



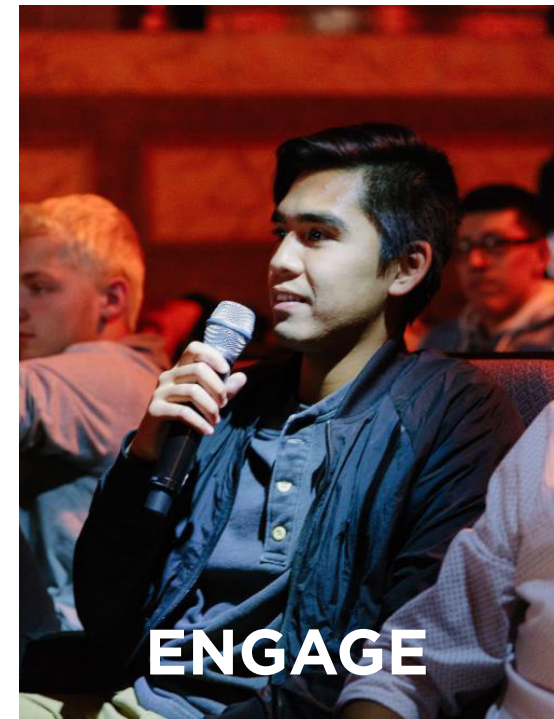
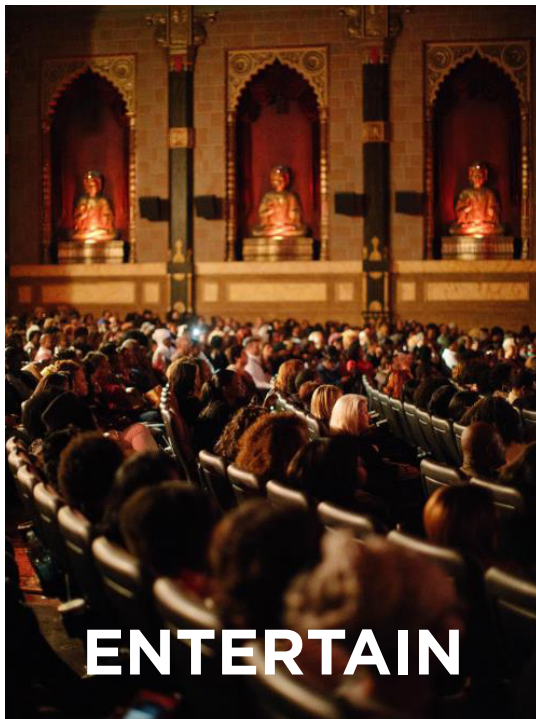
MILWAUKEE FILM

2021 Partnership Opportunities

Our Mission

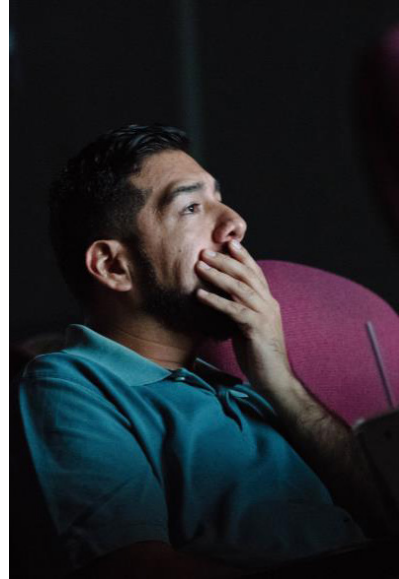
**To entertain, educate, and engage our community
through cinematic experiences**

**Through our operations, advocacy, and community engagement,
Milwaukee Film seeks to accelerate film culture and positively
impact the Greater Milwaukee region.**



Our Goals

- To grow our locally beloved and internationally acclaimed film festival into a community and cultural center
- To provide an ongoing platform for entertainment, education, and engagement through the Oriental Theatre and virtual platforms
- To offer year-round education programs in the classroom, at the Oriental Theatre, and virtually, teaching students the power of film and arts literacy
- To provide strategic support to filmmakers and projects
- To use the power of film and conversation to make our community a more empathetic and equitable place to live



