



EXECUTIVE DIRECTOR

Kathryn Hecht

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Dear Friend of AVFilm,

January 6, 2022

We're back! It's almost time for AVFest2022, our annual Film Festival, which will take place April 29–May 8 in a hybrid format. It promises to be a special reconvening for the community and a terrific display of how film can heal weary souls with storytelling and inspire a better future. We hope you will consider joining us as a sponsor for this exceptional event!

It is an excellent time to invest your marketing dollars with AVFest. Sponsors enjoy extensive exposure and brand recognition. Here are some numbers to consider:

Since the pandemic's start, **our audience and reach have increased more than 400%!**

- 40,000+ viewers now visit our website over the year
- 16,000+ viewers receive direct marketing messaging from us each week via our newsletter, Facebook, Instagram, and Twitter
- 700,000+ customers reached through social media over a single year

And specifically for AVFest:

- 5,000 AVFest2022 brochures will be distributed throughout Sonoma County
- 50,000+ people will view on-screen ads as part of the Festival trailer
- 250,000+ Sonoma County customers reached through targeted digital, print, and radio marketing leading up to the AVFest

Especially during COVID, AVFilm made a significant impact in Sonoma County. We united and delighted audiences with ongoing programs of drive-ins, arthouse films, and summer movie nights for the whole family. Our year culminates in the thought-provoking, community-building week of films and events that is AVFest2022.

We expect to sell more than 2,500 tickets between in-person and online screenings and events this year. Anchored between venues in Healdsburg, local wineries, Alexander Valley Hall, and The Clover Theater in Cloverdale, the festival will feature special events, panels, and incredible screenings of diverse films alongside visiting filmmakers. We hope that all of our local businesses will take part!

Please consider becoming a sponsor of AVFest today. A donation from you will make AVFest2022 an incredible event for area residents and visitors. And it will further AVFilm's collective impact throughout the year, especially our educational outreach programs for local students.

Please feel free to reach out to me with any questions at 707.893.7150 or Kathryn.hecht@avfilmpresents.org.

Many thanks for your consideration!

Warm regards,

Kathryn Hecht
Executive Director



April 29–May 8, 2022 ~ Cloverdale, Geyserville, Healdsburg, Santa Rosa

Individual/Organization: _____
(Please print name exactly as you would like it to be appear on collateral materials)

Contact Person: _____ Title: _____

Address: _____ Email: _____

City: _____ State: _____ Zip: _____ Phone: _____

CHOOSE LEVEL OF SPONSORSHIP

EVENTS

- | | |
|--|----------|
| <input type="checkbox"/> Marquee | \$25,000 |
| <input type="checkbox"/> Opening night | \$10,000 |
| <input type="checkbox"/> Closing night | \$7,500 |
| <input type="checkbox"/> Student film competition | \$7,500 |
| <input type="checkbox"/> Evening event, Sat to Sat | \$5,000 |

ADS

- | | |
|---|---------|
| <input type="checkbox"/> 30-second trailer spot | \$5,000 |
| <input type="checkbox"/> Full page brochure + screen ad | \$2,250 |
| <input type="checkbox"/> Full page brochure page OR screen ad | \$1,250 |
| <input type="checkbox"/> ½ page brochure ad | \$750 |
| <input type="checkbox"/> ¼ page brochure ad | \$500 |

UNDERWRITING

- | | |
|---|----------|
| <input type="checkbox"/> Filmmaker travel | \$15,000 |
| <input type="checkbox"/> Screening team | \$10,000 |
| <input type="checkbox"/> Film block | \$2,500 |
| <input type="checkbox"/> Individual film | \$1,000 |

No sponsorship for me, but I would like to contribute \$ _____

I would like to volunteer during the Festival

Visa Mastercard AMEX Check enclosed (made payable to AVFilm)

Card No.: _____ Exp. Date: _____ CCV: _____

Name on card: _____ Signature: _____

To ensure timely marketing recognition, please send your sponsor form and payment to the address below or scan and email to sponsorship@avfilmpresents.org no later than March 1, 2022.

