

FILMS / FOOD
MUSIC / PARTIES
AND MORE

MARCH 3-6
2022

SPON
SOR
SHIP
GUIDE



JOIN US FOR BIFF 2022



SPONSORING BIFF PLACES YOU IN A VERY SPECIAL GROUP OF VISIONARY COMPANIES AND INDIVIDUALS who partner with us to engage the community, fuel the local economy, inspire burgeoning filmmakers, and change the world!

Interact with our savvy and enthusiastic audiences in an environment of inspiration, engagement and fun. Sponsorship truly does have its benefits—we'd love to talk with you about them.

Commit early, pay by December 1 and receive a 5% discount.

LEVELS

PLATINUM	\$50,000
GOLD	\$25,000
MERCURY	\$17,500
SILVER	\$10,000
BRONZE	\$5,000
PARTNER	\$2,500
SMALL BIZ	\$1,000

CONTACT

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Sponsorship Director
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BIFF1.COM

for further details.

**BIFF KNOWS HOW TO MARKET ITSELF
AND, MOST OF ALL, HOW TO
REACH AND ENGAGE
ITS CORE
AUDIENCE.**

—INDIEWIRE



FILM FORECAST

40-60

world class films

VENUES

Historic Boulder Theater

Grace Commons

(First Presbyterian Church)

Century Boulder

eTown Hall

Boulder Public Library

Longmont Museum's

Stewart Auditorium

PRESENTED BY

The Colorado Film Society (CFS),
a Boulder-based 501(c)3
non-profit film arts organization.

STATS

BOULDER DEMOGRAPHICS

Population: 109,000

Bachelor's Degree
or Higher: 73%

Graduate/Professional
Degree: 39%

Median Income: \$62,797

Median Family Income: \$113,391

Median Age: 28.5 years

FILM FESTIVAL DEMOGRAPHICS

Highly-educated, high-income,
well-informed, younger than
audiences of traditional arts.

40% have Masters Degrees

50% earn \$60,000+

SPONSORSHIP BENEFITS

PRINT + TV

Ad in Official Festival Program.

Logo in BIFF television spots.

Logo or company name in Official Festival Program.

Logo placement on print ads. Distribution 45,000.

Advertising on BIFF tickets (cash sponsors only, details to be provided).

THEATER

Dedicated screen on logo reel for discount/promotional offers to BIFF attendees
(cash sponsors only, content to be mutually agreed upon with BIFF sponsor staff).

30 second promotional spot (provided by Sponsor) featured prior to Opening
and Closing Night Ceremonies. 3,000 impressions (cash sponsors only).

Logo placement on Film Festival trailer played prior to all film
screenings, including BIFF at Home Virtual Cinema.

Placement on Logo Reel to run for 30 minutes between all Festival programs.

Logo and/or company name on all official BIFF lanyards
(cash sponsors only).

Verbal announcements during Festival, highlighting sponsor
during Opening and/or Closing Night Ceremonies.

DIRECT ACCESS TO AUDIENCES

Opportunity to headline and host an official party or event.

Opportunity for product distribution/sampling to Festival attendees (cash sponsors only).

Product placement or special offer in all welcome packets for filmmakers and celebrities.

WEB + APP + SOCIAL

Banner ad with link on BIFF1.com. 25,000 visitors per month (cash sponsors only).

Inclusion in BIFF app (cash sponsors only).

Logo with link on website. 25,000 visitors per month.

Link on festival blog/news page during the Festival.

Social media: Facebook/Twitter mentions and promotion leading up to the Festival
(sponsor must supply offer and wording).

Mentions in Film Festival press releases.

PASSES

Festival Passes to most screenings, panels, receptions and parties, including the
Opening Night Gala, VIP Filmmaker Reception, and Closing Night Awards Celebration.
(Does not include screenings at eTown Hall, CineCHEF event or Longmont venue).

