

MILWAUKEE FILM

Enriching Lives & Building Community Through Film



mkefilm.org



[mkefilm](https://www.instagram.com/mkefilm)



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MILWAUKEE
FILM

ORGANIZATION INTRODUCTION

Founded in 2008, Milwaukee Film is a community-powered arts nonprofit organization in Milwaukee, Wisconsin, dedicated to creating world-class cinematic experiences that entertain, educate, and engage the city. 365 days a year, Milwaukee Film maintains and operates two historic arthouse cinemas, programming the best in cinema across five screens.



OUR MISSION ...

to create world-class cinematic experiences that convene our diverse communities and catalyze positive change in Milwaukee and beyond.

OUR VISION ...

to become America's most dynamic, well-rounded film culture institution.



ORIENTAL THEATRE

Since 2018, Milwaukee Film has operated this historic cinema and completed over \$10 million in restorations. The Oriental Theatre 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.

In 2027, the Oriental Theatre will celebrate 100 years. The staff at Milwaukee Film continues to be excellent stewards of this cherished historic cinema; through ongoing improvements, such as an updated rigging system backstage to allow for expanded programmatic opportunities in a 1,000-seated capacity venue, Milwaukee Film has an exciting vision to keep this Milwaukee gem alive and thriving.



DOWNER THEATRE

Established in 1915, the Downer Theatre is Wisconsin's oldest operating movie theater. In April 2024, Milwaukee Film proudly took over operations, ushering in a new era for this beloved venue. Since acquiring the building, a number of key improvements were made that include:

- **New screen, masking panels, and projector**
- **Updated valance curtain and concessions**
- **Modernized digital infrastructure for projection**

There are more improvements to come, such as new restrooms, seating, accessibility technologies, and other enhancements. The goal is to celebrate and preserve this Downer Avenue icon for generations to come. Milwaukee Film is now proud to operate two historic cinemas within a mile of each other, a rare distinction that expands our programming and strengthens community connections across the city.



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 2025 15-day festival, the energy was tangibly felt by audiences and the community at large, with attendance of over 32,000 across screenings and events.

The centralized East Side footprint of the Festival allowed for easier access to films resulting in the growth of the average attendance at each screening of 47% over 2024's averages.

Susan Kerns, Executive Director of Milwaukee Film, expressed, *"This year's Milwaukee Film Festival was two weeks of cinematic bliss. There's something magical about the Film Festival—the crowds, the historic theatres, the mystery of what you'll see next, and the sense that, for two hours, strangers are becoming a community, united by stories on the big screen."* She continued, *"I have such immense gratitude that I get to be part of this and can help bring these experiences to the people of our city."*



2025 FESTIVAL STATISTICS

1

209 FILMS

97 feature films
(49 documentary
features and 48
fiction features) +
112 short films

2

265 SCREENINGS

3 Private Screenings,
including our Super
Secret Members-Only
Screenings!

3

80 Guests
that included
filmmakers &
industry workers

4

45% of feature films
were directed by
women or non-binary
filmmakers

Total Attendance: **32,004**



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. In 2025, festival attendance grew 56% over its inaugural year.

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 **health & wellness, natural & built environments, arts & technologies, and innovation in documentary storytelling**, Dialogues resonates deeply with our Milwaukee audiences. Our programming team is committed to fostering engagement through interactive talkbacks and panels with both local and visiting filmmakers and community leaders across 35 film programs on 3 cinema screens.



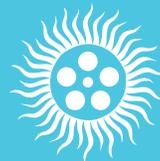
YEAR-ROUND PROGRAMMING

Milwaukee Film is proud to screen films at the Oriental and Downer Theatres every single day of the year. From the latest blockbuster hits to throwback classics, our programming team selects films and creates high-caliber cinema exhibition that appeals to all tastes and ages. In 2025 alone, we proudly hosted five world premieres! Programs like Black Lens, Cine Sin Fronteras, GenreQueer, and Cinematic Sisterhood spark meaningful conversations while fostering community connections.



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

Presents films that explore identity, culture, family, history, and modernity within the Latinx diaspora—including stories from 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.

MEMBERSHIP

We couldn't do what we do without our members and we love our film family! MAKE AN IMPACT while enjoying FREE MOVIES, events, and exclusive discounts! Learn more at mkefilm.org/members.