CELEBRATION

Milwaukee Film Festival



- Since our first event in 2009, the Milwaukee Film Festival has become a signature event for our community and has grown into the largest arts event in Milwaukee.
- The 2020 Milwaukee Film Festival adapted into an all-virtual event due to the pandemic, and featured:
 - More than 66,000 virtual attendees
 - 1.7 million minutes of film viewed
 - Nearly 200 films screened
 - Films available online and through a number of OTT apps, including Apple TV, Roku, and Amazon Fire TV
- Starting in 2021, our Festival will shift to spring. The 13th annual Festival will be held primarily, or entirely, virtually from May 6-20.



“The selection of films are amazing and both in-person and virtually, they create a great viewing experience that makes us feel a part of a community.”

“Milwaukee Film is a wonderful aspect of our community, even if virtual this year, and the curated films are thought provoking, educational, heart-opening and entertaining.”

- 2020 MILWAUKEE FILM FESTIVAL ATTENDEES



**MILWAUKEE
FILM**

EXCELLENCE

Oriental Theatre



- Milwaukee Film took over operations of the historic cinema palace, the Oriental Theatre, in July 2018
- The Oriental Theatre is consistently featured as one of the top movie theaters in the country (Entertainment Weekly, USA Today)
- In 2019, Milwaukee Film surpassed its goal in a \$10 million capital campaign to fund extensive restoration and upgrades that will continue over the course of the next few years
- While the Oriental Theatre will remain closed through spring 2021, Milwaukee Film has been able to continue its much-needed restoration work during the closure
- The theater gives us a critical platform toward fulfilling our vision of making Milwaukee a center of film culture



“Like theater, film is a medium best experienced in community.”

JENNIE LIVINGSTON, “PARIS IS BURNING” DIRECTOR, IN HER MFF2019 KEYNOTE ADDRESS

“Some of the films have altered my understanding of major global and local issues. The films have inspired important conversations and have brought me joy. I especially love the Oriental Theatre feeling like the home of such important work.”

- 2019 MILWAUKEE FILM FESTIVAL ATTENDEE



**MILWAUKEE
FILM**

INCLUSION

Cultures and Communities



- Milwaukee Film's Cultures and Communities initiative supports our goal to engage our entire community in our mission and programs
- This initiative seeks to advance established programs such as Black Lens, Cine Sin Fronteras, and GenreQueer, while also creating new platforms such as community festivals
- For 2021, major Cultures and Communities events include:
 - **February:** Black History Month films and events
 - **March:** Women's History Month films and events
 - **May:** Diverse films and events during the Milwaukee Film Festival
 - **September:** Third annual Minority Health Film Festival

INCLUSION Black Lens



- Created in 2014 to foreground the work of emerging and established African-American filmmakers
- Provides a critical function by gathering diverse audiences to illuminate and discuss issues concerning African-Americans through film narratives
- Connects Milwaukee Film with local organizations and community leaders to develop new audiences and supporters
- Has received national recognition and support from the Academy of Motion Picture Arts and Sciences and HBO

INCLUSION

Cine Sin Fronteras



- Established in 2015 to highlight the multifaceted experience of Latinx, Chicanx, Latin American, Indigenous, and Afro-Latino communities
- Creates an inclusive space to represent and affirm the diverse identities across a growing Latinx community
- Offers a platform for cross-cultural conversation and understanding in a highly segregated city

INCLUSION GenreQueer



- Milwaukee Film's GenreQueer program uses film, forums, and events to explore LGBTQ+ voices and experiences, celebrating the past, present, and future of cinema's rich queer tradition
- The 2020 Milwaukee Film Festival featured 25 GenreQueer short and feature-length films
- Jennie Livingston, director of the landmark documentary "Paris Is Burning," gave the keynote address on the state of cinema during the 2019 Festival



“The social justice mindset of MFF and of Milwaukee Film itself, attract me and others. I feel proud to be a member of an organization with an interest in the social issues in our city.”

