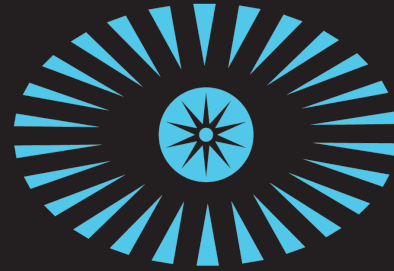




MILWAUKEE
FILM

2022 Sponsorship Opportunities



MILWAUKEE FILM

MILWAUKEE FILM MISSION

To entertain, educate, and engage our community through cinematic experiences
Through our operations, advocacy, and community engagement, the non-profit Milwaukee Film
seeks to accelerate film culture and positively impact the Greater Milwaukee region.

Oriental Theatre

Milwaukee Film took over operation of this historic cinema palace in July 2018 and has since completed \$6 million in restorations.

This one-of-a-kind movie palace, featuring three screens (including a 1,000-seat auditorium) allows us to present exceptional, independent films from around the world to our audiences year-round, helping elevate diverse voices not otherwise seen on Milwaukee movie screens. It also provides the perfect venue for unique film screenings, large-scale corporate and community engagements, staff outings, and diverse learning opportunities (see page 6).



Milwaukee Film Festival

Starting in 2021, the Milwaukee Film Festival shifted to Spring and hosted the second all-virtual event due to the pandemic. The 15-day 2021 event featured:

- More than 40,000 virtual attendees
- 1.5 million minutes of film viewed
- Nearly 200 films screened online and through several OTT apps, including Apple TV, Roku, and Amazon Fire TV

The 11th Milwaukee Film Festival was held in October 2019 and featured:

- More than 87,000 attendees, a Festival record
- 349 films screened
- Eight screens across six venues
- 134 corporate partners, foundations, and individual sponsors

From April 21 - May 5, 2022, the 14th Annual Festival will be a hybrid experience of both in-person and virtual screenings and events hosted at the Oriental Theatre, as well as a variety of venues throughout the city.



Cultures & Communities

CULTURES & COMMUNITIES INITIATIVE

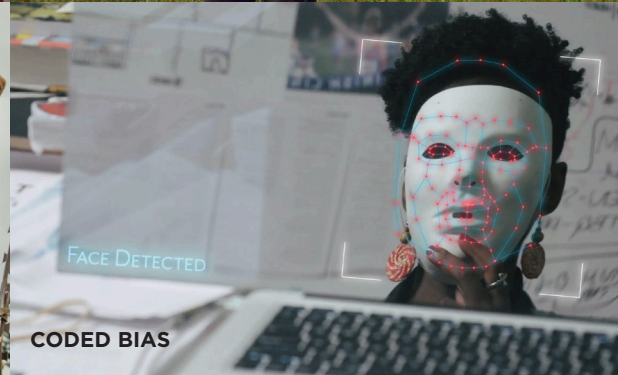
Focused squarely on diverse cultural perspectives, Cultures and Communities programming prioritizes the lived experience of historically underrepresented communities through film, conversation, and auxiliary presentations. Created in 2018, the initiative advances Milwaukee Film's anchor cultural programs such as Black Lens, a leading presenter of Black cinema nationally; the Latinx-focused Cine Sin Fronteras, and the LGBTQ-centric GenreQueer, while also creating new community festivals.

CULTURES & COMMUNITIES FESTIVAL

Rooted in the cinematic experience and guided by principles of health equity and cultural inclusivity, the Cultures & Communities Festival (C&C Fest) is a week-long series of screenings and events promoting individual and communal wellness while inspiring attendees to celebrate their cultural heritage and authentic selves.



Year-Round Programming



Throughout the year, C&C programmers create screenings and events that amplify the experiences of a variety of cultural groups:

- Black History Month
- Women-centric programming
- Queer-centric programming
- Indigenous Heritage
- Hispanic Heritage Month
- Asian-American Heritage
- Community festivals (collaborative programming opportunities for corporate partners to engage communities through the power of film, dialogue, and social events)

Engage & Activate (EA)

Using the cinematic experience to activate diverse learning opportunities, the EA program is a film-based vicarious learning model that matches Milwaukee Film's cultural programming experts with Organizations to select a film and facilitate a discussion that fits DEI efforts.

More than 20 regional organizations and partners have taken part in the EA program virtually since 2019, including corporations such as Kohl's, Morgan Stanley, Rogers Behavioral Health, and the Milwaukee Brewers. In 2020, The Racine Unified School District began offering the program for educators across the district as a part of year-round professional development.



PIER KIDS



SPEED SISTERS



RUBÉN BLADES IS NOT MY NAME

Youth Education

Through Youth Education, we support the development of critical media literacy, cross-disciplinary knowledge, and 21st-century skills, and inspire future generations of artists and audiences alike.