Being a Member is an easy, affordable way to support our year-round mission while enjoying our Members-only benefits. Members are a part of a growing family of film fans who are passionate about cinema and committed to supporting our arts nonprofit's mission to entertain, educate, and engage our community through cinematic experiences at both our historic arthouse cinemas—the Oriental and Downer Theatres.

"I am so proud to be a member of Milwaukee Film. The organization promotes community, belonging, diversity, the arts, education, and our city..... It's a trip. It's a glimpse into other worlds, other cultures, and other points of view..... Love that you are preserving our old theaters, please help us keep these wonderful treasures around!" - Milwaukee Film Member



A woman with short blonde hair, wearing a pink jacket over a black turtleneck, is laughing joyfully. She is surrounded by other people at what appears to be a festival or outdoor event. In the background, a man in a black jacket and a woman in sunglasses and a black jacket are visible. The woman in sunglasses is looking down at something in her hands. The overall atmosphere is bright and festive.

MEMBERSHIP BENEFITS INCLUDE ...

DISCOUNTS ON CONCESSIONS, TICKETS, FESTIVALS, AND MORE!

*A **FREE** monthly Members-only screening, early access to festival tickets, and exclusive benefits available at higher levels!*

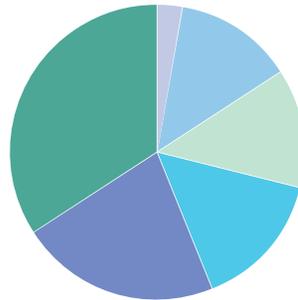


DEMOGRAPHICS

MEMBER STATISTICS: 5,368 total Milwaukee Film members

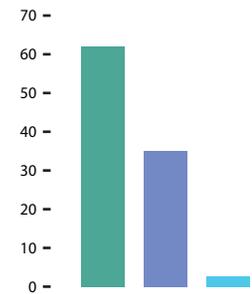
AGE:

Under 24: **3%**
25 - 34: **13%**
34 - 44: **13%**
44 - 54: **15%**
54 - 64: **22%**
65+: **34%**



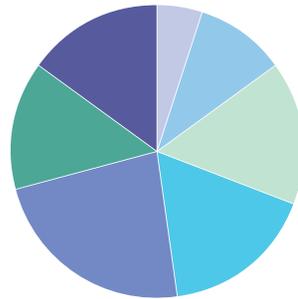
GENDER

Female: **62%**
Male: **35%**
Trans/Non-Binary: **3%**



INCOME:

Under \$34k **5%**
\$35k - \$49k **10%**
\$50k - \$74k **16%**
\$75k - \$99k **17%**
\$100k - \$149k **23%**
\$150k - \$199k **14%**
\$200k+ **15%**



RACE/ETHNICITY:

White **90%**
Hispanic/Latino **4%**
Asian/Pacific Islander **3%**
Black/African American **2%**
American Indian **1%**

SOCIAL MEDIA STATISTICS:

Newsletter: **41,728** Subscribers
Website: **36,000** Monthly Visitors
Facebook: **23,947** Followers

Instagram: **24,474** followers
LinkedIn: **3,175** followers
TikTok: **5,727** monthly views



“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

“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 VÉLEZ, ASSOCIATED BANK

SPONSORSHIP & SCREENING OPPORTUNITIES

Milwaukee Film's year-round operations offer the ability to custom-tailor a sponsorship and engagement that best suits your company or organization's needs and that aligns best with your mission and vision. Our sponsorship opportunities include digital and media exposure, private corporate or employee screening engagements, branding of premier events, and exclusive access to our events.

Screening opportunities are perfect for your employees, clients, or company engagement events. The Milwaukee Film team can help select a film that aligns with your organization's mission and values. Treat your employees to a fun outing or give your networks the opportunity to engage with your company through film in a majestic cinema palace.

