



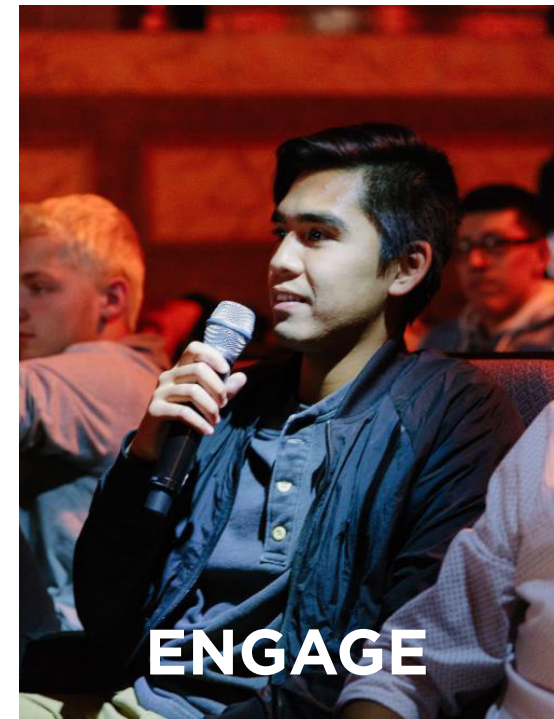
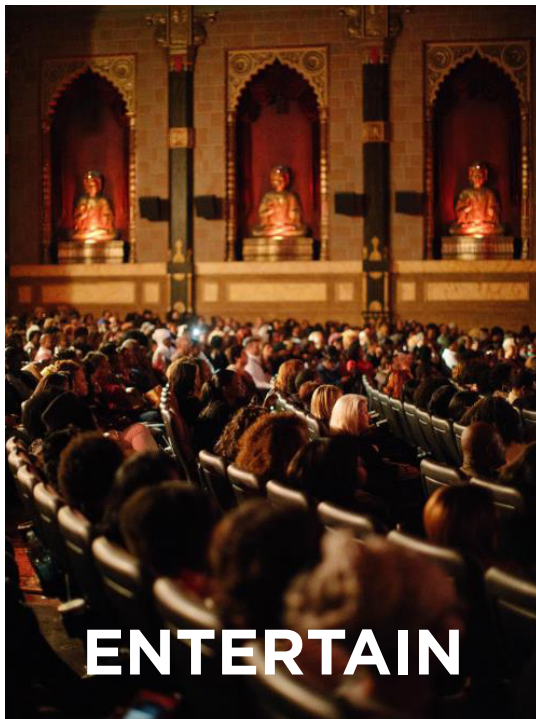
MILWAUKEE
FILM

2020 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
- To offer year-round education programs in the classroom and at the Oriental Theatre, teaching students the power of film and arts literacy
- To provide strategic support to filmmakers and projects



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 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
- The 12th Festival will be held Oct. 15-29, 2020
- Our Festival brings together our diverse community to share immersive experiences, expand their worldview, and celebrate the power of film



“I love how the festival brings together the community of Milwaukee through film. We get to experience these amazing films together.”

“This event has become one of Milwaukee’s true cultural gems.”

- 2019 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
- The Oriental Theatre enables Milwaukee Film to entertain and engage audiences year-round, while also opening extensive opportunities for education programs and events
- 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 2020, major Cultures and Communities events include:
 - **February:** Black History Month films and events
 - **April:** Milwaukee Muslim Film Festival, in partnership with Milwaukee Muslim Women's Coalition
 - **September:** Second annual Minority Health Film Festival, in partnership with Froedtert & the Medical College of Wisconsin
 - **October:** Black Lens, Cine Sin Fronteras, and GenreQueer films and events during the Milwaukee Film Festival

A photograph of three young people at a film festival event. On the left, a young man with a beard and a brown baseball cap is seen in profile, wearing a light-colored jacket. In the center, a young woman with short, curly brown hair is looking towards the right with a slight smile. On the right, another young woman with long brown hair tied in a bun is smiling and looking towards the center. They are all seated and appear to be engaged in a discussion or listening to a speaker. The background is dark with a large screen displaying abstract, colorful patterns.

