SLO FILM FEST

APRIL 25-30

2023

SPONSOR PACKET

SLOFILMFEST.ORG
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!

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.
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:

...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.

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.

SOCIAL PLATFORMS

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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.

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.

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.
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
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).

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 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.

**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.
**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.**

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**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.

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**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.

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**MORE WAYS TO SUPPORT AND GET INVOLVED ON THE LAST PAGE**
## 2023 CASH SPONSOR BENEFITS

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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.

### 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.

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**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!

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!

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

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