



# 2024 SPONSORSHIP PROPOSAL





# The MILTON FILM FESTIVAL

Promoting the arts in our community

**MFF**  
**milton**  
**film**  
**festival**  
FirstOntario Arts Centre Milton

Local.  
Canadian.  
International.  
Something for everyone.

# A ONE-OF-A-KIND EVENT



The Milton Film Festival was founded in 2013 by a group of dedicated volunteers with a passion for film and a desire to bring an authentic festival experience to Milton.

The Festival takes place over three days in January in the beautiful Mattamy Theatre at the FirstOntario Arts Centre Milton.

In addition to local, Canadian, and international feature films, the Festival also includes:

- Short films by up-and-coming local and regional filmmakers
- Audience Q&As with special guests
- A special Opening Night After-Party for our sponsors, VIP pass holders, filmmakers, and other special guests
- Additional film events throughout the year



The Milton Film Festival is a not-for-profit corporation, and an affiliated community organization with the Town of Milton.

# A ONE-OF-A-KIND OF PARTNERSHIP



During these difficult times, it is more important than ever for local businesses and the arts to support each other. That's why your sponsorship of the **Milton Film Festival** is so important.

In addition to our standard sponsorship ads, 'swag bags', free tickets, logo placements and recognitions, we can custom tailor a package to include unique activations such as:

- Your video promotional content inserted into our 'sponsor reel' which plays before each and every screening as well as in the theatre lobby.
- The opportunity promote your services at one of our community event info booths.
- Volunteer opportunities for your employees.
- Special screenings and events at your location.

We are happy to work with you to explore a mutually beneficial partnership that addresses your vision and mandate.



A young child with blonde hair is sitting at a table, looking at a book titled 'The Cinematographer 1995'. There is a large black bowl of popcorn on the table in front of them. The background shows a classroom or library setting with shelves and other books.

# THE BENEFITS OF SPONSORSHIP

## Community engagement

Your sponsorship of this signature cultural event says a lot about you and your brand - about your commitment to Milton, and the value you place on enriching the lives of those in our community and beyond.

## Intensive audience access

As we are a single-venue event with 15% of ticket holders attending every in-person screening, your brand will receive repeated exposure to each and every audience member across multiple platforms, from program ads and online recognitions to on-site activations.

Plus, our year-round screenings and events give you even more opportunities to connect!

