ABOUT MSPIFF

Now entering its 38th season, the Minneapolis St. Paul International Film Festival is one of Minnesota’s most anticipated annual cultural events, and the largest film festival in the region. Over 17 days each spring, MSPIFF brings cinematic wonder to screens across the Twin Cities, presenting new international, independent films, and offering audiences countless opportunities to engage with visiting filmmakers and stars from around the world. MSPIFF annually welcomes more than 50,000 attendees from the Upper Midwest and beyond to screenings at venues throughout Minneapolis and St. Paul.

MSPIFF is produced by the Film Society of Minneapolis St. Paul, a dynamic non-profit arts organization located on the vibrant and ever-growing riverfront in downtown Minneapolis. Founded in 1962, the Film Society pursues a mission of fostering a vibrant appreciation and knowledge of the art of film from around the globe and its power to inform and transform individuals and communities.

- 17 DAYS OF FILM
  TWO WEEKS AND THREE WEEKENDS
- 50,000+ ATTENDEES
  SEVEN CONSECUTIVE YEARS OF GROWTH
- 250+ FILMS FROM 70+ COUNTRIES
  150+ FEATURES, 100+ SHORTS
- 500+ FILM SCREENINGS
  7 VENUES, 100+ SELLOUTS
- 250+ INDUSTRY GUESTS
  DIRECTORS, ACTORS, JURORS AND MORE
- 15+ PARTIES AND SPECIAL EVENTS
- 10 PANEL DISCUSSIONS
- 350+ VOLUNTEERS
  CONTRIBUTING 3000+ HOURS OF SERVICE
WHY SPONSOR MSPIFF?

Over 50,000 curious, informed, engaged individuals from a rich diversity of backgrounds will attend the 38th annual Minneapolis St. Paul International Film Festival, April 4-20, 2019. MSPIFF, as the Festival is familiarly known, provides sponsors and partners with a wide range of opportunities to interact with these individuals before, during, and after the Festival.

As a sponsor, MSPIFF will give you an outstanding return on your investment. We can turn our indoor and outdoor physical spaces, along the beautiful Mississippi Riverfront, into branded venues for your product. Our ample schedule of varied events, from 500+ screenings of award-winning films from around the world, to our Awards Brunch, Virtual Reality Program, and numerous VIP Parties aimed at a variety of demographics, gives you access to the specific consumers you are interested in reaching.

Our partnerships with many media organizations, from major broadcasters to neighborhood press outlets to the Star Tribune, Minnesota’s leading daily newspaper, provide millions of marketing impressions generated by consumers of traditional media as well as by a younger and broader demographic of online viewers and listeners.

In addition, we’re regularly communicating with our 20,000+ Film Society members and followers, year-round and especially leading up to, throughout, and after the Festival, via email and social media. We’re always happy to integrate your message into that communication.

In short, your investment in MSPIFF, for which the return is many times more than the investment, provides you with a truly unique opportunity to play a key role in a major cultural event, and guarantees you one of the best platforms for product placement and visibility in town.

DIGITAL METRICS
*Measured February–April 2018

100,000+
Unique website visitors*

1 million+
Website pageviews*

200,000+
Website sessions*

18,000+
Social media followers

20,000+
Opt-in e-newsletter subscribers

97,000+
App pageviews*

315+
Hours spent in festival app*

17,000+
App opens*

POSITIONS YOUR BRAND
SIDE-BY-SIDE WITH MSPIFF, THE ‘GOLD STANDARD’ OF FILM EXHIBITION IN THE REGION

OFFERS ENGAGEMENT OPPORTUNITIES
WITH A KEY TARGET AUDIENCE

PROVIDES INCENTIVES
TO YOUR EMPLOYEES AND CLIENTS

OFFERS UNIQUE ENTERTAINMENT
ONE-OF-A KIND EXPERIENCES IN THE REGION

OPENS UP ACCESS
TO KEY DECISION-MAKERS & COMMUNITY LEADERS

MAKES YOUR COMPANY A LEADER
IN AN OCEAN OF COMPETITORS

PROVIDES EXCELLENT RATE OF RETURN
THROUGH HIGH-VISIBILITY BRAND BUILDING
THE VANGUARD OF FILM PROGRAMMING

In addition to presenting 250+ exceptional narrative and documentary films from around the globe, MSPIFF embraces film events and parties that push the boundaries of traditional filmgoing.

From the latest in virtual and augmented reality technology, celebrity appearances, live music and film events, and gourmet food pairings, MSPIFF programs provide audiences with unforgettable experiences, and offer sponsors an exciting opportunity to align their brand with the forefront of experience-based entertainment.

