

MILL VALLEY FILM FESTIVAL

The background is a vibrant, abstract composition. It features a variety of organic, flowing shapes in shades of blue, orange, red, and green. Interspersed among these shapes are numerous small, solid-colored circles in blue, orange, and green. The overall effect is a dynamic and textured visual field.

47

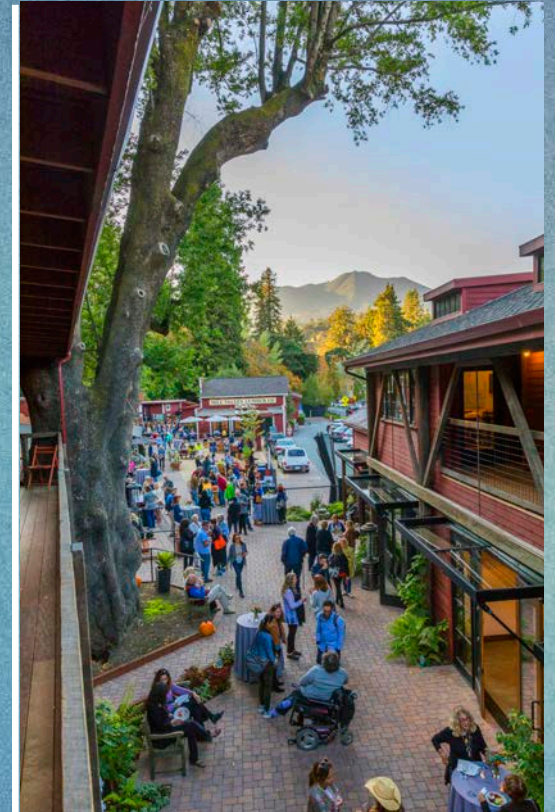
STRATEGIC PARTNERSHIPS

OCTOBER 2024
MVFF.COM

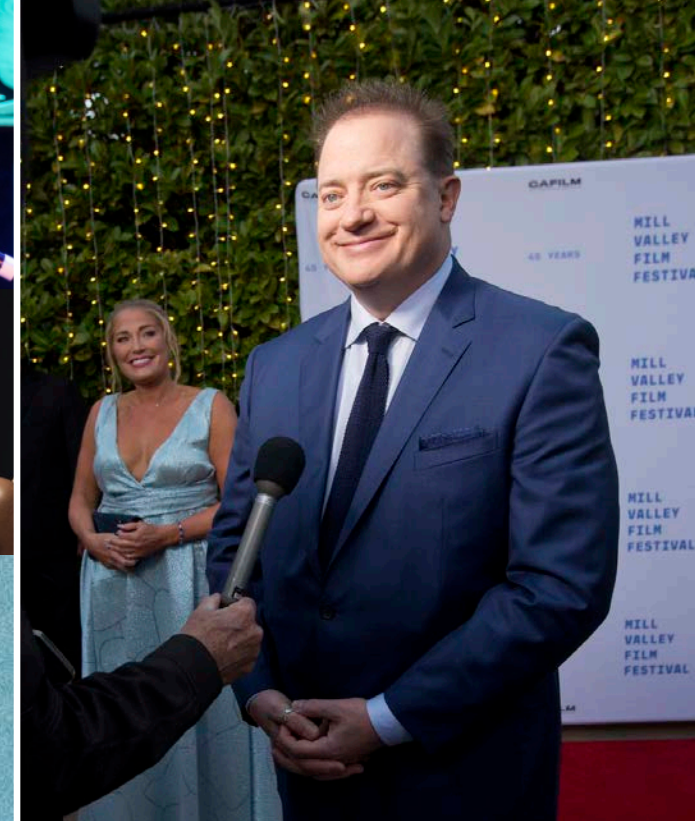
MILL VALLEY FILM FESTIVAL

For 46 years, the Mill Valley Film Festival has attracted the most celebrated and talented of the film industry, with a program ranging from Hollywood premieres to the best in 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



In 2022, more than 50 Academy Award® nominations were earned by actors, films, and filmmakers that came to MVFF.



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
VALLEY
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



MILL
VALLEY
FILM
FESTIVAL

SOCIAL PURPOSE

Mill Valley Film Festival believes that film has the power to inspire and activate.

SPONSORS SUPPORT SPECIAL PURPOSE PROGRAMMING:

- 45% of all films across the 2023 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

MILL
VALLEY
FILM
FESTIVAL

SPONSORS EXPERIENCE
ACCESS TO THE STARS



**MILL
VALLEY
FILM
FESTIVAL**

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



MILL
VALLEY
FILM
FESTIVAL

MVFF SPONSORS ARE LEADERS IN THEIR INDUSTRIES

NETFLIX

NORDSTROM

BevMo!

FLOW KANA

DELTA

COMPASS

LUCASFILM
Ltd

BIOMARIN

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
MAGAZINE

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, Associate Director of Institutional Giving: 415.526.5836 or bblanchard@cafilm.org

PHOTO CREDITS

Page 2: top to bottom:
©Christopher Markisz,
©imageSPACE,

Page 3: top middle:
©Christopher Markisz.com
Photography, upper row, left
to right: ©Drew Altizer,
©Margot Duane, ©Tommy
Lau Photography, ©Tommy
Lau Photography,
far right and lower left:
©Tommy Lau Photography

Page 4: ©Tommy Lau
Photography

Page 5: ©Parker Canby,
lower three: ©Tommy Lau
Photography

Page 6: ©Tommy Lau
Photography, middle: ©Drew
Altizer Photography, lower
left: ©Michael Pegram/
imageSPACE, lower right:
©George Lazarus

Page 7: top left, ©Tommy Lau
Photography, top right: ©
Anne-Marie Stark, middle:
©Steve Jennings, bottom:
©Tommy Lau Photography

**COMMUNITY
CIRCLE**
\$5,000

**FESTIVAL
CIRCLE**
\$15,000

**SILVER
CIRCLE**
\$25,000

MAJOR
\$50,000

SIGNATURE
\$75,000

PRESENTING
\$150,000

PRINT & VENUES

| | 1/3 Slide | 1/2 Slide | Full Slide | Full Slide | Full Slide | Full Slide |
|---|-----------|-----------|------------|------------|------------|------------|
| On-Screen Advertisement | | | | | | |
| On-site Signage Logo Recognition at all Venues | • | • | • | • | • | • |
| Listing in MVFF47 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

| | Director's Circle | Director's Circle | Director's Circle | 1 Bronze Pass | 2 Bronze Pass | 4 Bronze Pass |
|--|-------------------|-------------------|-------------------|---------------|---------------|---------------|
| CAFILM Membership & Passes | | | | | | |
| 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 |