

60th Ann Arbor Film Festival

March 22-27, 2022

SPONSORSHIP OPPORTUNITIES



**Oldest avant-garde and experimental film
festival in North America**



P.O. Box 8232
Ann Arbor, Michigan 48107
phone 734.995.5356 | fax 734.995.5396 | aafilmfest.org

Founded in 1963, the Ann Arbor Film Festival (AAFF) is internationally recognized as a premier forum of the best films made by contemporary moving image artists. AAFF shows work that crosses boundaries, defies expectations, and experiments with concepts and techniques. The six-day festival presents 40 programs with more than 140 films—of all lengths and genres—from all over the world.

“We love the fact that the Ann Arbor Film Festival is small and independent. Contributing to the festival makes us feel that we are helping and part of the community. It’s part of the integration of the whole town. It certainly sparks conversations with people who’ve been going for years!”

– Susan Thomas, proprietor, El Haríssa

The AAFF welcomes film enthusiasts, filmmakers, programmers, curators, and distributors from near and far to Ann Arbor each year to engage with contemporary film art at the beautiful 1920s-era Michigan Theater.

Contributing to the festival's rich legacy, numerous influential artists have shown early work at the AAFF, including Gus Van Sant, Yoko Ono, Andy Warhol, Kenneth Anger, Agnes Varda, George Lucas, Barbara Hammer, Brian DePalma, and Suzan Pitt.

In addition to nearly 25 juried programs of films in competition, AAFF presents filmmaker retrospectives, gallery installations, panel discussions, historic and thematic surveys, contemporary artist programs, and more.

AAFF receives roughly 3,000 submissions each year from more than 100 countries worldwide. It serves as one of a handful of Academy Award–qualifying festivals in the United States. The AAFF awards more than \$22,000 in cash and in-kind awards to filmmakers.

As a pioneer of the traveling film festival tour, AAFF annually presents short film programs at cinematheques, universities, museums, and artist-run centers all over the United States, Canada, and Europe.

In 2019, in partnership with the Michigan Theater, AAFF launched a monthly screening series, "AAFF Presents," to bring back to the big screen—for one night each month—a feature-length film from the recent festival.

THE AUDIENCE

- 90 percent college educated
- Primarily ages 18–31 and 45–60
- Median household income: \$61,247 (in 2017 dollars)
- Area employers include U-M and the burgeoning tech sector, including Google, Duo Security, NETSCOUT

FUN FACTS

- Voted the **best film festival in North America** in the 2019 *USA Today* 10Best Readers' Choice contest
- 2019 festival attendance was up 20 percent from the previous year
- Sponsors receive 10–50 impressions per festivalgoer

Interested in being a sponsor?

Check out the different sponsorship levels and benefits on the next page.

Want to customize your sponsorship support or have questions?

Contact: sponsorship@aafilmfest.org or 734.995.5356



The AAFF is a 501(c)(3) nonprofit organization sustained by the generous support of donors, members, foundations, enthusiastic audiences, and sponsors like you. Thank you!



PRESENTING
SPONSOR
\$30,000



MAJOR
SPONSOR
\$10,000



KEY
SPONSOR
\$5,000



CONTRIBUTING
SPONSOR
\$3,000



CORE
SPONSOR
\$1,500

Exclusive sponsorship of the opening night festival program— includes acknowledgment on marquee [15,000 impressions]	●				
Introductory remarks from stage at opening night festival program [500–1,000 captive audience]	●				
Logo on the footer of the festival website, eNewsletters, and press releases [200,000 visitors]	●	●			
Logo featured on all festival posters/calendars directly distributed throughout SE Michigan [500,000 impressions] and on all festival advertisements [2,500+ impressions]	●	●			
Logo featured throughout the year at the start of each 60th AAFF Traveling Tour screening [25+ screenings in over 20 cities]	●	●			
Logo featured in festival trailer [more than 2 million TV viewers and 50k viewers in theaters]	●	●	●		
Thank you on AAFF's Facebook [11,000+ followers], Instagram [1,800+ followers], and Twitter [11,500+ followers]	●	●	●	●	
Exclusive sponsorship of a festival program – acknowledgement online [200,000 visitors] and in program guide [50,000 impressions], with a live “thank you” from the stage [500-1000 captive audience]	● high-profile program	● high-profile program	●	●	
Logo projected prior to every program of the festival [45,000 impressions]	● highest rotation	● high rotation	●	●	●
Logo on 60th festival website sponsors page [200,000 visitors]	●	●	●	●	●
Thank you in AAFF's spring eNewsletter [circulation: 8,000]	● feature article	● logo with link	● name with link	● name with link	● name with link
Ad and logo in festival program guide [50,000 impressions]	● full-page ad on inside front cover	● full-page ad	● half-page ad	● half-page ad	● quarter-page ad
Passes to the 60th festival [all-access pass: \$125 value weekend-only: \$75 value] *VIP = access to filmmaker Green Room	6 all-access VIP	4 all-access VIP	4 all-access	2 all-access	2 all-access
Tickets to any screening at the 60th festival [value: \$12/ticket]	30	20	15	10	5

Additional Sponsorship Opportunities: Have other ideas? Want to support with in-kind donations? There are many other ways to sponsor the festival.

Contact us to discuss additional sponsorship opportunities at SPONSORSHIP@AAFILMFEST.ORG