will be featured on the Red Carpet Step and Repeats throughout the festival
- **30-Second Sponsor Testimonial** - Your testimonial or ad will play before all virtual screenings
- **E-mail Advertising** - Your logo and website link will be included in every email blast
- **Website** - Featured logo and website link
- **Social Media** - Featured post on our social media platforms
- **Festival Guide Promotion** - We will put your logo on the front cover and a full-page ad on the back cover of our 5,000 printed program guides that are distributed around SLO County and by mail
- **Verbal Thanks** - In film introductions before in-person screenings

TICKETING BENEFITS

OPT OUT OF ALL TICKET BENEFITS TO MAKE YOUR DONATION 100% TAX DEDUCTIBLE OR:

- **12** All-Access Movie Mogul Passes
- **25** Admit One Tickets
- **10** Red Carpet Tickets

CASH VALUE OF TICKETS: \$5,425

**Description of all passes, tickets and event types on previous page.*

\$20,000



EXECUTIVE PRODUCER

Red Carpet Event Sponsor: Your brand will be the exclusive sponsor of a Red Carpet Event. A list of Red Carpet events available for sponsorship can be found on Page 3 (Subject to change based on programming).



\$10,000

PROMOTIONAL BENEFITS

- **On-Screen Video** - Featured logo on the festival's looping pre-show video, shown before all virtual and in-person festival screenings
- **E-mail Advertising** - Featured one-time logo, ad and website link in an email blast
- **Website** - Featured logo and website link
- **Social Media** - Featured post on our social media platforms
- **Festival Guide Promotion** - Featured logo and a full-page ad on one of the inside covers in the 5,000 printed program guides that are distributed around SLO County and by mail
- **Verbal Thanks** - In film introductions before in-person screenings

TICKETING BENEFITS

OPT OUT OF ALL TICKET BENEFITS TO MAKE YOUR DONATION 100% TAX DEDUCTIBLE OR:

- **10** All-Access Movie Mogul Passes
- **12** Admit One Tickets
- **4** Red Carpet Tickets

CASH VALUE OF TICKETS: \$4,280

**Description of all passes, tickets and event types on Page 3.*



PRODUCER

Cash Award Presenter: Sponsor a filmmaker award and present it at the Independent Film Awards on Closing Night.

PROMOTIONAL BENEFITS

- **On-Screen Video** - Featured logo plays before each film
- **E-mail Advertising** - Featured one-time logo, ad and website link in an email blast
- **Website** - Featured logo and website link
- **Social Media** - A post on our social media platforms
- **Festival Guide Promotion** - Featured logo and a half page ad in the 5,000 printed program guides that are distributed around SLO County and by mail
- **Verbal Thanks** - In film introductions before in-person screenings

TICKETING BENEFITS

OPT OUT OF ALL TICKET BENEFITS TO MAKE YOUR DONATION 100% TAX DEDUCTIBLE OR:

- **6** All-Access Movie Mogul Passes
- **6** Admit One Tickets
- **6** Red Carpet Tickets

CASH VALUE OF TICKETS: \$2,640

**Description of all passes, tickets and event types on Page 3.*

\$7,500

\$7,500 CASH or \$10,000 IN-KIND

DIRECTOR

Special Event Sponsor: Each year the SLO Film Fest creates Special Events that can be sponsored at the Director level as well as Red Carpet Events that can be co-sponsored.

PROMOTIONAL BENEFITS

- **On-Screen Video** – Logo plays before each film
- **E-mail Advertising** – Featured one-time logo, ad and website link in an email blast
- **Website** – Featured logo and website link
- **Social Media** – A post on our social media platforms
- **Festival Guide Promotion** – Your logo and a quarter-page ad in the 5,000 printed program guides that are distributed around SLO County and by mail
- **Verbal Thanks** – In film introductions before in-person screenings

TICKETING BENEFITS

OPT OUT OF ALL TICKET BENEFITS TO MAKE YOUR DONATION 100% TAX DEDUCTIBLE OR:

- **4** All-Access Movie Mogul Passes
- **6** Admit One Tickets
- **4** Red Carpet Tickets

CASH VALUE OF TICKETS: \$1,790

**Description of all passes, tickets and event types on Page 3.*

\$5,000

\$5,000 CASH or \$7,500 IN-KIND



CINEMATOGRAPHER

Program Sponsor: Sponsor one of several special programs. A list of programs available for sponsorship can be found on Page 3.

