

ORIENTAL

**ASSOCIATED BANK
PRESENTS
MILWAUKEE FILM
FESTIVAL 2017**

**10th MILWAUKEE
FILM FESTIVAL**
OCT. 18 - NOV. 1, 2018



**MILWAUKEE
FILM**

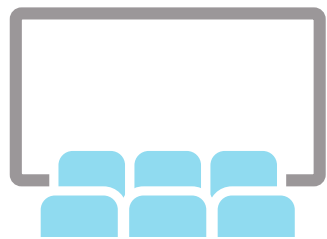
FILM FESTIVAL AT A GLANCE

The Milwaukee Film Festival is a 15-day cultural event that ranks among the top festivals in the nation.

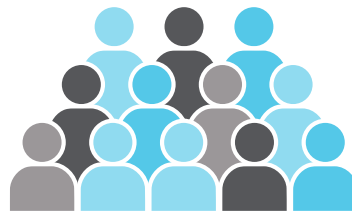
KEY STATS



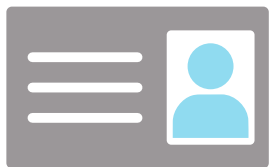
15
DAYS



5 VENUES
6 SCREENS



84,000+
ATTENDEES



4,000+
MEMBERS
as of October 31, 2017



8,400+
STUDENTS
from 75+ schools (86%
MPS) attend festival
Education Screenings



130+
SPONSORS
including leading film
industry brands such as
Academy of Motion Picture
Arts & Sciences and HBO



Director Robin Berghaus and subjects of the 2017 Milwaukee Film Festival Opening Night film, *STUMPED*



Academy Award-winning screenwriter John Ridley



MPS students leaving the Oriental Theatre after an Education Screening

OUR SUPPORTERS

Milwaukee Film welcomed 136 Sponsors and 282 Community Partners in 2017, along with boasting one of the most notable boards in the area.

BOARD OF DIRECTORS

CHAIR

Alexander P. Fraser

EXECUTIVE COMMITTEE

Chris Abele, *Past Board Chair*

Bill Haberman, *Past Board Chair*

Patti Keating Kahn, *Board Chair Elect*

Tracey L. Klein, *Immediate Past Board Chair, Secretary*

Steve Laughlin, *Past Board Chair*

Marianne Lubar

Joseph A. Rock, *Treasurer*

EMERITUS MEMBERS

Tom Barrett

Jacqueline Strayer

MEMBERS

John P. Bania

Donna Baumgartner

Elizabeth Brenner

Karen Ellenbecker

Cecelia Gore

Susan Haise

Katie Heil

Michael G. Klein

Michael J. Koss Jr.

Kenneth C. Krei

Mary Ann LaBahn

Alexander Lasry

Emilia Layden

Michael R. Lovell

Mark Mone

Kenneth W. Muth

Barry Poltermann

Bob Pothier

John Ridley

Ramona Rogers-Windsor

Lacey Sadoff

Dave Stamm

Julia Taylor

John Utz

SPONSORS *(sampling of individual & sponsor organizations)*



Donald and Donna Baumgartner

MARIANNE AND SHELDON LUBAR

Herzfeld Foundation

Allan H. (Bud) and Suzanne L. Selig

David Uihlein



COMMUNITY PARTNERS

The longest list of community partners you'll find for any Milwaukee area event—nearly 300 local organizations and businesses paired with films that align with their interests for community engagement and promotion.

WE PUT WHAT YOU CARE ABOUT ON SCREEN

Year after year, some of the most popular films in our festival are the ones that explore the things we value most as a community.

