



**8**  
DAYS

UP TO **32,000**  
IN ANNUAL ATTENDANCE

**7**  
SCREENS

AND OVER **\$1.6** MILLION  
DIRECT ECONOMIC IMPACT TO THE MADISON AREA\*

OVER  
**150**  
FILMS

## Who We Are

The Wisconsin Film Festival is the largest university produced film festival in the United States with an average of 150 film screenings and tens of thousands of people in attendance. The Film Festival is presented by the UW–Madison Arts Institute and the Communication Arts Department and will run from April 5–12, 2018.

## Support one of the largest annual cultural events in Madison!

The Wisconsin Film Festival costs over \$300,000 to produce on an annual basis. About half of the budget is covered by ticket sales. We purposely keep tickets prices low to make the festival accessible and to encourage patrons to support local businesses.

Numerous returning sponsors and partners help defray some of the costs of the festival—but not all our costs are covered. We invite you to support the festival. In return, you will have a unique opportunity to market your organization to our attendees and to be part of one of the most high-profile yearly events in Madison—one that attracts local, national, and international visitors.

Sponsorship levels range from \$500–\$20,000. For higher-level donations, there are also exclusive networking opportunities with patrons and film industry guests. Please join us as a partner for the 20th annual 2018 Wisconsin Film Festival!

## Contact

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### FAST FACTS







- Established in 1999
- \$1.6 million direct economic impact in the Madison area\*
- 150 films screened in eight days
- Films are shown at 5 venues on and off campus
- General public individual tickets are \$10 and \$8 for students, seniors, military and UW faculty/staff
- World Cinema Day screenings for regional high school students
- Big Screens, Little Folks school field trip screenings with subsidized ticket prices and transportation costs

### TYPES OF FILMS

- American Independent
- International Cinema
- Documentaries
- Experimental and Avant-garde
- Restored Classics
- Rediscovered Treasures
- Family-Friendly
- Wisconsin's Own
- Big Screens, Little Folks - Childrens Cinema

\* Report from the Greater Madison Convention and Visitors Bureau economic impact study in 2016



	PRESENTING SPONSOR \$20,000	LEADERSHIP SPONSOR \$10,000	SUSTAINING SPONSOR \$5,000	SUPPORTER \$2,500	ALLIANCE MEMBER \$1,000	ASSOCIATE \$500
Name/Logo on Awards & Give-Away Items						
Exclusive Networking Opportunities						
Opportunity to Display/Distribute Promo Materials						
Solo Print Ad in <i>Isthmus</i> Film Guide* (size/placement varies)	large full-color inside cover	medium size ad	small size ad			
Name or Logo on Festival Poster (500+)	large logo	medium logo	small logo			
Name or Logo on Festival Flier* (2,000+)	large logo	medium logo	small logo			
Back Cover Listing in Film Guide* (size varies)	large logo	medium logo	small logo			
Placement in Local Newspaper Ads	large logo	medium logo	small logo	text		
Recognition on the Pre-screen Film Trailer	large logo	medium logo	small logo	text large	text large	
Targeted Social Media Placement	maximum	considerable	moderate	modest	some	
Link to Your Website on Festival Website	logo	logo	logo	text	text	text
All Access Pass	4	2	1	1		
Comp Tickets	100	75	50	25	10	5
Ticketed Event Invitations	20	10	5	2	2	1

\*If sponsorship is secured by February 1, 2018.

ed 11/17



"We use film passes to engage our employees in the Fest, and they tell us that they love this opportunity to attend great films with family, co-workers, and other friends."

-Steve Goldberg (long-time supporter of the festival)



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**Arts Institute**  
UNIVERSITY OF WISCONSIN-MADISON



## Sponsorship Recognition: Isthmus Film Guide (back cover)



### presented by



### in partnership with



### promotional support



### sponsors



### campus partners



African Studies Program  
Center for European Studies  
Center for Russia, East Europe and Central Asia  
Center for South Asia  
Department of Asian Languages and Cultures  
Department of Community and Environmental Sociology

Department of German, Nordic and Slavic  
Department of Spanish and Portuguese Studies (IRIS)  
Institute for Regional and International Studies (IRIS)  
Latin American, Caribbean and Iberian Studies Program (LACIS)  
Marie Christine Kohler Fellows @ WID

Middle East Studies Program  
Mosse/Weinstein Center for Jewish Studies  
Polymer Engineering Center (PEC) in The Department of Mechanical Engineering



### hospitality support



Cork n' Bottle

### additional program support

CUNA Mutual Group  
Goethe Institute  
Summit Credit Union



### community partners

### foundation and individual support



Anonymous Fund

John J. Frautschi Family Foundation

Terry Haller Fund, a component fund of the Madison Community Foundation

For a complete list of organizations who have please visit 2017.W








Sponsorship Recognition: Sample advertisement (Isthmus)

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 **Environmentally Responsible:**  
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 **Community Involved:**  
In addition to sponsoring the Wisconsin Film Festival, Steep & Brew is proud to assist organizations like the American Players Theater, the Arthritis Foundation Jingle Bell Run, Light the Night and Walk MS.

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