

MILWAUKEE
FILM

SPONSORSHIP OPPORTUNITIES

ORIENTAL THEATRE

Since 2018, Milwaukee Film has operated this historic cinema, compleed over \$10 million in restorations, and is now celebrated as a treasured landmark on the National Register of Historic Places.

This one-of-a-kind movie palace, featuring three screens (including a 1,000-seat auditorium and a fully restored 1925 Wurlitzer pipe organ), provides the perfect venue for unique film screenings, large-scale corporate and community engagements, and group outings.

In 2023 alone, the Oriental Theatre welcomed **over 116,750 attendees** to the historic cinema. In Milwaukee Magazine's "2024 Best of Milwaukee" the Oriental Theatre notably won **Best Moviegoing Experience**.



DOWNER THEATRE

Established in 1915, the Downer Theatre is Wisconsin's oldest operating movie theater.

Milwaukee Film proudly took over operations of the Downer Theatre in April 2024. A number of key improvements were made to the venue, such as:

- New screen and masking panels
- New projector and valance curtain
- New concessions equipment and offerings
- Digital infrastructure and wiring to support projection booth functionality

And more improvements to come! Milwaukee Film is proud to now operate TWO historic cinemas within a mile of each other, a rare feature for any city, offering an **expanded experience for our patrons and fostering stronger community connections on Milwaukee's East Side.**



MILWAUKEE FILM FESTIVAL

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

Over the duration of the 2024 15-day festival, the energy and momentum were tangibly felt by audiences and the community at large, with attendance of 32,624 across screenings and events. In Milwaukee Magazines “2024 Best of Milwaukee” the **Milwaukee Film Festival notably won Best Arts/Entertainment Event.**

“This year’s festival was a joyous celebration of independent and international cinema,” noted Cara Ogburn, Milwaukee Film’s artistic director. “From a packed Downer cinema on a sunny day to watch Frederick Wiseman’s latest to the return of our 500 person dance party for Stop Making Sense, the festival felt like a true **celebration of cinema and community,**” she enthused.

- **301 Films:** 132 feature films, including 62 documentary features and 70 fiction features, and 169 short films. Over 55% of feature films were directed by women or nonbinary filmmakers.
- **379 Public Screenings** (and 3 Private Screenings, including our Super Secret Members-Only Screenings!)
- **32,624 Total Attendance**
- **90 Filmmaker & Industry Guests** + countless local filmmakers

THE 17TH MILWAUKEE FILM FESTIVAL WILL BE HELD APRIL 24 - MAY 8, 2025.

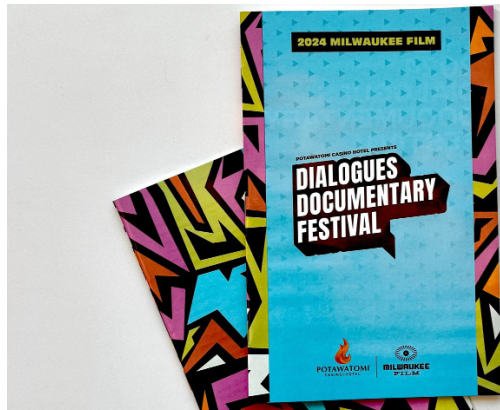


DIALOGUES DOCUMENTARY FESTIVAL

2024 marked the launch of our inaugural Dialogues Documentary Festival. This new fall film festival celebrates the profound impact of documentary filmmaking in sparking meaningful conversations and broadening perspectives within our community.

The Dialogues Documentary Festival is designed not only to entertain and enlighten but also to address pivotal global issues that shape and challenge our Milwaukee communities. With such timely and pressing themes such as social justice, health and wellness, and environmental issues, **Dialogues resonates deeply with our diverse Milwaukee audiences.** Our programming team is committed to fostering engagement through **interactive talkbacks and panels** with visiting filmmakers and community leaders across 35 film programs on 3 cinema screens.

THE 2ND DIALOGUES DOCUMENTARY FESTIVAL WILL BE HELD SEP. 18 - 21, 2025.



