



# McMINNVILLE **SHORT FILM** FESTIVAL

**FEBRUARY 23-25, 2024**

**2024 Sponsorship Packet**

@mcminnvillefilmfest



@macfilmfest



[mcminnvillefilmfest.org](https://mcminnvillefilmfest.org)



# OUR MISSION

The McMinnville Short Film Festival (MSFF), a 509 (a)(2) non-profit organization, was founded in 2011 to celebrate the art of independent film with the goal of introducing emerging creative voices to one another and to our audiences.

Held annually each February in McMinnville, Oregon, the internationally recognized MSFF, focuses on a range of narrative topics, including Native American, Drama, Comedy, Horror, Experimental, Culinary, Animation and Documentary films. In addition to supporting our visiting filmmakers, we also promote and raise visibility for our local Willamette Valley and Pacific Northwest based filmmakers and strive to increase the collaborative dialogue between creative peers.

We celebrate under represented voices in film and advocate for minority and LGBTQ+ filmmakers to submit to the festival. The MSFF offers an accessible cultural event with the goal to enlighten, inspire and provide invaluable exposure to filmmakers, while also providing the rural community of Yamhill County with a diverse and inclusive experience that enriches the lives of its citizens and directly contributes to the local economy.

*"Forget Sundance and SXSW. Those big film festivals are all about big business. They have forgotten the real joys of independent filmmaking and the filmmakers who take chances. The McMinnville Short Film Festival cares about the art of film. Experience wonderful audiences in a beautiful setting and I guarantee you will be back."*

**- 2022 Keynote Speaker, Kelley Baker (Good Will Hunting, To Die For, My Own Private Idaho, Psycho)**

# THE EVENT

The MSFF is a lively, multi-day event that showcases over 100 new short films from around the world including Academy Award nominated films. We host multiple mixers on Third Street in downtown McMinnville and spotlight the Willamette Valley's award-winning wines at all of our filmmaker events. We have been recognized by OregonArts Watch, Fox 12 News, Movie Maker Magazine, FilmFreeway's Top 100 Festivals and Visit McMinnville. Our event is fun, thought provoking and encourages conversation and community connection with people who enjoy the movies!



# YEAR-ROUND PROGRAMMING

The MSFF hosts a number of short film pop-ups in and around McMinnville and across Oregon. Mac Film Fest POP UP! brings audiences and films together in unique settings with advertising reach and sponsorship visibility. Contact one of our representatives at [info@mcminnvillefilmfest.org](mailto:info@mcminnvillefilmfest.org) to explore this unique opportunity.





# 2023 FESTIVAL AT A GLANCE

- 104 short films screened
- 33 countries represented
- Over 70 filmmakers in attendance
- Over 1,200 ticketed audience members
- 54% female directors showcased in over 12 categories
- 14 awards given, and over \$2,000 in cash prizes

# MARKETING AT A GLANCE

Over 6,000 website impressions on average per month

Over 4,000 social media followers on Facebook and Instagram

Over 3,000 mailing list members

# AUDIENCE AT A GLANCE

Gender: 53% Male / 47% Female

Average combined household income: >175,000: 24%

\$75,000 to \$174,999: 45%

<\$75,000: 31%

Average age: 43

Local purchased ticket holders (zipcode 97128): 56%

Portland Metro ticket holders: 37%

Other (LA/NY/Out of state combined): 7%

*"I've always encouraged filmmakers to make shorts. It's a great way to gain visibility and create a calling card for Hollywood to recognize new talent. It was a pleasure to watch so many high-quality shorts and meet so many talented filmmakers at the McMinnville Short Film Festival."*

**- 2023 Keynote Speaker and Festival Judge, Peter Billingsley (Ironman, A Christmas Story, Couples Retreat, The Breakup)**

**Peter Billingsley,**

Festival Judge & 2023 Keynote Speaker





# 2024 SPONSORSHIP LEVELS:

## Studio Sponsor- \$12,500 and above

- 12 all-access film passes
- 8 awards dinner passes
- 20 festival screening tickets
- Premium logo placement on all collateral (print/website/eblasts/social media)
- Linked logo on website
- Full page ad in festival program
- Festival advertising slide - solo
- Video ad on theater screen
- Premium reserved seating in cinema
- Logo on screen during filmmaker Q & A
- Year-round slide at all Mac Film Fest Pop Up! events

## Executive Producer Sponsor - \$10,000

- 10 all-access film passes
- 6 awards dinner passes
- 10 festival screening tickets
- Premium logo placement on collateral (print/website)
- Linked logo on website
- Full page ad in festival program
- Festival advertising slide - solo
- Premium reserved seating in cinema
- Logo on screen during filmmaker Q & A
- Year-round slide at all Mac Film Fest Pop Up! events

For individual category sponsorship  
please contact one of our representatives  
at [info@mcminnvillefilmfest.org](mailto:info@mcminnvillefilmfest.org)