Sponsorships are available for all 29 curated film programs, tributes and competitions within MSPIFF, including those listed here.
SPONSORSHIP BENEFITS OVERVIEW

MSPIFF sponsors take advantage of a broad array of sponsorship options—from prominent print, digital, on-screen and on-site branding, to audience demo and sampling opportunities, to ticket and pass packages, to specialty sponsorships, event sponsorships, category exclusivity, and much more. In addition to the traditional sponsorship tiers, customized sponsorship packages are available.

SPECIALTY ASSETS*
- :30-second on-screen video advertisements
- Special Premiere film sponsorships
- Film Program or Party sponsorships
- VIP Lounge sponsorship
- Award Brunch sponsorship
- Festival App sponsorship
- T-shirt sponsorship (400+ Staff and Volunteers)

BRANDING/ADVERTISING
- Logo inclusion in the festival trailer
- Venue signage
- On-screen advertising
- Sponsorships of specific films in the festival
- Ticket branding options*
- Customized digital promotions*
- Print advertising in festival catalog
- Logos on website
- Inclusion in Media Releases*

ON-SITE
- Logo on Step-and-Repeat backdrop*
- On-site activation space
- Speaking opportunities
- Literature distribution at festival venues
- Sampling and demo opportunities
- Product placement opportunities

EVENT ACCESS
- Sponsor access to VIP Filmmaker Lounge*
- Tickets to Red Carpet events
- Tickets to Special Presentation films and parties*
- Access to festival receptions and special events*
- Ticket vouchers redeemable for individual films

* Available to upper-level sponsors only and pending availability. All benefits are subject to change and subject to sponsorship confirmation by February 1, 2019.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

GALA EVENT SPONSORSHIP
- $15,000 OPENING NIGHT
- $15,000 XYZ PARTY
- $10,000 CENTERPIECE NIGHT
- $10,000 CLOSING NIGHT

Associate your business with one of the most exclusive evenings of film in the region. Sponsorship benefits also include:
- Presenting rights to the event
- A full page ad in the Festival Guide
- Recognition in printed materials and in press releases
- Opportunity to show a 10-second slide prior to all screenings
- Signage
- Tickets, passes, and more!

PROGRAM SPONSORSHIP
- $5,000 to $15,000 per Program

These sponsorships offer association with one of the Festival’s carefully curated film programs, complete with acknowledgement and opportunity to show an advertisement before every screening of each film in the category. Sponsorship benefits also include:
- A full page ad in the Festival Guide
- Recognition in printed materials and press releases
- Tickets, passes, and more!

TICKET SPONSORSHIP
- $2,500 to $10,000 (max 4 available)

Have your logo appear on the back of all, or some, of the 45,000+ tickets and place an advertisement on the print-at-home tickets ordered for the Festival. Sponsorship benefits also include:
- Recognition in select printed materials and press releases
- A full page ad in the Festival Guide
- Tickets, passes, and more!

AWARD SPONSORSHIP
- $10,000 Emerging Filmmaker
- $10,000 Documentary
- $10,000 Audience Choice Award*
- $5,000 Short Narrative
- $5,000 Short Documentary

Sponsorship benefits include:
- Identification and thanks in Official Festival Guide and during the Awards Ceremony.
- Presenting rights to the award
- On-screen ad shown before every film
- Logo inclusion in fliers announcing Award Winners
- Tickets, passes, and more!

*Audience Choice Award includes logo on 40,000 ballots handed out to festival attendees.

VOLUNTEER SPONSORSHIP
- $7,500

Connect your brand with our dedicated team of 350+ festival volunteers, who contribute more than 3,500 hours each year to bring the festival to life. Sponsorship benefits include:
- Logo inclusion on volunteer shirts
- On-screen ad shown before every film
- Signage in volunteer lounge
- Tickets and passes, and more.
**Programming Interests and Trends**

- Films they can’t see anywhere else
- Films from other countries
- Films with visiting filmmakers

**Audience Demographics**

- Gender: 33% Male, 64% Female
- Age:
  - 18-34: 29%
  - 35-49: 34%
  - 50-64: 29%
  - 65+: 8%
- Education: 91%
  - Attendees with a Bachelor’s Degree or higher level of education

**Top Market Categories**

- News Junkies & Avid Readers
- Movie Buffs & Film Fans
- Technophiles
- Shutterbugs
- Travel Junkies

**Attendee Hotel Trends**

» The average duration of a non-local attendee’s stay at the festival is 4 days, with some guests staying up to 7 days in partner hotels.
CONTACT US

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