## Tell your story through our films

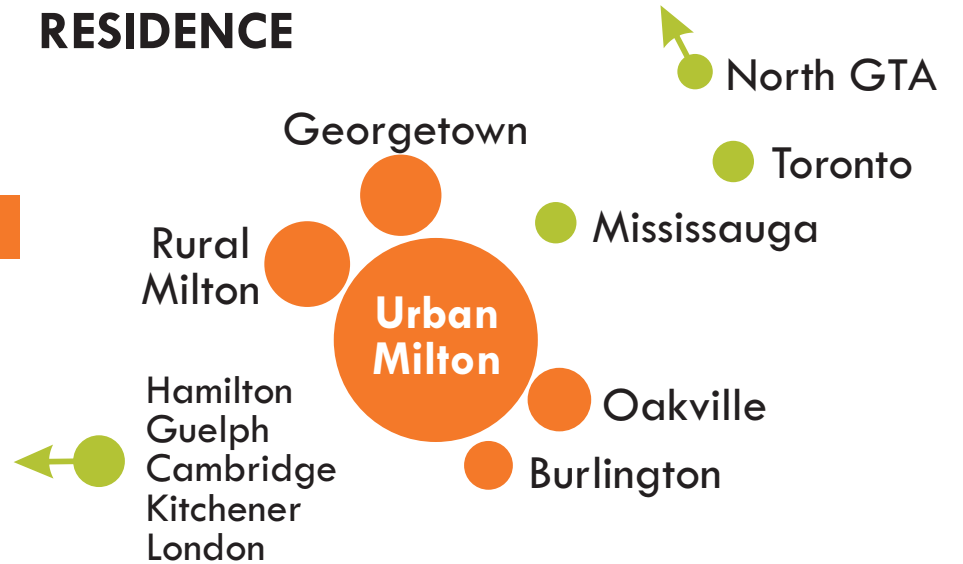
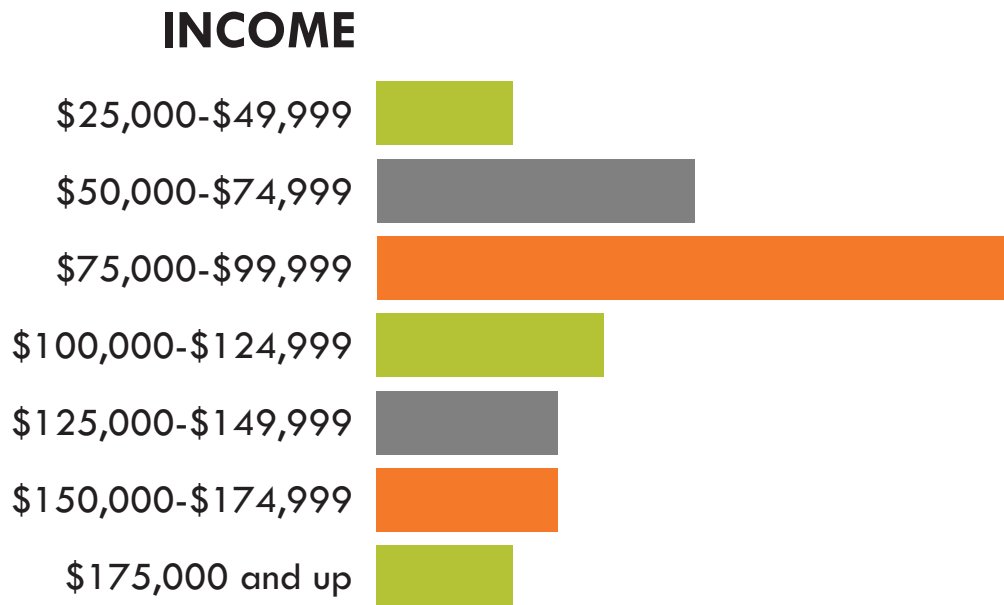
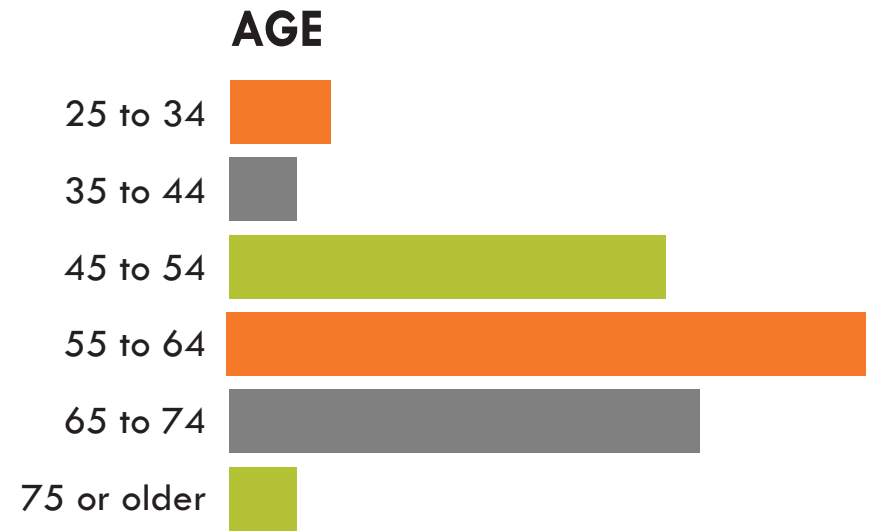
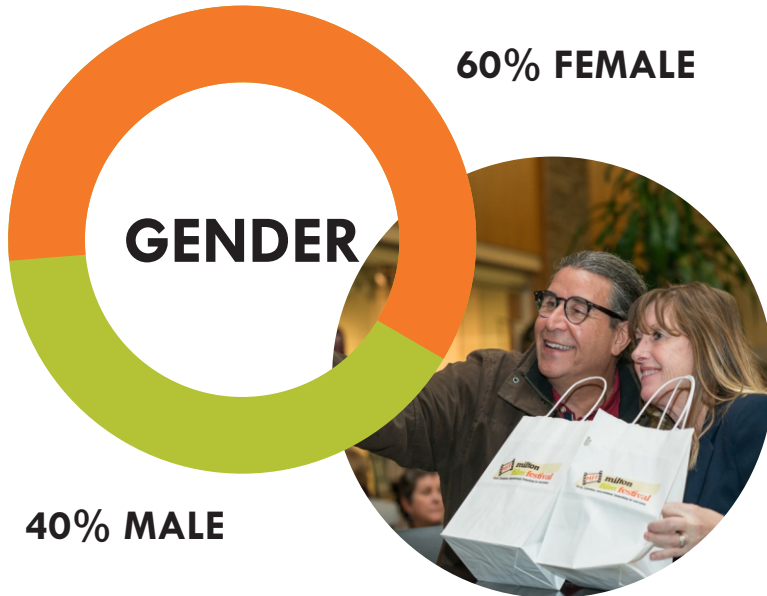
The Milton Film Festival is really many events in one, offering you the opportunity to precisely target your message.

