STRAIGHT PARTNERSHIPS

MILL VALLEY FILM FESTIVAL 46

OCTOBER 5-15 2023

MVFF.COM
For over 45 years, the eleven-day Mill Valley Film Festival has attracted the most celebrated and talented industry elite, with a program ranging from Hollywood premieres to the top international and independent films.

Set against the backdrop of scenic Northern California, the world renowned festival has become a destination event each fall and a major milestone on the Academy Award season.
Last year, over 50 Academy Award nominations were given to actors, films and filmmakers that came to the festival.

"The launching pad for the Oscar campaigns"

KQED

"The [Mill Valley Film Festival] is a key stop on the road to film launches."

VARIETY
AUDIENCE

NUMBERS:
50,000 attendees at the festival, 9,300 streams viewed virtually

GENDER:
70% Female
30% Male

AGE:
78% of festival audience are between 35 – 64 years

GEOGRAPHY:
Marin, San Francisco and Los Angeles are the top 3 festival attendee counties in California

MARIN COUNTY
AFFLUENCE:
Highest per capita income in California
Among the Top 5 Richest counties in the U.S. (Time Magazine)
The average home value is $1,647,500

INFLUENTIAL & EDUCATED:
Audiences are highly educated travelers, and connoisseurs
97% have college degree or higher
96% travel
98% dine in fine restaurants, hotels or clubs an average of 10 times per month

PURCHASE INFLUENCE:
In a recent survey, 91% said they were more likely to do business with an MVFF sponsor
Mill Valley Film Festival believes that film has the power to inspire and activate.

**SPONSORS SUPPORT SPECIAL PURPOSE PROGRAMMING:**

- 53.8% of all films across the 2022 Festival were directed by women. [mindthegapinfilm.com](http://mindthegapinfilm.com)

- Student education offers free film programs to over 10,000 diverse youth nationwide both in-person and online. [cfieducation.cafilm.org](http://cfieducation.cafilm.org)

- LGBTQAI+ and Spanish Language film initiatives

“This film played at the Mill Valley Film Festival should be required viewing for every parent, teacher and school policy maker.”

MARIN INDEPENDENT JOURNAL
SPONSORS EXPERIENCE
ACCESS TO THE STARS
Thanks again for doing such a fantastic job giving (Wells Fargo) visibility during the Festival. I was blown away by the exposure and integration.

SALES AND MARKETING MANAGER, WELLS FARGO

For companies, the Mill Valley Film Festival is the place to be! The turnout that they get, and the incredible audiences - we want to be a part of that!

DIRECTOR OF PUBLICITY, PACIFIC GAS & ELECTRIC

The Mill Valley Film Festival is renowned for having a very engaged, intelligent audience. It’s an iconic event to be able to support.

FOUNDING PARTNER, JACKSON SQUARE PARTNERS
MVFF SPONSORS ARE LEADERS IN THEIR INDUSTRIES

NETFLIX
NORDSTROM
BevMo!
FLOW KANA
DELTA
COMPASS

MVFF is covered by more than 30 national, regional and local media partners:

San Francisco Chronicle
VARIETY
SF WEEKLY
KPIX
VANITY FAIR
Marin Independent Journal
xfinity
MARIN
where
The Hollywood Reporter
yelp
Daily Mail
San Francisco magazine
Haute Living

iHeart MEDIA
San Jose Mercury News
KQED
ICG MAGAZINE
Alice @ 97.3
The New York Times
ADWEEK
7x7
THE DAILY BEAST

lagunitas brewing company
MVFF offers a vast variety of opportunities to address specific target groups including affluent members, B2B clientele, press, fans and more. Additionally, you can become the partner of one of the festival’s sections or initiatives.

The MVFF sponsorship department provides support to create customized turn-key activations, and integration into marketing and advertising campaigns. We will be happy to assist you with the development of a tailor-made concept for a distinguishable representation of your brand at the MVFF.

**CONTACT PARTNERSHIPS**

To learn more about Corporate Partnerships, please contact Beau Blanchard, Corporate Development Manager at 415-526-5836 or bblanchard@cafilm.org
## PRINT & VENUES

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>On-Screen Advertisement</th>
<th>On-site Signage Logo Recognition at all Venues</th>
<th>Listing in MVFF46 Schedule</th>
<th>Logo inclusion on select MVFF Ads</th>
<th>Program Sponsorship: Film or Panel</th>
<th>Marquee: Day of Sponsored Film (subject to availability)</th>
<th>Film Themed Strand Sponsorship</th>
<th>Logo on Interstitial before Film Stand films (min. 5 films)</th>
<th>Section/Initiative Sponsor: Logo on Interstitial</th>
<th>Press Release: Mention with All Programs (Boilerplate)</th>
<th>Official MVFF Category Sponsor</th>
<th>Opening Night Sponsor</th>
<th>Mill Valley Depot + San Rafael 4th St. banner branding</th>
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## DIGITAL

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<th>Sponsorship Level</th>
<th>Logo on mvff.com Sponsor Page</th>
<th>Logo in MVFF Program Online PDF</th>
<th>Inclusion in MVFF Theatrical Streaming Trailer</th>
<th>Social Media: Mention w/ Sponsored Program</th>
<th>Email marketing: Logo on Select Emails</th>
<th>Recognition on all e-tickets for sponsored film</th>
<th>Recognition on post-screening email to attendees</th>
<th>Email marketing: Logo on All Emails</th>
<th>Logo on mvff.com Home Page</th>
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## TICKETS & PASSES

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