- 2019 MILWAUKEE FILM FESTIVAL ATTENDEE

“Your focus on diversity, equity, and inclusion continues to impress me. I am fully supportive and turn everybody I know on to Milwaukee Film whenever possible.”

- 2020 MILWAUKEE FILM FESTIVAL ATTENDEE



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COMMUNITY Membership



- Milwaukee Film's nearly 5,000 Members enjoy a broad range of benefits and serve among our organization's best ambassadors
- The loyalty of our Members and the benefits we provide have helped keep our membership base strong, even during the challenges of the pandemic
- Our passionate and engaged Member base is a key part of Milwaukee Film's long-term success, and this vibrant community spreads their love of our organization and events throughout the region

EDUCATION

Youth Education Programs



- Youth education programs make arts literacy accessible for all students and educators, in the classroom, at the majestic Oriental Theatre, and online
- For the 2020-21 school year, Milwaukee Film has been able to pivot its education screenings, using its virtual platform to engage students and classrooms
- Reel Talks connect students with filmmakers from Milwaukee and around the globe to discuss film, the filmmaking industry, and personal experiences
- Educator fellowships bring local teachers to the Milwaukee Film Festival and to group meetings as a training ground for using film in their own classrooms
- The Teen Film Council screens, discusses, and programs films for the Teen Screen program at the Milwaukee Film Festival

EDUCATION

Milwaukee Filmmaker Alliance



- Brings together and supports individuals involved in all forms of media, television, and filmmaking, both artistic and commercial
- Offers advocacy, networking opportunities, education, exposure, funding, workshops, and discussions with local and national artists
- Seeks to grow and sustain Milwaukee's diverse and vibrant filmmaking community
- In 2020, the Brico Forward Fund awarded a total of more than \$100,000 in cash and donated services to nine Milwaukee-based film projects, plus opened applications to distribute \$50,000 in emergency relief for projects stalled or halted by the pandemic

Board and Governance

Our board of directors provides invaluable support for our organization and an incredible connection to a diverse core of Milwaukee leaders.

BOARD CHAIR

Ken Krei

OFFICERS

Patti Keating Kahn,
Immediate Past Board Chair

Emilia Layden,
Secretary, Past Board Member

Joseph A. Rock,
Treasurer, Past Board Member

EXECUTIVE COMMITTEE

John P. Bania	Ken Krei	Kenneth W. Muth
Alexander P. Fraser	Marianne Lubar	Joseph A. Rock
Patti Keating Kahn	Susan Mikulay	Kimberly Walker
Tracey L. Klein		

MEMBERS

Chris Abele	Karen Ellenbecker	Michael J. Koss Jr.	Heidi Moore
Donna Baumgartner	Jeff Fitzsimmons	Alexander Lasry	John Ridley
Kristina Bell	Carmen Haberman	Steve Laughlin	Lacey Sadoff
Elizabeth Brenner	Susan Haise	Michael R. Lovell	Dave Stamm
Lori Brissette	Katie Heil	Joan Lubar	James E. Stoll
Kathryn Murphy Burke	Jasmine M. Johnson	Steve Mech	Julia Taylor
Héctor Colón	Michael G. Klein	Mark Mone	John Utz