## Producer Sponsor- \$7,500

- 8 all-access film passes
- 4 awards dinner passes
- Logo placement on all collateral (print/website/eblasts/social media)
- Linked logo on website
- Half page ad in festival program
- Premium reserved seating in cinema
- Festival advertising slide - solo
- Year-round slide at all Mac Film Fest Pop Up! events

## Director Sponsor- \$5,000

- 6 all-access film passes
- Awards dinner passes
- Logo placement on collateral (print/website)
- 1/4 page ad in festival program
- Festival advertising slide - solo

## Star Sponsor- \$2,500

- 4 all-access film passes
- Logo placement on collateral (print/website)
- 1/3 page ad in festival program
- Festival advertising slide - group

## Fan Sponsor-\$1,000

- 2 all-access film passes
- Name is listed in festival program
- Festival advertising slide - group

# 2024 SPONSORSHIP AT A GLANCE

Benefit	Studio	Exec Producer	Producer	Director	Star	Fan
All-Access Film Passes	12	10	8	6	4	2
Award Dinner Passes	8	6	4	2	-	-
Screening Tickets	20	10	-	-	-	-
Logo Placement	✓	✓	✓	✓	✓	✓
Live Logo Link	✓	✓	✓	-	-	-
Festival Print Program	full page	full page	half page	quarter page	third page	name listed
Festival Ad Slide	solo	solo	solo	solo	group	group
Video Ad	✓	-	-	-	-	-
Reserved Seating	✓	✓	✓	-	-	-
Logo at Filmmaker Q&A	✓	✓	-	-	-	-
Slide at Pop Up! Events	✓	✓	✓	-	-	-





## **Special Thanks to Our 2023 Supporters:**

### **GRANTS**

The Oregon Community Foundation  
Oregon Arts Commission  
Yamhill County Cultural Coalition  
Oregon Cultural Trust

### **SPONSORS**

Ronnie Lacroute • Vicki Williams  
Koerner Camera • Oregon Film  
First Federal • A-Dec  
Hallmark • Suzanne Jackson Transport  
Portland State University • Pacific University  
Third Street Olive Oil • Hunter Communications  
Confederated Tribes of Grand Rhone  
The Gallery at Ten Oaks • Zero Waste McMinnville

### **PARTNERS**

Fluid Communications, LLC • DoubleTap Marketing  
Coming Attractions • Visit McMinnville  
The Bindery Event Space • Laurel Ridge Winery  
Troon Vineyard • Oregon ArtsWatch  
Harvest Fresh Grocery & Deli • H&R Block  
Atticus Hotel • Sokol Blosser Winery  
Golden Valley Brewery • The Gallery Theater

### **IN-KIND DONATIONS**

Ash Creek Oregon • Caravan Coffee  
Domaine Willamette • Great Harvest  
R. Stuart & Co. Winery • 3 Point Brand Management  
Argyle • A to Z Wineworks  
Douglas on Third • Lifestyle Properties



# McMinnville Short Film Festival Sponsorship Confirmation Form

As a sponsor for McMinnville Short Film Festival (MSFF), I agree on behalf of my business/organization to support this cultural event produced by the non-profit organization McMinnville Film Festival Foundation.

I agree to the following conditions:

- My organization will provide sponsorship funding on or before the date determined by our agreement.
- My organization will provide digital copies (pdf & png) of our logo (if needed), which will be used in promotional materials.



McMINNVILLE  
**SHORT FILM**  
FESTIVAL

## SPONSORSHIP LEVELS:

- ☐ \$12,500+ Studio Sponsor
- ☐ \$10,000 Executive Producer Sponsor
- ☐ \$7,500 Producer Sponsor
- ☐ \$5,000 Director Sponsor
- ☐ \$2,500 Star Sponsor
- ☐ \$1,000 Fan Sponsor
- ☐ Category Award Sponsor

☐ In-Kind: Item(s) Donated:

We ask for a three year commitment for this sponsorship at a minimum of 50% above cash prize award amount.

Cash Prize Award Amount: \$ \_\_\_\_\_ Category: \_\_\_\_\_

## PAYMENT OPTIONS:

- ☐ Cash
- ☐ Check (Made payable to McMinnville Film Festival Foundation)
- ☐ Credit Card
- ☐ Make a secure credit card donation online (<https://mcminnvillefilmfest.org/support>)

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature: \_\_\_\_\_

Please print the name as you like it publicly recognized: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Business Name (if different than above): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Subject to terms and conditions of this agreement, the sponsor grants McMinnville Film Festival Foundation the right to use the sponsor's trade names, logo designs, trademarks, and company descriptions as provided in the sponsor marketing materials. These assets may be used in any medium of advertising, promotional products, or marketing materials distributed solely in connection with McMinnville Short Film Festival. McMinnville Film Festival Foundation agrees to use materials according to sponsor's trademark usage guidelines. McMinnville Film Festival Foundation will not be held responsible for damage to, or loss of, property belonging to the sponsor, it's employees, contractors or agents; or for personal injury to the sponsor's employees, contractors, agents, directors or invitees.