



MILWAUKEE
FILM

2023 SPONSORSHIP OPPORTUNITIES



MILWAUKEE FILM

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.



Cultures & Communities

CULTURES & COMMUNITIES INITIATIVE

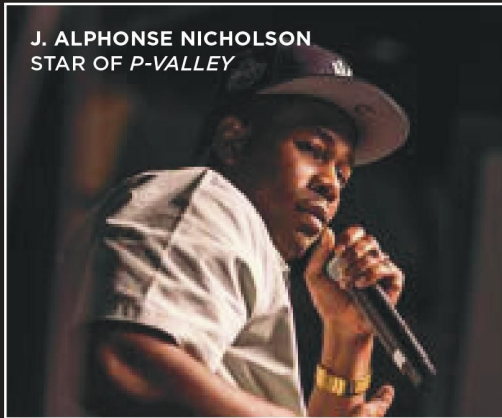
Focused squarely on diverse cultural perspectives, Cultures & Communities programming prioritizes the lived experience of historically underrepresented communities through film, conversation, and auxiliary presentations. Created in 2018, the initiative advances Milwaukee Film's anchor cultural programs 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.

BRYANT TERRY
AUTHOR, CHEF,
AND FOOD JUSTICE ACTIVIST

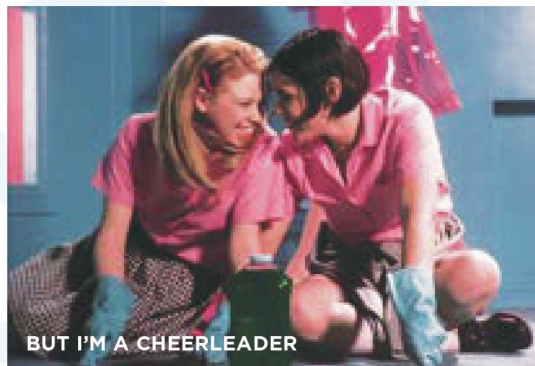
J. ALPHONSE NICHOLSON
STAR OF *P-VALLEY*



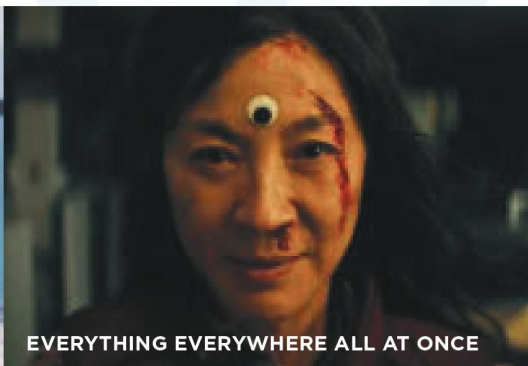
ART EQUITY PANEL AT MILWAUKEE ART MUSEUM



Year-Round Programming



BUT I'M A CHEERLEADER



EVERYTHING EVERYWHERE ALL AT ONCE



THE LOYOLA PROJECT



NOPE



2022 SUNDANCE INDIGENOUS SHORTS TOUR



SELENA

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.



FRUITS OF LABOR



OYATE



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 TO INSPIRE FUTURE GENERATIONS OF ARTISTS AND AUDIENCES ALIKE.

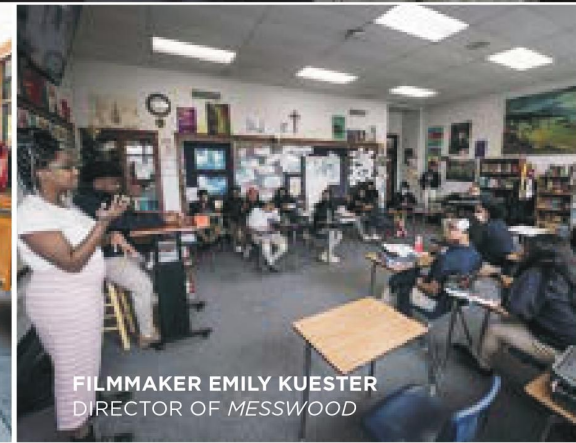
Education Screenings

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.

FILMMAKER REGAN LINTON
DIRECTOR OF *IMPERFECT*



FILMMAKER EMILY KUESTER
DIRECTOR OF *MESSWOOD*

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 learn 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.



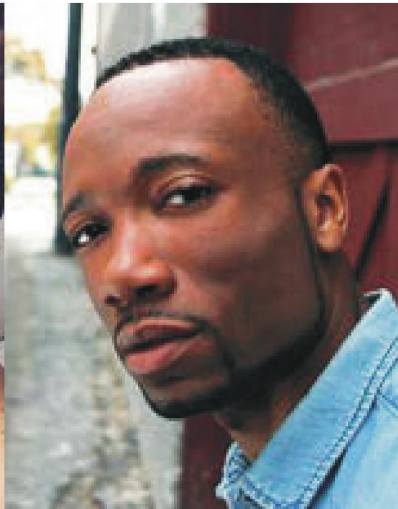
Artist Services & Talent Retention

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.



**MILWAUKEE
FILM**

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



MILWAUKEE
FILM

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



89.7 WUWM



UW MILWAUKEE



88.9 RADIO MILWAUKEE



TOSTADA BY MARANTA



MILWAUKEE ART MUSEUM



MILWAUKEE
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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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Incoming Board Chair

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Treasurer

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Secretary

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James E. Stoll
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EMERITUS MEMBERS

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