AVFilm enriches our community by captivating and engaging audiences, cultivating new fans of film, and celebrating our collective humanity through year-round educational and cultural enrichment programs and the annual AVFest2022. Launched in the fall of 2014, AVFilm connects students to the world of film and video, connects artists with an opportunity to share their work, and connects our communities to one another through the transformative power of film. AVFilm's federal tax ID number is 47-2085577.



April 29–May 8, 2022 ~ Cloverdale, Geyserville, Healdsburg, Santa Rosa

EVENTS

Marquee sponsor – \$25,000

Your name on everything!

- AVFest2022 brought to you by...
- Eight (8) Platinum All-Access passes
- Festival press release
- Premiere spot for optional full page, full-color tribute ad in AVFest2022 Brochure **AND** on-screen ad before movies
- Name on poster, lanyards, and all event signage
- 30-second spot before every film at the Festival

Opening night sponsor – \$10,000

Premiere exposure: film and reception with filmmakers

- AVFest2022 Opening Night brought to you by...
- Optional full page, full-color tribute ad in AVFest2022 Brochure **AND** on-screen ad before movies
- Festival press release
- Four (4) Platinum All-Access passes
- 30-second spot before opening and closing night films at the Festival

Closing night sponsor – \$7,500

Premiere exposure: film and reception with filmmakers

- Closing Night brought to you by...
- Optional full page, full-color tribute ad in AVFest2022 Brochure **AND** on-screen ad before movies
- Festival press release
- Four (4) Platinum All-Access passes
- 30-second spot before closing night film at the Festival

Student film competition sponsor – \$7,500

County-wide contest & awards ceremony for kids & families

- Student Screening & Awards brought to you by...
- Optional full page, full-color tribute ad in AVFest2022 Brochure **OR** on-screen ad before movies
- Four (4) Platinum All-Access passes
- 30-second spot before the Student Film Competition at the Festival

Evening event sponsor, Sat to Sat – \$5,000

- “Tentpole event” brought to you by...
- Optional full page, full-color tribute ad in AVFest2022 Brochure **OR** on-screen ad before movies
- Four (4) Platinum All-Access passes
- 30-second spot before the night’s film event at the Festival

ADS

30-second trailer spot – \$5,000

Full page brochure + screen ad – \$2,250

Full page brochure page OR screen ad – \$1,250

½ page brochure ad – \$750

UNDERWRITING OPTIONS

Filmmaker Travel Sponsor – \$15,000

Funds artist travel to Sonoma County to represent their work and meet our community. Includes up to eight (8) Platinum All-Access passes.

Screening Team Sponsor – \$10,000

Funds our 35-member screening team. We compensate them for their time to ensure diverse representation. Includes up to four (4) Platinum All-Access passes.

Film block sponsor – \$2,500

Film blocks include LGBTQIA+, New Media, Latine creators and themes, Black creators and themes. Includes up to three (3) Platinum All-Access passes.

Individual film – \$1,000

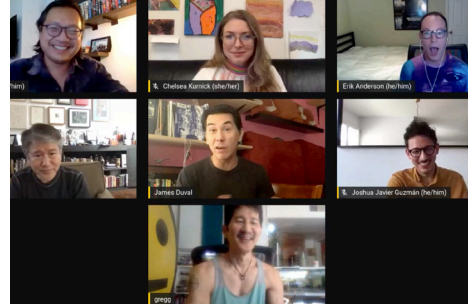
Includes two (2) Platinum All-Access passes.

A contribution of \$1,000 or more will entitle the donor to receive an invitation to the VIP/Filmmaker Brunch, an exclusive event for major donors, sponsors, and guest filmmakers.

All sponsors will be featured on avfilmpresents.org and across AVFilm social media channels.

Sponsorship packages can be customized for any budget. For further opportunities or any other event questions, please contact Executive Director Kathryn Hecht at 707.893.7150 or kathryn.hecht@avfilmpresents.org.

