SPONSORSHIP OPPORTUNITIES

MSP IFF
Minneapolis St Paul International Film Festival
April 9-25, 2020
OUR MISSION
The MSP Film Society's mission is to foster a knowledgeable and vibrant appreciation of the art of film and its power to inform and transform individuals and communities.

MINNESOTA’S FOREMOST FILM EXHIBITION ORGANIZATION
Founded in 1962, MSP Film Society, the presenting organization of the Minneapolis St. Paul International Film Festival, is a 501(c)(3) non-profit arts organization with the mission to exhibit the very best of new local, domestic and international independent cinema.

We promote the art of film as a medium that fosters cross-cultural understanding, education, entertainment, and exploration. We offer audiences unique opportunities to experience the wealth of international cinema, to engage with and learn from visiting international filmmakers, and to come together and share these experiences as a community.

The MSP Film Society is best known for its annual centerpiece, the Minneapolis St. Paul International Film Festival (MSPIFF). Presented every April, MSPIFF is the largest international arts event in the region, exhibiting more than 250+ films from some 70 countries each year and drawing growing audiences of nearly 50,000 in 2019.
“MSPIFF is a resource, it is exotic, unique, beyond the standard. It has grown to become a yearly phenomenon that enthralls, enriches and inspires our view of the world.” -Festival Attendee

MINNEAPOLIS ST PAUL INTERNATIONAL FILM FESTIVAL

Now entering its 39th 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 talent from around the world.
MSP IFF
Minneapolis St Paul International Film Film Festival

17 DAYS OF FILM
TWO WEEKS AND THREE WEEKENDS

250+ FILMS FROM 70+ COUNTRIES
150+ FEATURES, 100+ SHORTS

500+ FILM SCREENINGS
7 VENUES, 100+ SELLOUTS

25+ SPECIAL EVENTS
PARTIES, PANELS, AND PERFORMANCES

50,000+ ATTENDEES
SEVEN CONSECUTIVE YEARS OF GROWTH

250+ INDUSTRY GUESTS
DIRECTORS, ACTORS, JURORS AND MORE

350+ VOLUNTEERS
CONTRIBUTING 3000+ HOURS OF SERVICE
WHY SPONSOR MSPIFF?

Nearly 50,000 curious, informed, and engaged individuals from a rich diversity of backgrounds will attend the 39th annual Minneapolis St. Paul International Film Festival. MSPIFF provides sponsors and partners with a wide range of opportunities to interact with these individuals before, during, and after the Festival.

POSITION YOUR BRAND SIDE-BY-SIDE WITH MSPIFF, THE “GOLD STANDARD” OF FILM EXHIBITION IN THE REGION.

CUSTOM ONSITE ACTIVATIONS

ENGAGEMENT OPPORTUNITIES WITH A KEY TARGET AUDIENCE THROUGH PRODUCT SAMPLING, DEMONSTRATIONS, AND OTHER DIRECT CONNECTIONS WITH OUR DEVOTED ATTENDEES, BUILDING EFFECTIVE BRAND AWARENESS.

OPENS UP ACCESS

HIGH-VISIBILITY BRAND BUILDING LEADING UP TO AND DURING THE FESTIVAL, SPONSOR REPRESENTATIVES ARE INVITED TO EVENTS TO NETWORK WITH OTHER BUSINESS LEADERS, KEY DECISION-MAKERS & COMMUNITY LEADERS.

OFFERS UNIQUE INCENTIVES

A ONE-OF-A KIND EXPERIENCE IN THE REGION THAT PROVIDES ENTERTAINMENT OPPORTUNITIES FOR BUSINESSES TO OFFER TO THEIR CLIENTS, EMPLOYEES AND BUSINESS ASSOCIATES.
AUDIENCE DEMOGRAPHICS
Sponsors reach a targeted, influential audience who support MSPIFF

AUDIENCE
50,000 total event attendance
46% male    |   54% female

PROGRAMMING INTERESTS AND TRENDS
Films they can’t see anywhere else
Films from other countries
Films with visiting filmmakers

» More than 80% of attendees attend two or more films
» More than 60% of attendees attend the festival to see documentary films

EDUCATION
Attendees with a Bachelor’s Degree or higher level of education 83%

TOP AUDIENCE MARKET CATEGORIES
Art & Theater Aficionados
Green Living Enthusiasts
Media & Book Lovers
Sport & Health/Fitness Buffs
Value Shoppers
Travel Enthusiasts
Avid Investors
Movie Lovers
Avid News Readers
Music Lovers
Foodies & Cooking Enthusiasts
Garden/Home Decor Fans
SPONSORSHIP LEVELS

MSPIFF Sponsors take advantage of a broad array of benefits—from prominent print, digital, on-screen and on-site branding, to audience demo and sampling opportunities.