“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.”

“We loved the strong sense of community among festival patrons, who ranged from toddler to elderly and in every shade of skin. That’s the kind of integration we need here all year long. Even better, there were movies catering to and featuring each of these groups, which they could bond with and the rest of us could learn from.”

- 2019 MILWAUKEE FILM FESTIVAL ATTENDEES



**MILWAUKEE
FILM**

COMMUNITY Membership



- Milwaukee Film's more than 5,500 Members enjoy a broad range of benefits and serve among our organization's best ambassadors
- More than seven in 10 of our Members renew each year, a retention rate that's 25 percent above the median for arts and culture organizations
- 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, both in the classroom and at the majestic Oriental Theatre
- In 2019, education screenings at the Oriental Theatre reached nearly 10,000 local students – both during the Festival and throughout the school year
- 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
- MFA membership has grown to more than 400 Members since the program launched in 2017, ranging from students to seasoned professionals
- 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 2019, the Brico Forward Fund awarded a record \$100,000 in cash support for seven Milwaukee-based film projects, as well as more than \$80,000 in sponsor-donated production resources

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

Patti Keating Kahn

EXECUTIVE COMMITTEE

Elizabeth Brenner

Alexander P. Fraser, *Immediate Past Board Chair*

Michael G. Klein

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

Marianne Lubar

Kenneth W. Muth

Joseph A. Rock, *Treasurer*

John Utz

MEMBERS

Chris Abele

John P. Bania

Donna Baumgartner

Lori Brissette

Kathryn Murphy Burke

Héctor Colón

Karen Ellenbecker

Jeff Fitzsimmons

Carmen Haberman

Susan Haise

Katie Heil

Michael J. Koss Jr.

