2023 SPONSORSHIP OPPORTUNITIES
MILWAUKEE FILM MISSION

To create world-class cinematic experiences that convene our diverse communities and catalyze positive change in Milwaukee
Oriental Theatre

MILWAUKEE FILM TOOK OVER OPERATION OF THIS HISTORIC CINEMA PALACE IN JULY 2018 AND HAS SINCE COMPLETED $10 MILLION IN RESTORATIONS.

Milwaukee Film took over operations of this historic cinema palace in July 2018 and has since completed $10 million in restorations. This one-of-a-kind movie palace, featuring three screens (including a 1,000-seat auditorium) provides the perfect venue for unique film screenings, large-scale corporate and community engagements, staff outings, and diverse learning opportunities (see page 7).
Milwaukee Film Festival

At the heart of Milwaukee Film is the Annual Milwaukee Film Festival, one of the largest film festivals in the country.

In 2022, the Milwaukee Film Festival hosted its first hybrid film program featuring in-person and virtual screenings around the city. The 15-day 2022 event featured:

- More than 99,000 in-person and virtual attendees
- 135 feature films and 150 short films representing 43 countries
- 275 in cinema screenings and 79,375 virtual film views

From April 20 - May 4, 2023, the 15th Annual Milwaukee Film Festival will be a hybrid experience of both virtual and in-person screenings with events hosted at the Oriental Theatre and throughout the city.

Panel on Disabilities in the Arts

Diversified Brewing
Cultures & Communities

Cultures & Communities Initiative
Focused squarely on diverse cultural perspectives, Cultures & 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 storytelling as a tool to activate diverse learning opportunities, the EA program is a film-based vicarious learning model that matches Milwaukee Film’s cultural programming experts will select a film and facilitate a private or public discussion with your employee resource group, client base, or targeted audience.

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 professional development.
Youth Education

THROUGH YOUTH EDUCATION, WE SUPPORT THE DEVELOPMENT OF CRITICAL MEDIA LITERACY, CROSS-DISCIPLINARY KNOWLEDGE, AND 21ST-CENTURY SKILLS TO INSPIRE FUTURE GENERATIONS OF ARTISTS AND AUDIENCES ALIKE.

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.

Reel Talks
Throughout the school year, our Reel Talks program allows young people the opportunity to meet with film directors, subjects, or other guests who have engaged with us in a public context. Our team pairs guests with classrooms or afterschool programs that include an informal discussion around film and arts or production careers.
Youth Leadership

LEVERAGING FILM AS A TOOL TO ENGAGE STUDENTS IN DIVERSE LEARNING, MILWAUKEE FILM FACILITATES A FILM-RELATED APPROACH TO SOFT-SKILLS TRAINING.

Teen Screen Selection Committee
This youth leadership program pulls together teens from diverse backgrounds to research, discuss and then curate a festival program (Teen Screen) geared for young adults. Together, they build their public speaking and facilitation skills and learns how to collaborate to achieve a collective goal while deeply engaging in anchor National Core Media Arts Standards.

Take 1: Teen Filmmaking Lab
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.
Artist Services & Talent Retention

MILWAUKEE FILM’S ARTIST SERVICES PROGRAMS COMBINE PROJECT FUNDING, MENTORSHIP, AND FELLOWSHIP TO STRENGTHEN EMERGING VOICES IN MILWAUKEE’S FILM INDUSTRY.

ALLIE MORGAN 2022 FOCUS FINDER COHORT
DEMAR WALKER 2022 FOCUS FINDER COHORT
BREANNA TAYLOR 2022 FOCUS FINDER COHORT
RJ PRINCE 2022 FOCUS FINDER COHORT

Forward Fund
An annual grant program awarding over $100,000 in cash and additional sponsor-donated production resources (camera rentals, lighting rentals, and post-production audio and visual services, etc.) to local independent film projects in production or development.

Focus Finder Accelerator Program
A two-year, creative talent incubator program designed to build a small cohort of emerging local filmmakers from underrepresented communities for peer-to-peer accountability and national industry network connections.
Testimonials

“Milwaukee Film’s EA programming with Kohl’s has been a tremendous tool added to our toolbelt. The film reviews and talkback sessions have truly helped our BRG members see life through a different set of lenses as well as create real and authentic conversations. **We love the relationship with Milwaukee Film and we’ll continue to leverage this programming year over year.**”

- TIMOTHY EGER,
DIVERSEABILITIES BUSINESS RESOURCE GROUP CHAPTER LEADER AT KOHL’S

“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

“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 of Directors

MILWAUKEE FILM IS LED BY AN INCREDIBLE BOARD OF DIRECTORS THAT REPRESENTS A CROSS-SECTION OF CIVIC, PHILANTHROPIC, CORPORATE AND COMMUNITY LEADERS.

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