SPONSORSHIP LEVEL

	1k	2.5k	5k	10k	17.5k	25k	50k
			QUARTER PAGE	HALF PAGE	2/3 PAGE	FULL PAGE	FULL PAGE
						■	■
	COMPANY NAME	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER	FIRST TIER
			2	3	4	5	6
						■	■
					■	■	■
							■
		LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER PLACEMENT	FIRST TIER PLACEMENT
	LOGO	LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER PLACEMENT	FIRST TIER PLACEMENT
							■
			■	■	■	■	■
				■	■	■	■
			■	■	■	■	■
					■	■	■
					■	■	■
		LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER	FIRST TIER
	■	■	■	■	■	■	■
			■	■	■	■	■
			■	■	■	■	■
	1 DISCOUNTED PASS	1 FREE PASS	2 FREE PASSES	4 FREE PASSES	4 FREE PASSES	4 FREE PASSES	4 FREE PASSES

Please note: Sponsorship benefits/events/venues are subject to change. Some benefits subject to sponsorship confirmation by December 15, 2021. See back of pass for details and any additional exclusions. One additional pass may be purchased by sponsors at \$100 off the regular rate.

BIFF 2022 ADDITIONAL SPONSOR OPPORTUNITIES

EACH OPPORTUNITY INCLUDES STANDARD BIFF SPONSOR BENEFITS, IN ADDITION TO THOSE LISTED BELOW. BENEFITS MAY VARY BY LEVEL OF SPONSORSHIP, AND CUSTOMIZED PLANS ARE AVAILABLE. PLEASE CONTACT US ABOUT PRICING AND LEVELS.



■ **BIFF ADVENTURE FILM PAVILION** BIFF 2022 will once again host a festival within a festival! Boulder's renowned, state-of-the-art eTown Hall will be dedicated to presenting the world's greatest new adventure films, with shorts, features, discussions with world-class explorers and filmmakers, and even a few surprises. Partner with the AFP to engage with an enthusiastic audience of outdoor adventure lovers!

Additional sponsor exposure includes: Logo on-screen in dedicated trailer prior to all AFP screenings, AFP pages in the BIFF Program, AFP page on the BIFF website, AFP promo postcards, social media, display/sampling opportunities, party and event hosting.
■ Saturday, March 5 - Sunday, March 6, 2022 · eTown Hall.

■ **BIFF LONGMONT** Entering our 6th year in Longmont, BIFF screenings at the Longmont Museum's Stewart Auditorium have been a huge success with this arts loving community. Get your logo on the BIFF Longmont trailer, viewed between all screenings over a 3-day period. Also includes exposure at BIFF screenings in Boulder.

Additional sponsor exposure includes the BIFF Longmont Trailer, inclusion in Longmont Times-Call advertising, the Longmont page(s) in the BIFF program, poster on-site at venue.
■ Friday, March 4 - Sunday, March 6, 2022 · Longmont Museum's Stewart Auditorium.



■ **CineCHEF** Acclaimed chefs from Boulder and Denver will be back in action at CineCHEF 2022, showcasing their culinary talents for our food and film-loving guests. Each top chef will create a cinema-inspired dish to sample and vote on, while also enjoying music, wine and local beers. This event is always a festival favorite – who will be crowned Best CineCHEF 2022?

Additional sponsor exposure includes the CineCHEF page in the BIFF Program, the CineCHEF page on the BIFF website, the CineCHEF ticketing page, mention in BIFF CineCHEF press release, opportunity to provide product/prizes to chefs, signage and info on-site.

■ Thursday, March 3, 2022 · 5-7pm, Rembrandt Yard, 1301 Spruce St, Boulder.



■ **SINGER SONGWRITER SHOWCASE** Ever wonder where all that great music comes from in BIFF's eclectic variety of critically acclaimed independent films? It comes from talented musicians like those highlighted each year at BIFF's Singer-Songwriter Showcase. The competition is fierce — we choose the lineup each year from close to 1,000 entries! Musicians perform original music at the BIFF Filmmaker Lounge at The Post, and also before huge audiences at select film screenings. Sponsor this popular program at BIFF and get your company's name on some of the hottest parties at the Festival.



Additional exposure includes company logo on 1,000 music compilation download cards, distributed for free at the Showcase, in filmmaker/VIP gift bags, and throughout the festival; logo on: Singer-Songwriter page of BIFF program, BIFF logo reel played prior to all screenings, Singer Songwriter page of BIFF website, and signage at BIFF Filmmaker Lounge.

■ Friday, March 4 – Sunday, March 6, 2022 · BIFF Filmmaker Lounge at The Post, as well as before select screenings.

