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Kathryn Hecht

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Dear Friend of AVFilm,

January 9, 2023

Happy New Year! It's almost time for AVFest2023, our annual Film Festival, which will take place April 28–May 7. 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. Take advantage of the momentum stemming from Plaza Cinema Center, coming soon to downtown Healdsburg!**

AVFilm makes a significant impact in Sonoma County. For the last eight years, our signature drive-ins, unique film experiences, and state standards-based education have united and delighted audiences and students across the county. Our year culminates in the thought-provoking, community-building week of films and events that is AVFest.

Our sponsors consistently enjoy extensive exposure and brand recognition. Here are some numbers to consider:

- 75,000+ viewers now visit our website EACH YEAR
- 16,000+ people receive direct marketing messaging from us EVERY WEEK via our newsletter, Facebook, Instagram, and Twitter
- 366,000+ customers reached through social media over a single year

Specifically, for AVFest:

- 5,000 AVFest2023 brochures will be distributed throughout Sonoma County
- 50,000 views of the 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

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 our local businesses and families will take part!

Please sponsor AVFest today. Your donation will make AVFest2023 an incredible event for area residents and visitors. Plus, your support will further AVFilm's collective impact throughout the year, especially our educational programs for local students.

Please feel free to reach out to me with any questions at 707.893.7150 or [Kathryn.hecht@avfilmpresents.org](mailto:Kathryn.hecht@avfilmpresents.org).

Many thanks for your consideration!

Warm regards,

Kathryn Hecht  
Executive Director



April 28–May 7, 2023 ~ Cloverdale, Geyserville, Healdsburg, Windsor, Santa Rosa

## EVENTS

### **Marquee sponsor – \$25,000**

*Your name on everything!*

- AVFest2023 brought to you by...
- Eight (8) Platinum All-Access passes
- Festival press release
- Premiere spot for optional full page, full-color tribute ad in AVFest2023 Brochure **AND** on-screen ad before movies
- Name on poster, lanyards, and all event signage
- 30-second spot before every film at the Festival

### **Cloverdale Opening night sponsor – \$10,000**

*Premiere exposure: film and reception with filmmakers*

- AVFest2023 Opening Night and Block party brought to you by...
- Optional full page, full-color tribute ad in AVFest2023 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

### **Healdsburg Closing night sponsor – \$10,000**

*Premiere exposure: film and reception with filmmakers*

- Closing Night brought to you by...
- Optional full page, full-color tribute ad in AVFest2023 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

### **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 AVFest2023 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 AVFest2023 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 ALL films – \$10,000

30-second trailer spot Opening & Closing nights – \$5,000

Full page brochure + screen ad – \$2,500

Full page brochure page OR screen ad – \$1,500

½ page brochure ad – \$850

¼ page brochure ad – \$500

## ADDITIONAL SPONSORSHIP OPTIONS

### **A-List level Sponsorship – \$10,000**

Funds artist travel to Sonoma County to represent their work and meet our community. Includes up to four (4) Platinum All-Access passes.

### **Director level sponsorship – \$5,000**

Funds our screening team. We compensate with stipends to help ensure diverse representation. Includes up to three (3) Platinum All-Access passes.

### **Producer level sponsorship – \$3,000**

Sponsorship of a single film plus (2) Platinum All-Access passes.

### **Cinematographer level sponsorship – \$1,500**

Sponsorship of a single film plus two (2) Opening or Closing Weekend passes.

## PASS LEVELS

\$1,000: Full Fest All-Access pass

\$450: Mid-Week All-Access passes (Mon–Thurs)

\$350: Opening OR Closing Weekend All-Access passes (Fri–Sun, respectively)

\$150: Film pass (weekends only/no special events)

***Any sponsorship at \$2,500 or above can add their business as a stop on the BRAND NEW AVFest Scavenger Hunt Map!***

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

*All sponsors will be featured on [avfilmresents.org](http://avfilmresents.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@avfilmresents.org](mailto:kathryn.hecht@avfilmresents.org).*



April 28-May 7, 2023 ~ Cloverdale, Geyserville, Healdsburg, Windsor, 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

EVENT SPONSORSHIPS

- Marquee \$25,000
Opening night (Cloverdale) \$10,000
Closing night (Healdsburg) \$10,000
Student film competition \$7,500
Evening event, Sat to Sat \$5,000

ADS

- 30-second trailer spot (ALL films) \$10,000
30-second trailer spot (Opening & Closing) \$5,000
Full page brochure + screen ad \$2,500
Full page brochure page OR screen ad \$1,500
1/2 page brochure ad \$850
1/4 page brochure ad \$500

ADDITIONAL OPTIONS

- A-List level sponsorship \$10,000
Director level sponsorship \$5,000
Producer level sponsorship \$3,000
Cinematographer level sponsorship \$1,500

# PASSES

- Full Fest All-Access passes \$1,000
Mid-Week All-Access passes \$450
Opening/Closing Wknd All-Access passes \$350
Film only pass \$150

Please add \$ \_\_\_\_\_ as a donation to Plaza Cinema Center coming soon to downtown Healdsburg!

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

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, 2023.

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 AVFest. 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.



## HIGHLIGHTS FROM AVFILM

In the fall of 2014, a group of like-minded community members rallied around a new idea: a local film society focusing 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 late 2022, AVFilm signed the leases to create Plaza Cinema Center, a nonprofit, two-story campus for film & media arts exhibition and learning in downtown Healdsburg. In 2023, AVFilm will celebrate its ninth annual film festival.

Since 2015, AVFilm has exhibited more than 600 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), Erica Milsom (So Much Yellow), Pixar animators and more.
- AVFilm is a community leader creating space for conversations about diversity, equity, belonging, and access. AVFilm 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 AVFilm partners with Corazón Healdsburg and La Familia Sana to bring free Spanish language films to Healdsburg and Cloverdale in spring and summer.
- AVFilm educational programs offer standards-based integrated filmmaking courses to more than 250 public school students in core subjects like English and History. These classes fill the gap in rural districts where media arts options do not exist.
- In 2022, AVFest was a 10-day celebration featuring more than 100 screenings and events across five cities. The Fest brought in 45 visiting filmmakers and their families from across the U.S. and worldwide.
- The 10-day Fest delivered an additional \$100,000 impact to businesses and the areas AVFilm serves. This calculation is based on data from [Americans for the Arts](#), which shows that patrons spend an additional \$37 on dining, gas, lodging, childcare, etc.