YEAR-ROUND PROGRAMMING



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WILDCAT WITH ETHAN HAWKE

365 days a year, Milwaukee Film operates two historic arthouse cinemas located in Milwaukee's East side neighborhoods. Milwaukee Film's year-round programming offers the **best in international and independent film** all while creating meaningful conversations and a deeper understanding of diverse cultural perspectives:

- **Black Lens** - Honors the rich legacy of Black film while championing the contemporary wave of Black filmmakers who are at the forefront of redefining our cinematic presence
- **Cine Sin Fronteras** - Cinema Without Borders presents films that explore and unpack issues surrounding identity, culture, family, history, and modernity within the Latinx diaspora, including stories from the Chicanx, Latin American, Indigenous, and Afro-Latinx communities
- **GenreQueer** - Spotlighting the best in filmmaking that explores LGBTQ+ voices and experiences, GenreQueer celebrates the past, present, and future of cinema's rich queer tradition.



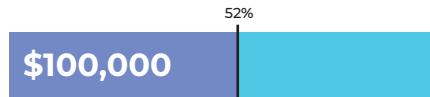
DEMOGRAPHICS

MEMBER STATISTICS:

4,600 MKE Film Members

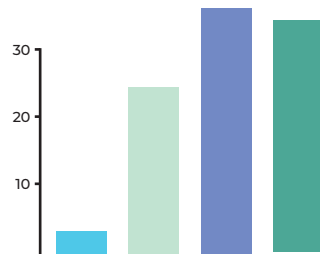
52% of member income levels are \$100,000 or higher

2023 Cinema Attendance: 116,749 people



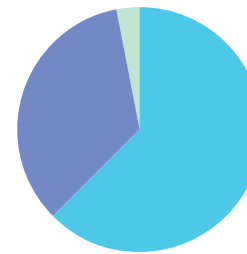
Age:

- Under 24: 3%
- 25-44: 25%
- 45-64: 37%
- 65+: 35%



Gender:

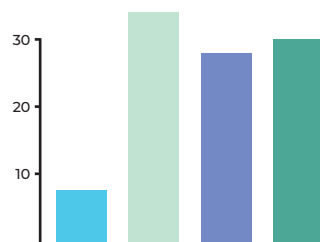
- Women: 62%
- Men: 34%
- Trans/NB: 3%



FESTIVAL ATTENDEE STATISTICS:

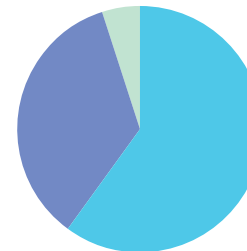
Age:

- Under 24: 8%
- 25-44: 34%
- 45-64: 28%
- 65+: 30%



Gender:

- Women: 60%
- Men: 35%
- Trans/NB: 2%



SOCIAL MEDIA STATISTICS:

Newsletter: 45,000 Subscribers

Website: 55,000 average monthly visitors

Facebook: 17,000 followers

Instagram: 21,800 followers

LinkedIn: 3,000 followers

TikTok: 1,000 average monthly views



TESTIMONIALS

“Since 2015, our partnership with Milwaukee Film festival and its year-round programming has not only strengthened relationships but also expanded brand recognition, attracting new customers to Associated Bank along the way. Moreover, reaching a passionate audience who shares our dedication to supporting the local arts and growing the regional creative economy resonates deeply with our core values.”

- MARILKA VELEZ, ASSOCIATED BANK

“Our sponsorship of the Milwaukee Film Festival not only supports and celebrates the vibrant arts scene in our city. **It is also a valuable way to thank our clients and demonstrate our values.** We look forward every year to sharing unique cinematic experiences with our clients and staff, and showcasing our commitment to fostering a fun and culturally rich community.”

- ALEC FRASER, MICHAEL BEST & FRIEDRICH LLP

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 our events.

ADVERTISING

- Pre-film ads
- Social media
- Email newsletter and website
- Press release inclusion
- Printed program guides

ACTIVATION

- Special events
- Private screenings
- 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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Susan F. Mikulay

Immediate Past Chair

Ken Krei

Treasurer

Kimberly R. Walker

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Jeffrey Kurz

Steve Laughlin

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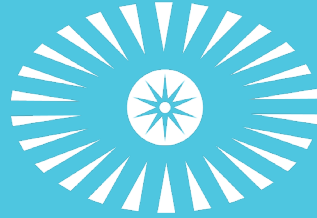
James E. Stoll

Victoria Teerlink

Marilka Vélez

Laurie Vielehr

Gail Yabuki



MILWAUKEE
FILM

LET'S TALK ABOUT SPONSORSHIPS!

Rachel Vander Weit - Development Director

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