Reel Talks

Throughout the school year, our Reel Talks program allows young people the opportunity to meet with film directors, subjects, or other guests. Our team pairs guests with classrooms or afterschool programs that include an informal discussion around film and arts or production careers.

MATTHEW CHERRY
DIRECTOR AND WRITER OF
2020 OSCAR WINNER
HAIR LOVE



Education Screenings

Each semester, our low-cost Education Screenings provide thousands of students the chance to attend high-quality shorts programs and feature films with Common Core-tied curricula written by local educators. Our team selects films for each grade range that explore a variety of educational topics and provide access either virtually or in person.



Youth Leadership

In our teen programs, film is a catalyst to collaboration, creativity, and curatorial vision for young people developing 21st century and leadership skills.

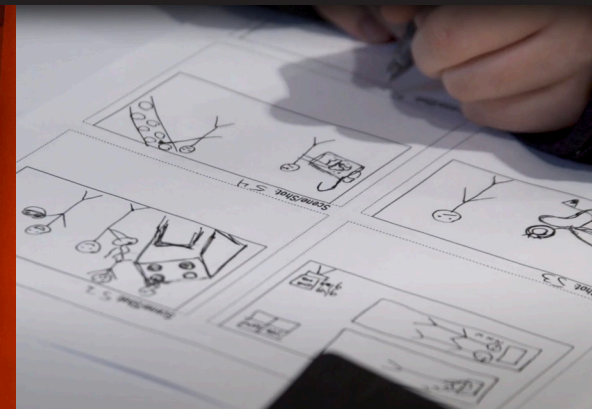


High School Filmmaking Course

Guiding students from a variety of regional schools through the process of creating a live-action narrative fiction or documentary film, this semester-long instructional program develops creativity, teaches tangible tech and production skills as well as leadership and teamwork.

Teen Screen

This youth leadership program pulls together teens from diverse backgrounds to research, discuss and then curate a festival program geared for young adults. Together, they build their public speaking and facilitation skills as well as how to collaborate to achieve a collective goal.



Artist Services & Talent Retention

Milwaukee Film's Artist Services programs combines mentorship, fellowship, and strategic funding initiatives to strengthen emerging voices and Milwaukee's overall film industry pipeline.



MARQUISE MAYS

2021-2023 FOCUS FINDER COHORT AND
2020 BRICO FORWARD FUND RECIPIENT



TIERA TRAMMELL

2020-2022 FOCUS FINDER COHORT



JACK MCGREAL

2021-2023 FOCUS FINDER COHORT

Brico Forward Fund

An annual grant program awarding over \$100,000 in cash and sponsor-donated production resources (camera rentals, lighting rentals, and post-production audio and visual services, etc.) to recipients to support the retention of local independent filmmakers.

Focus Finder Accelerator Program

A creative talent incubator program designed to build a small cohort of emerging local filmmakers from underrepresented communities.

Testimonials

“Milwaukee Film has helped us create the conversations that are necessary for compassion, healing, and growth. Our corporate environments are microcosms of our greater society, and we have a collective responsibility to learn, evolve and lead with belonging. Milwaukee Film helps us do that.”

- SHANNON GUILD
MORGAN STANLEY WEALTH MANAGEMENT

“Film is another way to access community in a way that one on one workshops or one on one clinic time or counseling services wouldn't be able to do. You really feel what other people feel when you see film.”

- FAUZIA QURESHI,
MUSLIM COMMUNITY AND HEALTH CENTER

“I think people learn through stories. I mean, I can go out into the community and do a million trainings, but there's just something very magnificent about a film because it tells a story in a very special way.”

- KANISHA PHELPS,
THE BOYS & GIRLS CLUB OF
GREATER MILWAUKEE

Sponsorship Opportunities

Milwaukee Film sponsorships deliver first-class benefits year-round. 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
- Printed program guides

ACTIVATION

- Special events
- Film or film series sponsorships
- Festival awards
- On-site activation space
- Panel discussion participation
- Executive speaking opportunities

ACCESS

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



Board

Milwaukee Film is led by an incredible Board of Directors that represents a cross-section of civic, philanthropic, corporate and community 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

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Lori Brissette

Alec Fraser

Patti Keating Kahn

Tracey L. Klein

Ken Krei

Marianne Lubar

Susan F. Mikulay

Joe Rock

Kimberly Walker

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Michael R. Lovell

Joan Lubar

Steve Mech

Mark Mone

Heidi Moore

John Ridley

Lacey Sadoff

Dave Stamm

James E. Stoll

Julia Taylor

John Utz

EMERITUS MEMBERS

Tom Barrett

Jacqueline Strayer

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