Examples from the 2017 Festival:

THE ARTS

- Art & Artists Program
- *Restless Creature: Wendy Whelan*
- Revitalizing City Spaces Through Art & Design Panel

SOCIAL SERVICES

- *For Ahkeem*
- *I, Daniel Blake*
- *The Work*

EDUCATION

- *Tell Them We Are Rising: The Story of Black Colleges and Universities*
- *School Life*
- Youth Education Programs: Education Screenings and Reel Talks

DIVERSITY & INCLUSION

- Black Lens Program
- Cine Sin Fronteras Program
- *Big Sonia*
- *Swim Team*

SOCIAL JUSTICE

- *The Divine Order*
- *Dolores*
- *I AM EVIDENCE*

HEALTH

- *Bending the Arc*
- *Charged*
- *Unrest*
- *STUMPED*

COMMUNITY

- *The Blood is at the Doorstep*
- Activism Then and Now Panels
- State of Cinema in Milwaukee Keynote Address

FAMILY

- Rated K: For Kids Program
- *Quest*
- *Supergirl*



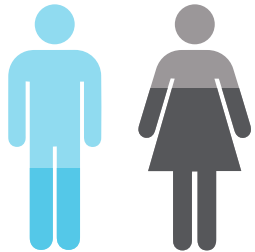
Film still from *The Blood is at the Doorstep*



Film still from *Big Sonia*

STATISTICS AND DEMOGRAPHICS

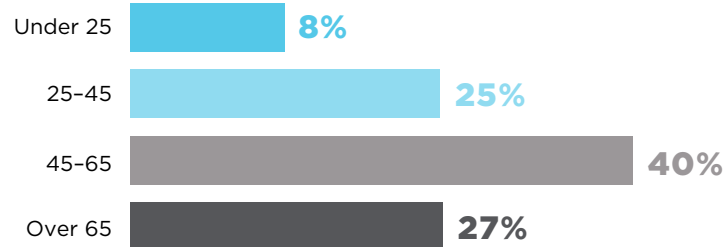
GENDER



33%
Male

67%
Female

AGE



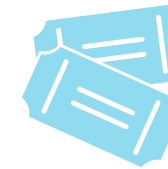
OUR AUDIENCE



100%
Would likely recommend the Milwaukee Film Festival to a friend

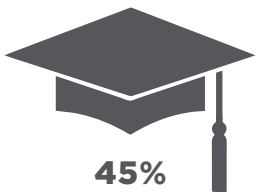


93%
Would consider supporting a business if they sponsor the Milwaukee Film Festival

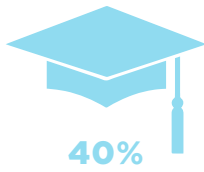


71%
Purchased tickets electronically

EDUCATION



45%
College Degree
(Associate's, Bachelor's, some Graduate School)



40%
Master's, PhD, JD, MD, etc.



9%
Other

MARITAL

50%
Married

45%
Single

5%
Partner



HOMEOWNERSHIP

73%
Own home



27%
Rent or lease

HOUSEHOLD INCOME*



*2010 Census Milwaukee Median Household Income: \$32,911
Source: census.gov



37%
\$50,000-\$99,999

39%
Over \$100,000

OUR DATA



The information presented here is comprised of the data results from the 2017 Milwaukee Film Festival 10-Second Survey and Happiness Survey.

HOW TO MAKE THE FESTIVAL WORK FOR YOU

Our sponsorships deliver first class benefits:

ADVERTISING

- Pre-film brand advertisement
- Social media partnership including custom mention
- Brand inclusion in Festival e-blast
- Logo inclusion on screen at Festival
- Dedicated Festival press release
- Ad inclusion in Milwaukee Film Program Book
- Brand inclusion on Milwaukee Film website

ACTIVATION

- Sponsor an award, event, or film program
- Branded activation space on-site
- Coupon distribution
- Exit sampling at Festival venues

ACCESS

- Special access Sponsor passes
- Film Festival ticket vouchers
- Discounts on Group tickets
- Invitation to Exclusive events with special festival guests

Benefits vary depending on sponsorship level.

All benefits are subject to Milwaukee Film approval.