ADVERTISING

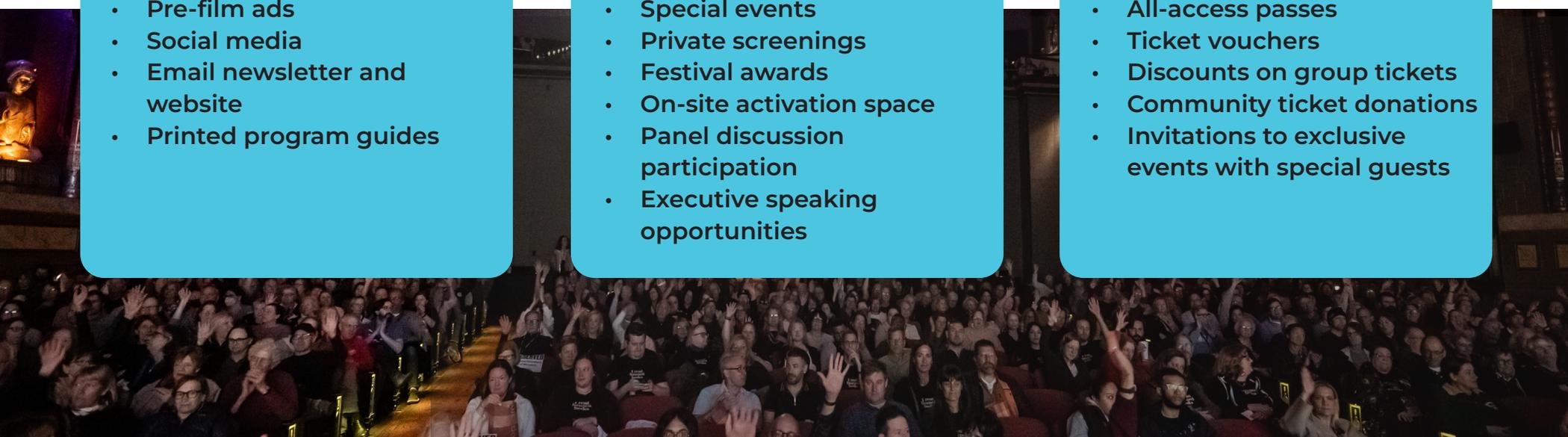
- Pre-film ads
- Social media
- Email newsletter and website
- Printed program guides

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
- Community ticket donations
- Invitations to exclusive events with special guests



| | Abele Cinema | Side House | Side House |
|--|--|---|---|
| EXCLUSIVE SCREENING OPPORTUNITY | \$10,000 | \$5,000 | \$2,500 |
| Venue & Capacity | 1,020 seats | 220 seats | 220 seats |
| Executive Speaking Opportunity | ✓ | ✓ | ✓ |
| Tabling / Brand Presence in Lobby | ✓ | ✓ | ✓ |
| Complimentary Popcorn & Soda | ✓ | ✓ | ✓ |
| Commercial Prior to Screening | ✓ | ✓ | ✗ |
| Post Screening Talkback | ✓ | ✓ | ✗ |
| Sponsorship in MKE Film Festival | ✓ | ✗ | ✗ |
| Exclusive Film Sponsorship in MKE Film Festival | ✓ | ✗ | ✗ |
| Screening Format | Option for free community screening | Private or public and ticketed to general public | Private or public and ticketed to general public |

Contact Rachel Vander Weit at Rachel@mkefilm.org for screening details

ORGAN PERFORMANCE SPONSORSHIP

Milwaukee Film is proud to house a world-class 1925 Wurlitzer pipe organ in the main house of the Oriental Theatre. Originally designed to be the voice of silent film, this nearly 100-year-old instrument retains its authentic period character and sound. When played, audiences in the cinema have the unique experience of hearing the instrument exactly as it sounded in the 1920s.

Help keep this magic alive by sponsoring a pre-screening organ performances throughout the year!



\$25,000

**Presenting Sponsor
of ONE YEAR of
pre-screening organ
performances**

\$10,000

**Sponsor of 24
pre-screening organ
performances**

\$5,000

**Sponsor of 12
pre-screening organ
performances**

\$2,500

**Sponsor of 6
pre-screening organ
performances**

RECOGNITION AT ALL LEVELS INCLUDES:

E-newsletters, socials, and online | Verbally on stage | Cinema slide (as available)

FESTIVAL SPONSORSHIP OPTIONS

MILWAUKEE FILM FESTIVAL

The highly anticipated and celebrated annual Milwaukee Film Festival, which won Milwaukee Magazine's 2025 Best Arts/ Entertainment event, offers fifteen straight days of films, events, and conversations. With opportunities to experience films and topics from all over the world, to see the best new films from the festival circuit, and to meet both local and visiting filmmakers and film industry guests, our world-class film festival offers a wide range of film experiences for all ages.

