

milton film festival

2019 SPONSORSHIP OPPORTUNITIES

miltonfilmfest.com



A ONE-OF-A-KIND EVENT A ONE-OF-A-KIND PARTNERSHIP

Milton Film Festival is a signature arts event that has elevated Milton's burgeoning cultural scene to a whole new level. The Festival accesses a large, affluent, well-educated audience pool from a region that is uniquely positioned both geographically and demographically.

The Milton Film Festival has seen attendance increase steadily for the past five years, with an audience base that is typically aged 40-65, university educated, with strong ties to the community. Our diverse promotional campaign includes print and social media as well as signs, posters, community engagement, and event cross-promotion.



Our sixth year promises to be bigger and better than ever, and we want you to be a part of it. We seek partnerships with organizations that care passionately about advancing the arts, engaging with their community, and aligning their brand with this unique cultural event.

By sponsoring the **Milton Film Festival** you will:

- Target an engaged, affluent, and diverse audience
- Reflect a high visibility investment through various media, print and live forums
- Provide clients and staff with unique incentives and experiences
- Increase brand loyalty and appreciation by supporting a highly accessible form of the arts



Packages as **unique** as **your organization**

Sponsorship of the **Milton Film Festival** can be customized to suit your objectives and budget. From product placement, in-kind contributions, and event-based activations to an exclusive presenting sponsorship, we will tailor a package to meet your needs.

In addition to complimentary tickets and prominent placement of your branding in all our promotional materials, we offer the opportunity to place product samples or promotional items in our popular 'Swag Bags', to be distributed to the first 250 ticket holders. Plus, you will have the opportunity to offer higher end incentives to our Premium Pass holders.

Please contact us to explore a mutually beneficial partnership that addresses the vision and mandate of your business or organization.



SPONSORSHIP OPPORTUNITIES

**CREW:
\$250+**

**SILVER SCREEN:
\$500+**

**DIRECTOR:
\$1,000+**

**PRODUCER:
\$2,500+**

**MOVIE MOGUL:
\$5,000+**

Promotional item inside 'swag bags'	✓	✓	✓	✓	✓
Ad in programme	Logo	Medium	Large	Full page	Full Back
Logo on website	✓	✓	✓	Front	Front
Complimentary Tickets	2	4	16	48	80
Invitations to Opening Night Reception		2	2	6	10
Logo on promo material / email blasts		Some	Most	All	All
Recognition at screenings		One film	All films	All films	All films
Static ad on sponsor reel before films		✓	✓	✓	✓
Video promo/ad before films			One film	All films	All films
Logo on photo backdrop			✓	✓	✓
Multi-year contract option			✓	✓	✓
Category exclusivity				✓	✓
Display table in the Escarpment Hall'					✓
Designation as 'Presenting Sponsor'					✓
Unique activations and promotions					✓

NOTE: Above applies to cash sponsorships only.
In-kind sponsorships will be valued at a rate to be negotiated

Our marketing profile

By sponsoring the Milton Film Festival, you will not only have intensive access our festival audience through on-screen promotion, lobby signs and program advertising, but will also gain exposure through our extensive and diverse marketing campaign:

- Articles and advertising through our media sponsors reaching over 35,000 households in Milton plus thousands in the surrounding region
- Coverage and promotion on TV COGECO
- Over 5,000 annual visits to our website
- Regular newsletters to our 900+ email list
- Facebook reach peaking at 3,000 / day, plus active engagement on Twitter & Instagram
- Posters and postcards distributed to over 200 local businesses and facilities
- Promotions through local restaurants
- Year-round engagement at community events including Culture Days and Downtown Milton Street Festival

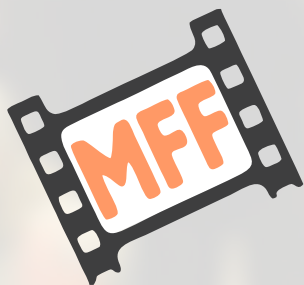


Join us! To become a sponsor, contact:

Jennifer Smith, Committee Chair
905-299-5551
sponsors@miltonfilmfest.com

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January 25-27, 2019
Milton Centre for the Arts

Local. Canadian. International.
Films that move you.