PROMOTIONAL BENEFITS

- **On-Screen Video** – Logo plays before each film on a shared slide
- **Website** – Featured logo and website link
- **Festival Guide Promotion** – Your logo in the 5,000 printed program guides that are distributed around SLO County and by mail
- **Verbal Thanks** – In film introductions before in-person screenings

TICKETING BENEFITS

OPT OUT OF ALL TICKET BENEFITS TO MAKE YOUR DONATION 100% TAX DEDUCTIBLE OR:

- **2** All-Access Movie Mogul Passes
- **2** Movie Star Passes
- **4** Red Carpet Tickets

CASH VALUE OF TICKETS: \$1,350

**Description of all passes, tickets and event types on Page 3.*

\$2,500

\$2,500 CASH or \$5,000 IN-KIND



**** Each year, 100+ independently produced films are chosen as Official Selections of the festival in a wide variety of genres. All film sponsors are invited to a virtual Sneak Peek party in early February so they can choose a film to sponsor.**

LEAD ACTOR

Feature Film Sponsor: Sponsor one feature-length film (over 45 minutes) of your choosing.

PROMOTIONAL BENEFITS

- **On-Screen Video** – Logo plays before each film on a shared slide
- **Website** – Your logo and website link
- **Festival Guide Promotion** – Your name listed in the 5,000 printed program guides that are distributed around SLO County and by mail
- **Verbal Thanks** – In film introductions before in person screenings

TICKETING BENEFITS

OPT OUT OF ALL TICKET BENEFITS TO MAKE YOUR DONATION 100% TAX DEDUCTIBLE OR:

- **2** All-Access Movie Mogul Passes
- **2** Red Carpet Tickets

CASH VALUE OF TICKETS: \$850

**Description of all passes, tickets and event types on Page 3.*

\$1,500

\$1,500 CASH or \$2,500 IN-KIND

SUPPORTING CAST

Short Film Sponsor: Sponsor one short film (under 45 minutes) of your choosing.

PROMOTIONAL BENEFITS

- **On-Screen Video** – Your name listed on a shared slide before each film
- **Website** – Your name listed on our website
- **Festival Guide Promotion** – Your name listed in the 5,000 printed program guides that are distributed around SLO County and by mail
- **Verbal Thanks** – In film introductions before in-person screenings

TICKETING BENEFITS

OPT OUT OF ALL TICKET BENEFITS TO MAKE YOUR DONATION 100% TAX DEDUCTIBLE OR:

- **2** Movie Star Passes
- **2** Red Carpet Tickets

CASH VALUE OF TICKETS: \$600

**Description of all passes, tickets and event types on Page 3.*

\$750

\$750 CASH or \$1,500 IN-KIND

**MORE WAYS TO
SUPPORT AND GET INVOLVED
ON THE LAST PAGE**



2023 CASH SPONSOR BENEFITS

	PRESENTING SPONSOR \$20,000	EXECUTIVE PRODUCER \$10,000	PRODUCER \$7,500	DIRECTOR \$5,000	CINEMATOGRAPHER \$2,500	LEAD ACTOR \$1,500	SUPPORTING CAST \$750
EXCLUSIVE SPONSORSHIP	All promo materials + at all screenings for 12 months	Sponsor a Red Carpet Event	Sponsor a Filmmaker Award	Sponsor a Special Event	Sponsor a Special Program	Sponsor a Feature Length Film	Sponsor a Short Film
PRESHOW REEL	First Logo to Appear	Featured Logo	Featured Logo	Logo (Shared Slide)	Logo (Shared Slide)	Logo (Shared Slide)	Name Listed
30-SECOND TESTIMONIAL	Yes	-	-	-	-	-	-
EMAIL BLAST ADVERTISING	Logo + Website In All E-Blasts	One-Time Featured Logo + Website	One-Time Featured Logo + Website	One-Time Featured Logo + Website	-	-	-
SLO FILM FEST WEBSITE	Logo + Website Link	Logo + Website Link	Logo + Website Link	Logo + Website Link	Logo + Website Link	Logo + Website Link	Name Listed
SOCIAL MEDIA	Featured Post	Featured Post	Featured Post	Featured Post	-	-	-
PROGRAM GUIDE	Front Cover Logo, Back cover Ad	Featured Logo	Featured Logo	Logo	Logo	Name Listed	Name Listed
PROGRAM GUIDE AD	Full Page Back Cover	Full Page Inside Cover	1/2 Page Ad	1/4 Page Ad	-	-	-
VERBAL THANKS	All In-Person Screenings	All In-Person Screenings	All In-Person Screenings	At Your Sponsored Event	At Your Sponsored Screening	At Your Sponsored Screening	At Your Sponsored Screening
MOVIE MOGUL	12	10	6	4	2	2	-
MOVIE STAR	-	-	-	-	2	-	2
ADMIT ONE TIX	25	12	6	6	-	-	-
RED CARPET TIX	10	4	6	4	4	2	2
APPROX. CASH VALUE	\$5,425	\$4,280	\$2,640	\$1,790	\$1,350	\$850	\$500



2023 IN-KIND SPONSOR BENEFITS

In-Kind donations are non-cash gifts made to a nonprofit organization, including products, services, time, expertise, lodging and more. These donations are valued at the following levels. Please see a more expansive definition of each of the benefits in the cash sponsorship levels on previous pages, skewed one level down.