EMERITUS MEMBERS

Tom Barrett
Jacqueline Strayer

LEADERSHIP

Executive Team



JONATHAN JACKSON

CHIEF EXECUTIVE OFFICER



SEBASTIAN MEI

CHIEF MARKETING AND
DEVELOPMENT OFFICER



KRISTEN HELLER

CHIEF OPERATING OFFICER



JASON KOEHLER

CHIEF FINANCIAL OFFICER



CARA OGBURN

ARTISTIC DIRECTOR



GERAUD BLANKS

CULTURES AND COMMUNITIES
DIRECTOR



KARINA HENDERSON

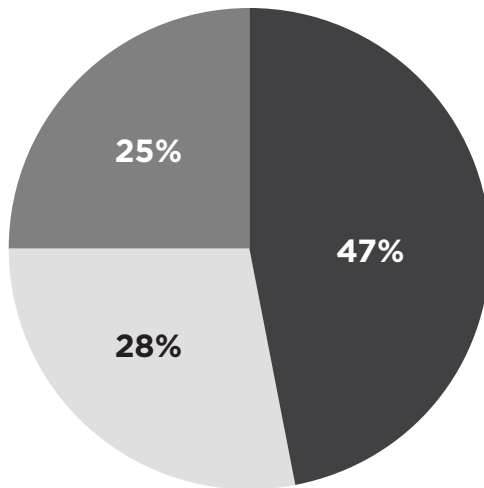
MARKETING DIRECTOR

Support for Milwaukee Film

- As a growing nonprofit, Milwaukee Film relies on a wide array of partnerships, grants, gifts, in-kind support, memberships, and ticket sales to advance our mission
- Operating the Oriental Theatre will play a critical role in our ongoing success, helping to sustain operations and secure Milwaukee Film's future

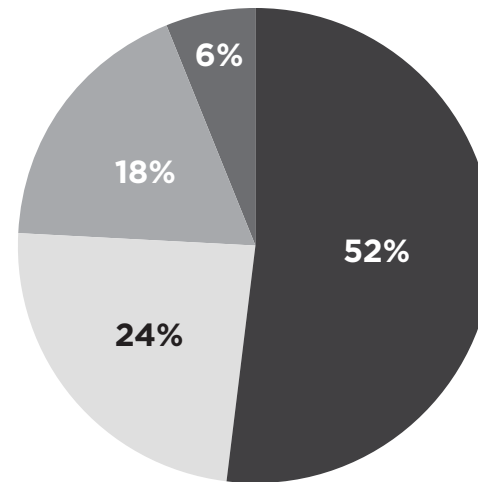
2019 MILWAUKEE FILM INCOME

CONTRIBUTIONS // 47%



- 47% Individual
- 28% Corporate
- 25% Foundations

EARNED INCOME // 53%



- 52% Cinema
- 24% Membership
- 18% Festival
- 6% Other

Sponsorship Opportunities

For the 2021 Milwaukee Film Festival and year-round, Milwaukee Film sponsorships deliver first-class benefits

Our sponsorship opportunities include digital and media exposure, branding of premier events, and exclusive access to Milwaukee Film events

ADVERTISING

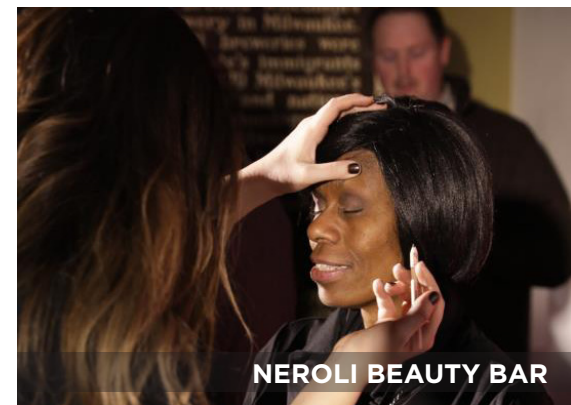
- Pre-film ads
- Social media
- Email newsletter and website
- Press release inclusion
- Milwaukee Film Festival program book

ACTIVATION

- Special events
- Film or film series sponsorships
- Festival awards
- On-site activation space
- Coupon distribution

ACCESS

- Sponsor passes with special festival access
- Ticket vouchers
- Discounts on group tickets
- Invitations to exclusive events with special guests



SPONSORSHIP

Partners and Audience

OUR BUSINESS PARTNERS INCLUDE:



93%

OF FESTIVAL ATTENDEES WOULD
CONSIDER SUPPORTING A BUSINESS
IF THEY SPONSOR THE
MILWAUKEE FILM FESTIVAL

75.7

MILWAUKEE FILM FESTIVAL ATTENDEES
GAVE THE FESTIVAL A NET PROMOTER
SCORE (NPS) OF 75.7, COMPARABLE TO THE
SCORES OF COMPANIES LIKE COSTCO
AND STARBUCKS



Ready to get involved?

LET'S TALK

Sebastian Mei

**CHIEF MARKETING &
DEVELOPMENT OFFICER**

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(414) 755-1965 x213



**MILWAUKEE
FILM**

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