Want to reach an eco-conscious audience? Sponsor an environmental documentary. Looking for a more affluent, luxury-minded clientele? Sponsor our Opening Night After Party. Trying to reach out to families? Sponsor one of our summer outdoor screenings. Our audience is as diverse as the films we show!

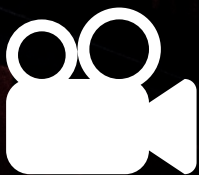
**Meet our audience...**



# OUR AUDIENCE PROFILE



# SPONSORSHIP PACKAGES



## PRODUCER

**\$2500**

- Category exclusivity
- 6 complimentary VIP Passes, including After Party
- Logo in all print and electronic promotions
- In person or video introduction opportunity
- Mention at all screenings
- Video pre-show ad and ad slide at all screenings
- Offers and promo items in 'Swag Bags'



## SILVER SCREEN

**\$500**

- Sponsor a single film!
- 4 complimentary screening tickets
- Ad slide at sponsored screening
- Mention at sponsored screening
- Logo on website and some print promotions
- Offers and promo items in 'Swag Bags'



## DIRECTOR

**\$1000**

- 2 complimentary VIP Passes, including After Party
- Logo in major print and electronic promotions
- Mention at all screenings
- Video pre-show ad at 3 screenings
- Ad slide on all pre-show reels
- Offers and promo items in 'Swag Bags'



## CREW \$250

- 2 complimentary screening tickets
- Logo recognition on website and in program
- Offers and promo items in 'Swag Bags'



## MEDIA / IN-KIND

- Sponsorships available in exchange for advertising and other services
- Please contact us for details

# MORE WAYS TO SUPPORT THE FESTIVAL



## IN-KIND SPONSORSHIP

We will often accept goods or services for part or all of your sponsorship package. Food, services, advertising, or even the use of your business as a venue can all be valued and recognized.



## RESTAURANT PROMOTION

Place our promo tent cards on all your tables and offer our audience members a 'Movie & a Meal Deal' when they use our promocode.

In return, we will promote your restaurant to our audience, encouraging them to eat at your establishment after the show.



## SPECIAL EVENTS

Our growing roster of year-round film events - from special Canadian and seasonal screenings to our free outdoor summer movies - offer new and exciting sponsorship opportunities.





“If you’re worried that your advertising is too much of a broad splatter - too untargeted - I’ve found the Milton Film Festival to be the best way to reach community-minded customers who care about quality and art. That, and sponsorship of the festival is INCREDIBLY good value for your dollar, offering constant visibility to a captive audience for low-cost!”

- Sean James, Sean James Consulting & Design

“Partnering with The Milton Film Festival was magical! We were happy to co-host the Film Festival launch and be an official sponsor for the movie COLETTE. Movies take us to wonderful places and adventures. I can't wait to work with The Milton Film Festival in 2020!”

- Natasha Romero Medrano, Miss Bailey Brown Chocolate



“It was like a match made in heaven! Sponsoring TEA WITH THE DAMES did not need a second thought by me. A pop-up tea room to a full house the day the movie showed was amazing - it evolved into a full-blown celebration of "Tea and Dames"! Hope we get asked back again next year as a sponsor.”

- Edwina Doddington, The Escarpment Tea Room



# OUR SPONSORS

Join our team of sponsorship partners. You'll be in great company!

Funded by the  
Government of Canada's  
Community Services Recovery Fund



**Community Services  
Recovery Fund**



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MARKETING • PRINT • MAIL



  
**MILTON**  
Community Fund

  
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## JOIN US!

To become a sponsorship partner, please contact:

Jennifer Smith - Director

905-299-5551

[sponsors@miltonfilmfest.com](mailto:sponsors@miltonfilmfest.com)

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Canadian.  
International.

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