

MILL VALLEY FILM FESTIVAL



46

STRATEGIC PARTNERSHIPS

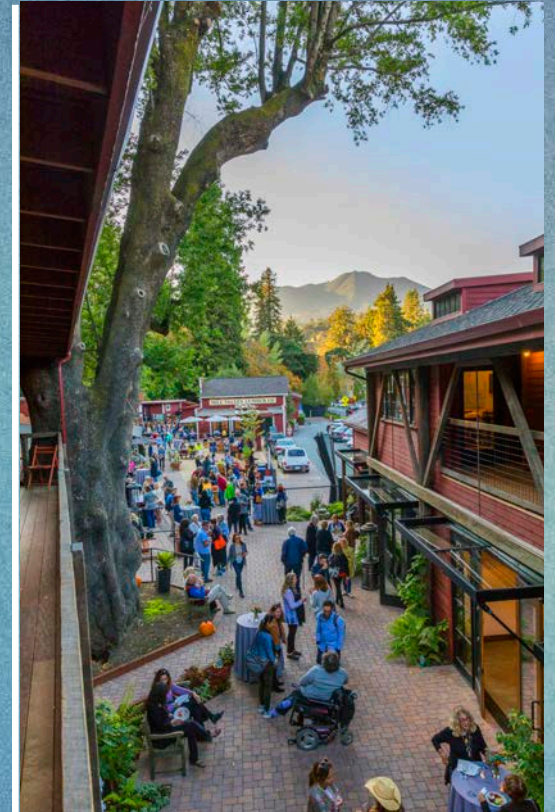
OCTOBER
5-15 2023

MVFF.COM

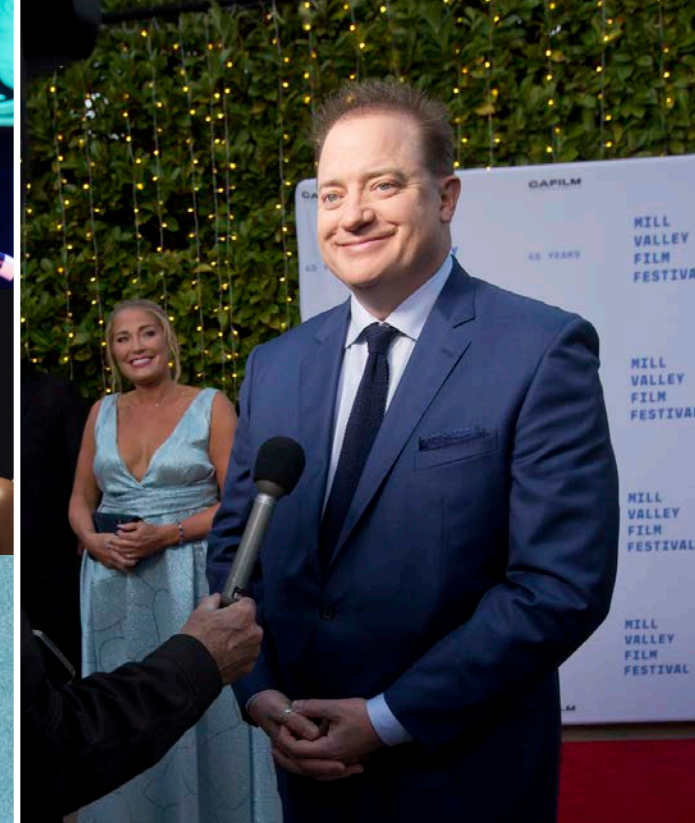
MILL VALLEY FILM FESTIVAL

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.



MILL VALLEY FILM FESTIVAL



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 ”

KOED



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

VARIETY



**MILL
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FILM
FESTIVAL**

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



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SOCIAL PURPOSE

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
- Student education offers free film programs to over 10,000 diverse youth nationwide both in-person and online. 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

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SPONSORS EXPERIENCE
ACCESS TO THE STARS



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SPONSORS TARGET AUDIENCES WITH CUSTOMIZED ACTIVATION

“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



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MVFF SPONSORS ARE LEADERS IN THEIR INDUSTRIES

NETFLIX

NORDSTROM

BevMo!

FLOW KANA

DELTA

COMPASS

LUCASFILM
Ltd

B:OMARIN

DOLBY

KAISER PERMANENTE®

LAGUNITAS
BREWING COMPANY

ANDALOU
NATURALS

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

San Francisco Chronicle

VARIETY

SF WEEKLY

5
KPIX

iHeart
MEDIA

San Jose Mercury News

VANITY FAIR

KQED

Marin Independent Journal

ICG
MAGAZINE

xfinity

MARIN
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Alice
@97.3

where

The New York Times

THE
Hollywood
REPORTER

ADWEEK

yelp

7x7

Daily Mail

THE DAILY BEAST

San Francisco
magazine

DEADLINE HOLLYWOOD

HAUTE LIVING

GUIDE

TO MVFF SPONSORSHIP

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**](mailto:bblanchard@cafilm.org)

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SPONSORSHIP BENEFITS • 2023

COMMUNITY CIRCLE \$5,000	FESTIVAL CIRCLE \$15,000	SILVER CIRCLE \$25,000	MAJOR \$50,000	SIGNATURE \$75,000	PRESENTING \$150,000
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PRINT & VENUES

On-Screen Advertisement	1/3 Slide	1/2 Slide	Full Slide	Full Slide	Full Slide	Full Slide
On-site Signage Logo Recognition at all Venues	•	•	•	•	•	•
Listing in MVFF46 Schedule	•	•	•	•	•	•
Logo inclusion on select MVFF Ads	•	•	•	•	•	•
Program Sponsorship: Film or Panel		•	•	•	•	•
Marquee: Day of Sponsored Film (subject to availability)		•	•	•	•	•
Film Themed Strand Sponsorship			•	•	•	•
Logo on Interstitial before Film Stand films (min. 5 films)			•	•	•	•
Section/Initiative Sponsor: Logo on Interstitial			•	•	•	•
Press Release: Mention with All Programs (Boilerplate)				•	•	•
Official MVFF Category Sponsor				•	•	•
Opening Night Sponsor					•	•
Mill Vally Depot + San Rafael 4th St. banner branding						•

DIGITAL

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

TICKETS & PASSES

CAFILM Membership & Passes	Director's Circle	Director's Circle	Director's Circle	1 Bronze Pass	2 Bronze Pass	4 Bronze Pass
Opening Night Film & Gala Tickets	2	2	4	6	8	10
Closing Night Film & Party Tickets		2	4	6	8	10
General Comp Vouchers	10	10	20	30	40	50
Comp Tickets to Your Sponsored Program		10	20	30	40	50