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Kathryn Hecht

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Dear Friend of AVFilm,

January 12, 2024

Happy New Year! 2023 was a massive year for AVFilm, and we anticipate 2024 being even bigger yet. **We invite you to share all the excitement with us by becoming a year-round sponsor or patron!**

We're streamlining and simplifying our sponsorship packages, so you can enjoy everything AVFilm offers in Sonoma County, from Petaluma to Cloverdale. There are myriad opportunities for exposure for your business. **Enclosed is a chart with Bay Area and county-wide exposure metrics and benefits for all giving levels.**

This year marks our **10th Annual Film Festival**: ten days of thought-provoking, community-building film, food, wine, and events. Our **Outdoor Movie Series** is back, offering family-friendly entertainment in English and Spanish alongside our community partners county-wide. The **Hollywood of Tomorrow Gala** returns in November, raising critical funds for our year-round educational work. Plus, we have screenings, events, and lots of other good stuff in between.

If you join us today as a sponsor, then you are guaranteed access to all of these magnificent events AND **MAXIMUM EXPOSURE** for your business throughout the entire year. **We have levels to put your name front and center of everything we do, ad packages for tighter budgets, and the Producer's Circle for individual patrons to support our mission by reserving VIP passes in advance.**

Our partners receive generous ad value equivalent from our marketing resources and now you can **capitalize on the momentum behind our plans to open a regional cinema center in downtown Healdsburg** - the only one of its kind in all of Sonoma, Napa, and Mendocino counties. AVFilm is becoming more and more visible, and we need you to be a part of that in every way. It is imperative that all partners, donors, sponsors, and patrons step up to help us preserve a cinematic legacy for generations to come.

Please sponsor AVFilm today. Your donation will make this year a smashing success for our community and visiting guests. For ten years AVFilm has made a noteworthy cultural and economic impact through our signature film experiences and state standards-based education programming. Let's keep it going!

Please call or email me with any questions: kathryn.hecht@avfilmpresents.org.

Many thanks for your consideration!

Happy New Year!

Kathryn Hecht
Executive Director

AVFilm 2024 Sponsorship Levels

	Impressions (annual estimates)	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000	Producer's Circle \$3,500+ (for Individual patrons)	Believer \$2,500	Supporter \$1,250***
FILM FESTIVAL								
Naming rights of Festival*	250,000	<input checked="" type="checkbox"/>						
Logo on all Festival collateral (poster, step & repeat, lanyard)	250,000	<input checked="" type="checkbox"/>						
30-second video ad placement for business before films	5,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Press release highlight	100,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Radio recognition	40,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Ad in Fest Brochure (print)	7,500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Ad in Festival trailer pre-show (screen)	2,500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Special recognition in invitations and at event	10,000					<input checked="" type="checkbox"/>		
Individual social media mention leading up to Fest	100,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Group social media mention leading up to Fest	100,000					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
GALA								
Logo on all Gala collateral (poster, step and repeat, program)	250,000	<input checked="" type="checkbox"/>						
Press release highlight	100,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Radio recognition	40,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Special recognition in invitations and at event	10,000					<input checked="" type="checkbox"/>		
Individual social media mention leading up to Fest	100,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Group social media mention leading up to Fest	100,000					<input checked="" type="checkbox"/>		
YEAR-ROUND ACTIVITY (Screening + Education)								
Logo on all collateral (posters, programs, etc.)*	500,000	<input checked="" type="checkbox"/>						
Press release highlight	100,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Radio recognition	40,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Ad in any trailer pre-show (screen)	3,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Name/Logo in year-round newsletter	39,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Name/Logo on website year-round with live link	200,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TICKETS/PASSES								
Free private pop-up screening for up to 50 people at your place of business		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
All-Access Passes to Festival (\$1,000 per person)		8	6	4	2	2		
Tickets to the Gala (\$250 per person)		8	6	4	2	2		
Tickets to regular Festival screenings**		24	16	8	4		4	2
tax deductible value		\$45,050	\$20,850	\$6,650	\$3,200	\$2,700	\$1,500	\$250

* includes paid media placements purchased by AVFilm (these ads reach the full Bay Area)

** up to eight tickets per day, reserved one week in advance

*** this level can purchased by a group of businesses wishing to share the ad space



SPONSORSHIP FORM

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

<input type="checkbox"/>	Platinum	\$50,000
<input type="checkbox"/>	Gold	\$25,000
<input type="checkbox"/>	Silver	\$10,000
<input type="checkbox"/>	Bronze	\$5,000
<input type="checkbox"/>	Producer's Circle	\$3,500
<input type="checkbox"/>	Believer	\$2,500
<input type="checkbox"/>	Supporter	\$1,250

Please add \$ _____ as a donation to the 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 marketing recognition for the Festival, please send your sponsor form and payment to the address below or scan and email to kathryn.hecht@avfilmpresents.org no later than March 1, 2024.

AVFilm began in 2015 when film lovers in Cloverdale and Healdsburg came together with the goal of bringing the rural North Bay more access to cinema, arts events, and education. AVFilm has exhibited more than 700 films and now serves more than 5,000 people, 1,000 public school students, and 600 lifelong learners through year-round educational and cultural programming. In 2022, AVFilm launched the effort to build a two-story cinema center for the exhibition, study, and enjoyment of film and media arts in downtown Healdsburg, Calif. AVFilm brings the transformative power of cinema to Northern California. We remove barriers to film and media arts. We support artists, educate students of all ages, and create joy through entertainment, fostering a community where everyone belongs. AVFilm's federal tax ID number is 47-2085577.