Ken Krei

Alexander Lasry

Steve Laughlin

Emilia Layden

Michael R. Lovell

Joan Lubar

Steve Mech

Susan Mikulay

Mark Mone

John Ridley

Lacey Sadoff

Dave Stamm

James E. Stoll

Julia Taylor

Kimberly Walker

EMERITUS MEMBERS

Tom Barrett

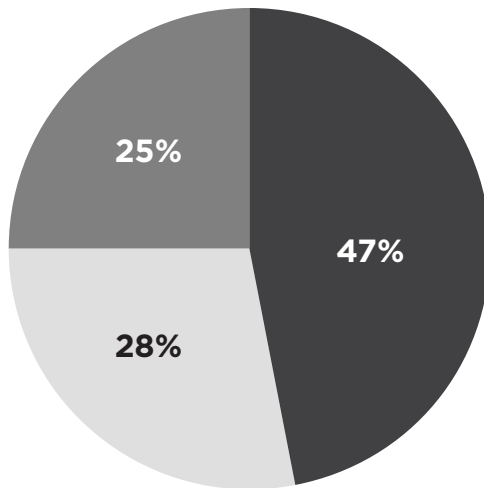
Jacqueline Strayer

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

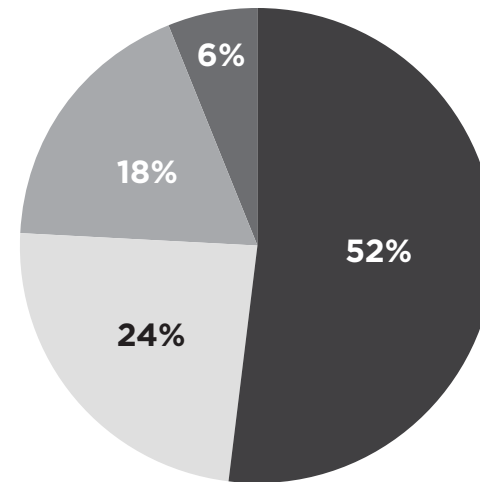
2019 MILWAUKEE FILM INCOME

CONTRIBUTIONS // 47%



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

EARNED INCOME // 53%



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

Sponsorship Opportunities

For the 2020 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

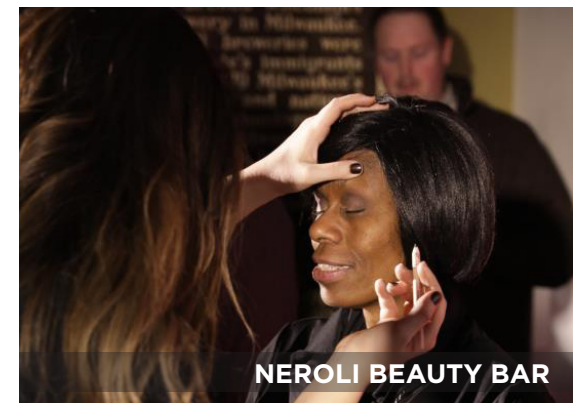
- Pre-film ads
- Social media
- Email newsletter and website
- Press release inclusion
- Milwaukee Film Festival program book

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 Levels & Benefits

CORE BENEFITS	PRESENTING (Cash only)	\$100,000 (Cash included)	\$50,000	\$25,000	\$10,000	\$5,000
Logo lockup on digital and print ads	x					
Logo on step-and-repeat backdrop	x	x				
Logo inclusion in Festival season emails	x	x				
Logo on festival homepage	x	x	x			
Logo appears in sponsor trailer (scaled)	x	x	x	x		
Logo appears on sponsor slide (scaled)	x	x	x	x	x	x
Logo appears on program book sponsor page	x	x	x	x	x	x
Logo appears on website sponsor page	x	x	x	x	x	x
Access to Festival (10 vouchers)	x	x	x	x	x	x
Additional menu items (aka "Sides")	n/a	Choose 8	Choose 6	Choose 4	Choose 2	Choose 1

ALL BENEFITS AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.

SPONSORSHIP

Additional Benefits (Sides)

Available to all sponsors (1 side each)

- Program book ad (created by sponsor with approval from Milwaukee Film)
 - \$5,000 = quarter page
 - \$10,000 = quarter page**
 - \$25,000 = half page**
 - \$50,000 = full page
 - \$100,000 = full page

*** 2 sides can be used to double ad size on space available basis*

- Ad in Festival season email (created by sponsor with approval from Milwaukee Film)
- Social media ad – highlighting something that delivers value to Milwaukee Film audience (e.g., 10% off order)
- Two Festival passes
- 20 vouchers
- Festival event sponsorship (potentially non-exclusive, starting at value of one side)
- Festival panel sponsorship package (potentially non-exclusive)
- Film sponsorship package (one available per sponsor)
- Festival program supporting sponsorship – with promotional or in-kind service component to program (non-exclusive):
 - Film programs (e.g., Cream City Cinema, Worldviews)
 - Festival programs (e.g., conversations, panels)

Available to \$10,000+ sponsors (2 sides each)

- Festival program leading sponsorship (exclusive):
 - Film program (e.g. Cream City Cinema, Worldviews; starting at value of two sides)
 - Festival programs (e.g., conversations, panels)
- Service sponsorship (e.g. valet service, technical services)
- Official industry recognition (available to \$25,000+ sponsors)
- Video spot (available to \$50,000+ sponsors)

ALL BENEFITS AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.



SPONSORSHIP Testimonials

OUR BUSINESS PARTNERS INCLUDE:



93%

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

83.3

MILWAUKEE FILM FESTIVAL
ATTENDEES GAVE THE FESTIVAL A NET
PROMOTER SCORE (NPS) OF 83.3,
HIGHER THAN COMPANIES LIKE
COSTCO AND STARBUCKS





“ Seeing good films with an audience and the chance to discuss—it’s a special experience, much better than Netflix in private!”

- 2019 MILWAUKEE FILM FESTIVAL ATTENDEE