■ **BIFF YOUTH PAVILION** As a way to give back to the community, each year BIFF hosts a free 3-day Pavilion for youth ages 5-18. We screen BIFF films, offering a rare opportunity for kids to meet with filmmakers and BIFF special guests. We also offer filmmaking workshops, filmmaking competitions, and other fun and one-of-a-kind opportunities for kids to learn about film! Reach Boulder's youth and show your support of education in Boulder by sponsoring this unique family-friendly event.



Additional sponsor exposure includes Youth Pavilion (YP) page in the official BIFF program, YP screen of the logo reel, YP page of the BIFF website, banner on-site, social media, sampling opportunities.

■ Friday, March 4 – Sunday, March 6, 2022 · Boulder Public Library, Canyon Auditorium.

■ **CALL2ACTION** Show your support of the community (and the world!) by sponsoring BIFF's Call2Action program. Films address issues involving the environment, social justice, human rights and many other important and urgent topics. Post-film discussions bring attention to other local non-profit organizations and give passionate audience members 5 action items to help make change in the world!

Additional sponsor exposure includes the Call2Action page in the BIFF program, the Call2Action tent at 14th and Pearl on the Pearl Street Mall, the Call2Action page of the BIFF website, opportunity to moderate or participate in post-film discussions, if appropriate.

■ Friday, March 4 – Sunday, March 6, 2022 · Locations in film venues and at BIFF's Call2Action tent near the Court House on Pearl Street Mall.



INDIVIDUAL DONORS PLAY A VITAL ROLE IN BIFF

SUPPORT BOULDER'S PREMIER CULTURAL EVENT

Individual sponsors are the lifeblood of The Boulder International Film Festival. Come join the family. Any amount is welcome – and is tax deductible!



RED CARPET PASSES These hot tickets are just one way we say thank you for your generous sponsorship. You'll enjoy a special Red Carpet Line that allows very first entry to all film venues, exclusive donor invitations to all private celebrity parties and receptions, as well as full access to all Festival screenings (including eTown Hall) and nearly all panels and parties, including the Opening Night Gala, VIP Filmmakers Reception and Closing Night Awards Ceremony. (CineCHEF included at Directors Circle and Leadership Circle Levels only).

THE LEGACY FUND Remember BIFF in your estate planning and direct your legacy to the powerful change that film can bring to the lives of many. Contact us for information regarding tax benefits.

SPONSOR HOTLINE:
303.449.2289
BIFF1.COM

DIRECTORS CIRCLE

10,000+
Four Red Carpet Passes
Invitation to Private Events
with special guests/celebrities
Special Red Carpet Queue—Be the very first admitted at each film venue
Four Complimentary Admissions to the CineCHEF Event

RECOGNITION

FIRST TIER name placement to appear:

- In the official BIFF 2022 Program
- On the BIFF Festival Trailer, played prior to all film programs during BIFF
- On the BIFF Logo Reel that runs for 30 minutes between all BIFF film programs

LEADERSHIP CIRCLE

5000+
Two Red Carpet Passes
Invitation to Private Events
with special guests/celebrities
Special Red Carpet Queue—Be the very first admitted at each film venue
Two Complimentary Admissions to the CineCHEF Event

RECOGNITION

SECOND TIER name placement to appear:

- In the official BIFF 2022 Program
- On the BIFF Festival Trailer, played prior to all film programs during BIFF
- On the BIFF Logo Reel that runs for 30 minutes between all BIFF film programs

BENEFACTOR

2500+
Two Red Carpet Passes
Invitation to Private Events
with special guests/celebrities
Special Red Carpet Queue—Be the very first admitted at each film venue

RECOGNITION

PROMINENT name placement to appear:

- In the official BIFF 2022 Program
- On the BIFF Festival Trailer, played prior to all film programs during BIFF
- On the BIFF Logo Reel that runs for 30 minutes between all BIFF film programs

FRIEND OF BIFF

1000+
One Festival Pass
(Festival Pass does not include screenings at eTown Hall or CineCHEF)
Express Queue for Early Access to Venues
Skip ahead of the general ticket lines!

RECOGNITION

Name placement to appear:

- In the official BIFF 2022 Program
- On the BIFF Festival Trailer, played prior to all film programs during BIFF
- On the BIFF Logo Reel that runs for 30 minutes between all BIFF film programs