The Steinhafels Stage at the 2017 Milwaukee Film Festival Lounge



Neroli Beauty Bar at the 2017 Milwaukee Film Festival Opening Night Party



BelAir Cantina serving up nachos at the 2017 Milwaukee Film Festival Opening Night Party

SPONSORSHIP LEVELS AND BENEFITS

BENEFITS

	PRESENTING \$200,000	PREMIER \$100,000	LUMINARY \$100,000	LEADING \$50,000	VISIONARY \$50,000	PRODUCING \$30,000	SUPPORTING \$20,000	PROVIDING \$10,000	CONTRIBUTING \$5,000	SUSTAINING \$2,500
Number Available	1	2	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Festival Visibility & Acknowledgment										
Recognition as Presenting Sponsor	•									
Logo on all pass lanyards	•									
Logo on Step & Repeat backdrop	•	•								
Logo on banners	•	•								
Logo on print advertisements for film festival on space available basis	•	•								
Logo Hyperlink in festival season emails/list of 9000+ subscribers	•	•	•	•						
Logo on website homepage	•	•	•	•	•	•				
Logo appears on screen prior to every film in the festival	•	•	•	•	•	•	•			
Logo on Program Book sponsor page (scaled by level)	•	•	•	•	•	•	•	•		
Logo Hyperlink on website sponsor page	•	•	•	•	•	•	•	•	•	•
Listing in sponsor press release	•	•	•	•	•	•	•	•	•	•
Material on Sponsor Table at Oriental Theatre	•	•	•	•	•	•	•	•	•	•
Advertising Visibility Program Book ads are reserved on a space available basis. Confirm your sponsorship early to reserve your ad space.										
Program Book Ad	Full	Full	N/A	Full	N/A	Half	Quarter	Quarter <small>Cash sponsorship only</small>		
Tickets & Passes										
All Access Sponsor Passes (or exchange: 1 Pass = 20 Film Vouchers)	10	8	8	6	6	4	2	1	15 Film Vouchers	10 Film Vouchers
Discount Group Ticket sales	•	•	•	•	•	•	•	•	•	•
Invitation to Sponsor Kick-Off	•	•	•	•	•	•	•	•	•	•

NOTES: Sponsorship must be confirmed by July 20 to ensure fulfillment of festival benefits. Luminary and Visionary categories only for individuals and foundations. Only one logo per sponsorship; if multiple needed, placement category of logos will be lowered to add up to total sponsorship. Film vouchers are valid for regular priced screenings. Group ticket orders are sold with a minimum of 20 tickets, additional tickets in packs of 10 (must be distributed offsite).

SILVER SCREEN TIME

Looking to thank or engage clients, employees, and highlight your brand in front of festival audiences?

Become a Silver Screen Time film sponsor and Milwaukee Film will work with you to find one of our 300+ films that aligns with your interests and needs—we'll even provide the popcorn and soda!

SILVER SCREEN TIME BENEFITS	SUPPORTING \$20,000	PROVIDING \$10,000	CONTRIBUTING \$5,000
Executive Speaking Opportunity for one minute, directly prior to one screening of film	•	•	
Priority Film Selection	•	•	
Employee or Client Raffle of a Movie Star Level Membership	•	•	•
Logo in the Program Book and text recognition on the website with the film description. Verbal recognition prior to each screening of sponsored film.	•	•	•
Film Festival Tickets to one screening of your sponsored film	Private Screening up to 250 Seats	50 Non-Reserved 20 Reserved	25 Non-Reserved 10 Reserved
Popcorn & Soda Vouchers to be used at sponsored film screening	Up to 250	Up to 50	Up to 25

ADDITIONAL BENEFITS AVAILABLE WITH ADDITIONAL CASH SPONSORSHIP:

- Host a Conversation or event connected to your sponsored screening
- Distribute materials at your sponsored screening



Ready to get involved?

LET'S TALK.

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