DIALOGUES DOCUMENTARY FESTIVAL

This fall festival celebrates the profound impact of documentary filmmaking by sparking meaningful conversations and broadening perspectives within our community. Engage your company and clients with important and pressing issues through interactive screenings and talkbacks with visiting and local filmmakers and key community leaders.



Dialogues Documentary Festival Sponsorship

| | Presenting | Establishing Shot Level | Long Take Level | Wide Shot Level | Extreme Close-Up Level |
|------------------------------------|------------|-------------------------|-----------------|-----------------|------------------------|
| BENEFIT LEVELS | \$25,000 | \$10,000 | \$5,000 | \$2,500 | \$1,000 |
| Logo on Sponsor Page with Link | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on Sponsor Slide Before Films | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in Program Guide | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary Passes/Vouchers | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exclusive Events Access | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tabling/Brand Presence in Lobby | ✓ | ✓ | ✓ | ✓ | ✗ |
| Company Product Giveaway | ✓ | ✓ | ✓ | ✓ | ✗ |
| Printed Program Guide Ad | ✓ | ✓ | ✗ | ✗ | ✗ |
| 15 or 30-Second Commercial | ✓ | ✓ | ✗ | ✗ | ✗ |
| Logo on Step & Repeat | ✓ | ✗ | ✗ | ✗ | ✗ |
| FILM SPONSORSHIP | | | | | |
| Website Recognition | ✓ | ✓ | ✓ | ✓ | ✗ |
| Verbal Recognition Before Film | ✓ | ✓ | ✓ | ✓ | ✗ |
| Executive Speaking Opportunity | ✓ | ✓ | ✓ | ✓ | ✗ |
| Complimentary Tickets | ✓ | 20 | 10 | 5 | ✗ |
| Reserve Seating | ✓ | ✓ | ✓ | ✗ | ✗ |
| Free Community Tickets | ✓ | ✓ | ✓ | ✗ | ✗ |
| Complimentary Concessions | ✓ | ✓ | ✗ | ✗ | ✗ |

FILM SERIES SPONSORSHIP

Through engaging film series, heritage months, festive themes, and more, Milwaukee Film offers various year-round programming options. Be a part of the magic by sponsoring one of these series to highlight your brand and align with your company's mission through the power of film.

Opportunities may include: **Black History Month** - February | **Women's History Month** - March | **Pride Month** - June | **Hispanic Heritage Month** - Sept/Oct | **Season's Screenings** - Nov/Dec | **Cinematic Sisterhood** - Ongoing

| BENEFIT LEVELS | Presenting \$15,000 | Leading \$10,000 | Supporting \$5,000 | Contributing \$2,500 | Sustaining \$1,000 |
|------------------------------------|------------------------|---------------------|-----------------------|-------------------------|-----------------------|
| Logo on Sponsor Page with Link | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on Sponsor Slide Before Films | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exclusive Events Access | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary Tickets | ✓ | ✓ | ✓ | ✓ | ✓ |
| Tabling / Brand Presence in Lobby | ✓ | ✓ | ✓ | ✓ | ✗ |
| Executive Speaking Opportunity | ✓ | ✓ | ✓ | ✗ | ✗ |
| Branded Slide Before Series Films | ✓ | ✓ | ✗ | ✗ | ✗ |
| 15-Second Commercial | ✓ | ✗ | ✗ | ✗ | ✗ |

CINEMA RENTAL

Make your film-viewing dreams come true by renting one of our world-class cinemas!