THE 8th ANNUAL AVFEST April 29-May 8, 2022



AVFEST WILL CELEBRATE EIGHTH YEAR IN SPRING 2022

AVFilm is a nonprofit organization that provides film & media education to local students in public schools and lifelong learners. AVFilm exhibits free outdoor movies for the Healdsburg and Cloverdale communities, a year-round, independent film series, and produces an annual Film Festival now in its 8th year. **AVFest2022 will be April 29–May 8 in Cloverdale, Geyserville, Healdsburg, Windsor, and Santa Rosa.**

AVFest regularly showcases and hosts new and emerging talents from all over the world. The Fest creates opportunities for the community to gather, celebrate film, and meet and learn from visiting artists. The Fest also offers deeply discounted tickets to include students and low-income neighbors.

AVFest features cutting-edge indie films – like 2018’s FREE SOLO and 2019’s PARASITE – and selections of diverse works from and about underrepresented artists and communities. We actively seek socially conscious films that depict characters in the richness of their cultures and identities; works from directors of color; Latinx, LGBTQIA+, and women-driven narratives; and youth-oriented stories.

For 2022, 50% of AVFest’s final lineup will be programmed from submissions to the Fest. AVFest will also feature Sonoma County student works in the annual Student Film Competition.

KEY DATES:

- 4/29: Opening Night Film + Block Party (The Clover Theater)
- 4/30: Neighbor Night Film + Dinner (Alexander Valley Hall)
- 5/1: Film Fest Petaluma Shorts (Healdsburg)
- 5/2: Industry Night (Healdsburg)
- 5/3: Progressive Dinner + Film (Geyserville)
- 5/4: Arthouse in the Vineyard (Trentadue Winery)
- 5/5: Festing with Corazon Healdsburg (HBG Comm. Center)
- 5/6: Festing at The Lost Church (Santa Rosa)
- 5/7: Flip the Script: New Media Exploration (Windsor)
- 5/8: Closing Night Film + Awards Reception (The Matheson)

PASSES:

- All-Access (\$750)
- Opening Weekend, Fri-Sun (\$350)
- Closing Weekend, Fri-Sun (\$250)
- Film Lover + Closing Night (\$150)
- Streaming only (\$100)

SCREENING TICKETS:

- Individual (\$12)
- Five-pack (\$50)
- Students (\$5)

For details and to buy tickets, go to www.avfilmrepresents.org.



HIGHLIGHTS FROM AVFILM

In the fall of 2014, a group of like-minded community members rallied around a new idea: a local film society that would focus on educational outreach, screenings during the year, and an annual film festival. Based on the radical notion that movies could serve as a point of connection and growth, AVFilm now serves more than 5,000 people, 1,000 public school students, and 600 lifelong learners annually in Northern Sonoma County through year-round educational and cultural programming. In 2022, AVFilm will celebrate our eighth annual film festival. Since 2015, AVFilm has exhibited more than 500 films, logged thousands of volunteer hours, introduced hundreds of filmmakers to patrons in Sonoma County, and created a significant economic impact in the Northern Sonoma County region.

- AVFilm has worked with top indie producers, directors and talent, including Steve Zahn (White Lotus, Dallas Buyer's Club), Ron Livingston (Office Space), Rosemary DeWitt (Rachel Getting Married), Nicco Annan (P-Valley), Elizabeth Rodriguez (Orange is the New Black), Gregg Araki (The Doom Generation, Now Apocalypse), Rick Gomez (Band of Brothers), Pixar animators and more.
- AVFilm is a community leader creating space for conversations about diversity, equity, belonging and access. We've hosted a conversation with Dolores Huerta, panels of student activists who advocate for school safety and mental health access, conversations on trans representation in media, and we partner with Corazón Healdsburg to bring free Spanish language drive-in films to Healdsburg in spring and summer.
- In 2019 (our last in-person festival), we brought in 35 visiting filmmakers and their families from across the U.S.
- In 2019, our four-day festival delivered an additional \$100,000 impact to businesses and the areas we serve. We based this calculation on data collected by [Americans for the Arts](#), which shows that patrons spend an additional \$37 on dining, gas, lodging, childcare, etc.
- Online, our audience has grown more than 400% since the Covid-19 pandemic began.