	PRODUCER \$10,000 Trade Value	DIRECTOR \$7,500 Trade Value	CINEMATOGRAPHER \$5,000 Trade Value	LEAD ACTOR \$2,500 Trade Value	SUPPORTING CAST \$1,500 Trade Value	CREW \$600 - \$1,499 Trade Value	MOVIE CRITIC \$300 - \$599 Trade Value	FESTIVAL FRIEND \$125 - \$299 Trade Value
EXCLUSIVE SPONSORSHIP	Sponsor a Filmmaker Award	Sponsor a Special Event	Sponsor a Special Program	Sponsor a Feature Length Film	Sponsor a Short Film	Co-Sponsor a Short Film	-	-
PRESHOW REEL	Featured Logo	Logo (Shared Slide)	Logo (Shared Slide)	Logo (Shared Slide)	Name Listed	Name Listed	Name Listed	Name Listed
EMAIL BLAST ADVERTISING	One-Time Featured Logo + Website	One-Time Featured Logo + Website	-	-	-	-	-	-
SLO FILM FEST WEBSITE	Logo + Website Link	Logo + Website Link	Logo + Website Link	Logo + Website Link	Name Listed	Name Listed	Name Listed	Name Listed
SOCIAL MEDIA	Featured Post	Featured Post	-	-	-	-	-	-
PROGRAM GUIDE	Featured Logo	Logo	Logo	Name Listed	Name Listed	Name Listed	Name Listed	Name Listed
PROGRAM GUIDE AD	1/2 Page Ad	1/4 Page Ad	-	-	-	-	-	-
VERBAL THANKS	All In-Person Screenings	At Your Sponsored Event	At Your Sponsored Screening	At Your Sponsored Screening	At Your Sponsored Screening	At Your Sponsored Screening	-	-
MOVIE MOGUL	6	4	2	2	-	-	-	-
MOVIE STAR	-	-	2	-	2	-	-	-
ADMIT ONE TIX	6	6	-	-	-	6	4	-
RED CARPET TIX	6	4	4	2	2	2	2	-
APPROX. CASH VALUE	\$2,640	\$1,790	\$1,350	\$850	\$500	\$140	\$110	-

PRODUCER: \$10,000+ TRADE VALUE

DIRECTOR: \$7,500 - \$9,999 TRADE VALUE

CINEMATOGRAPHER: \$5,000 - \$7,499 TRADE VALUE

LEAD ACTOR: \$2,500 - \$4,999 TRADE VALUE

SUPPORTING CAST: \$1,500 - \$2,499 TRADE VALUE

CREW: \$600 - \$1,499 TRADE VALUE

MOVIE CRITIC: \$300 - \$599 TRADE VALUE

FESTIVAL FRIEND: \$125 - \$299 TRADE VALUE

BIGGEST IN-KIND NEEDS

In order to host a successful festival, we are always in need of wine and beer, local swag, merchandise and hotel rooms for our filmmakers, as well as overall marketing support.



OTHER WAYS TO SUPPORT AND GET INVOLVED

LEGACY DONATION

Consider a legacy gift to help the SLO Film Festival stay around for years to come. Legacy giving is when you leave a gift to a charity or organization as a part of your estate plans. Legacy gifts are distributed after you pass away and can be made up of a specific dollar amount, a percentage of your assets, or an item of value.

BECOME A FILM SOCIETY MEMBER

Any donations over \$50 will give you access to Film Society discounts on passes and tickets year-round. Your donations will go directly to support the longevity of the festival and the organization's operational expenses, and as a 501(c) non-profit organization, your donation is 100% tax deductible!

\$50+

VOLUNTEER

We wouldn't be able to pull the festival off without our incredible volunteers! If you are interested in being a part of the community and volunteering at the upcoming SLO Film Festival, please get in touch!

The San Luis Obispo International Film Festival is an IRS-approved, 501c3 nonprofit public charity.
Donations and sponsorships are eligible for up to a 100% tax deduction depending on benefits received.

CONTACT US

INTERESTED IN BECOMING A SPONSOR?

- **Chelsea Baumberger | Development Director**
chelsea@slofilmfest.org
- Leave us a message at **805.546.3456** and we will return your call.
- Visit **slofilmfest.org** for more information



@SLOFILMFEST