Perfect for private parties, staff meetings, fundraisers, or a team-building outing, we'll work with you to make sure that your visit to our theatre is unforgettable!

| MAIN HOUSE <i>1,000 Capacity</i> | Dark/Off-Prime <i>(9am-3:59pm)</i> | Prime <i>(4pm-12am)</i> |
|--|--|-----------------------------------|
| Friday - Sunday | \$2,500 | \$3,500 |
| Monday - Thursday | \$1,750 | \$2,500 |

| SIDE HOUSE <i>200 Capacity</i> | Dark/Off-Prime <i>(9am-3:59pm)</i> | Prime <i>(4pm-12am)</i> |
|--|--|-----------------------------------|
| Friday - Sunday | \$1,500 | \$2,500 |
| Monday - Thursday | \$1,000 | \$1,750 |



ON-SCREEN ADVERTISING

THEATER ADVERTISEMENTS

| | | | | |
|-----------|-----------------|-----------------|----------------|----------------|
| 15 SEC AD | Cost | \$15,000 | \$6,000 | \$3,250 |
| | Duration | 12 Weeks | 4 Weeks | 2 Weeks |
| | Screens | 5 | 5 | 5 |
| | Plays | ~1,560 | ~520 | ~160 |

| | | | | |
|-----------|-----------------|-----------------|-----------------|----------------|
| 30 SEC AD | Cost | \$30,000 | \$12,000 | \$6,500 |
| | Duration | 12 Weeks | 4 Weeks | 2 Weeks |
| | Screens | 5 | 5 | 5 |
| | Plays | ~1,560 | ~520 | ~160 |

| | | | | |
|-----------|-----------------|----------------|----------------|----------------|
| STATIC AD | Cost | \$6,000 | \$2,000 | \$1,000 |
| | Duration | 12 Weeks | 4 Weeks | 2 Weeks |
| | Screens | 5 | 5 | 5 |

ORIENTAL THEATRE

| | | | | |
|---------|-----------------|----------------|--------------|--------------|
| OUTDOOR | Cost | \$1,500 | \$500 | \$250 |
| | Duration | 12 Weeks | 4 Weeks | 2 Weeks |

| | | | | |
|-------|-----------------|----------------|--------------|--------------|
| LOBBY | Cost | \$1,500 | \$500 | \$250 |
| | Duration | 12 Weeks | 4 Weeks | 2 Weeks |

DOWNER

| | | | | |
|-------|-----------------|----------------|----------------|----------------|
| PRINT | Cost | \$6,000 | \$2,000 | \$1,000 |
| | Duration | 12 Weeks | 4 Weeks | 2 Weeks |

* Frequency of ad placement subject to appropriate MPAA rating, based on Milwaukee Film's discretion. Ad placement customization in conjunction with certain film titles /genres is available at a higher price.



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.

OFFICERS

Lacey Sadoff
Board Chair

Susan F. Mikulay
Immediate Past Chair

Kimberly R. Walker
Secretary

Ken Krei
Treasurer

MEMBERS

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Donna Baumgartner

Michael Belot

Jeff Fitzsimmons

Alexander P. Fraser

Katie Heil

Matthew G. Helmerich

Paul J. Jones

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Grant Killoran

Jeffrey Kurz

Steve Laughlin

Joan Lubar

Heidi Evita Moore

Christopher M. Novoa

Mark T. Plichta

Barry Poltermann

Bevin Setliff

Dave Stamm

James E. Stoll, MD

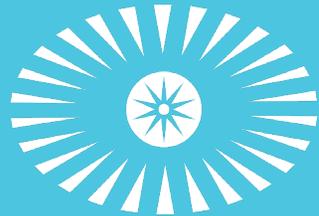
Victoria Teerlink

Marilka Vélez

Laurie Vielehr

Rubin Whitmore II

Gail Yabuki



MILWAUKEE
FILM

LET'S GET CONNECTED!

**Rachel Vander Weit -
Development Director**

rachel@mkefilm.org
Sponsorship and Donor
Opportunities

**Kristopher Pollard -
Membership Director**

kristopher@mkefilm.org
Membership and Donor
Opportunities

**Robyn Ehrlich -
Communications &
Public Relations**

robyn@mkefilm.org
Cinema Advertising
Opportunities

**Connor Erickson -
Operations Manager**

connor@mkefilm.org
Cinema Rental
Opportunities

Oriental Theatre: 2230 N Farwell Ave, Milwaukee, WI 53202

Downer Theatre: 2589 N Downer Ave, Milwaukee, WI 53211

Administrative Office: 1037 W McKinley Ave, Suite 200, Milwaukee, WI 53205

 414.755.1965  mkefilm.org