In addition to these traditional sponsorship tiers, customized sponsorship packages are available!

PRESENTING (Negotiable)

- Presenting Sponsor recognition
- 30 second advertisement played before every film
- BACK COVER advertisement on Official Festival Guide
- Opportunity for Category Exclusivity
- Inclusion in ALL press releases
- Logo placement on printed and digital materials, Festival signage and website
- Logo placement on Step & Repeat
- Logo inclusion in Festival media buys
- Social Media Package
- 8 second on-screen advertisement in pre-reel
- Full screen advertisement in Festival App
- On-site Activation
- 15 All-Access Sponsor Passes, ticket package & ticket discounts

VISIONARY ($50,000+)

- INSIDE FRONT OR BACK COVER advertisement in Official Festival Guide
- Opportunity for Category Exclusivity
- Inclusion in ALL press releases
- Logo placement on printed and digital materials, Festival signage and website
- Social Media Package
- 8 second on-screen advertisement in pre-reel
- Full screen advertisement in Festival App
- On-site Activation
- 10 All-Access Sponsor Passes, ticket package & ticket discounts

PRODUCING ($25,000+)

- FULL PAGE advertisement in Official Festival Guide
- Opportunity for Category Exclusivity
- Inclusion in SELECT press releases
- Logo placement on printed and digital materials, Festival signage and website
- 8 second on-screen advertisement in pre-reel
- Banner advertisement in Festival App
- On-site Activation
- 6 All-Access Sponsor Passes, ticket package & ticket discounts
## SPONSORSHIP LEVELS

### PREMIER ($15,000+)

- FULL PAGE advertisement in Official Festival Guide
- Inclusion in SELECT press releases
- Logo placement on printed and digital materials, Festival signage and website
- 8 second on-screen advertisement in pre-reel
- Banner advertisement in Festival App
- On-site Activation
- 4 All-Access Sponsor Passes, ticket package & ticket discounts

### CONTRIBUTING ($7,500+)

- HALF PAGE advertisement in Official Festival Guide
- Inclusion in SELECT press releases
- Logo placement on printed and digital materials, Festival signage and website
- 8 second on-screen advertisement in pre-reel
- On-site Activation
- 3 All-Access Sponsor Passes, ticket package & ticket discounts

### SUPPORTING ($5,000+)

- HALF PAGE advertisement in Official Festival Guide
- Logo placement on printed and digital materials, Festival signage and website
- 8 second on-screen advertisement in pre-reel
- 2 All-Access Sponsor Passes, ticket package & ticket discounts

### GOLD ($1,500+)

- QUARTER PAGE advertisement in Official Festival Guide
- Named as Sponsor of 3 films, selected by the Festival, with logo appearing on film pages.
- Logo placement on printed and digital materials, Festival signage and website
- Ticket package & ticket discounts

### COMMUNITY PARTNER ($500+)

- Named as Sponsor of 1 film, selected by the Festival, with logo appearing on film pages.
- Logo placement on printed and digital materials, Festival signage and website
- Ticket package & ticket discounts

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**Gold level Sponsorships and Community Partnerships are great opportunities for small businesses and non-profits to connect with specific films in the festival.**
CUSTOM SPONSORSHIP OPPORTUNITIES

Sponsor the SWAG

VIP SWAG BAGS
Enjoy lasting brand exposure by placing your logo on every VIP Swag Bag given to all visiting filmmakers and guests!

PASS LANYARDS
Add your logo to 1,000+ lanyards and blanket the Twin Cities with your brand!

VOLUNTEER & STAFF T-SHIRTS
Connect your brand with our dedicated team of 400+ festival staff and volunteers.

BUILD YOUR OWN!
Connect your brand with a festival event of your choice and put your logo on VIP Swag!

Sponsor a SPACE/ACCESS

STAFF & VOLUNTEER LOUNGE
Help keep the hardworking staff and volunteers refreshed with your goods or services.

VENUE SPONSOR
Deck out an MSPIFF venue in your branding to capture the attention of the nearly 50,000 annual attendees.

FILMMAKERS LOUNGE
Transform the lounge with banners, signage, product samples- the sky is the limit! Connect with filmmakers, industry leaders and special guests, all in one place!

PASS SPONSOR
Put your brand on display by adding it to the 1000+ badges worn every day by devoted attendees, filmmakers, guests, industry leaders, sponsors and staff.

Sponsor an AWARD ($5,000 to $20,000)

• Emerging Filmmaker
• Documentary
• Audience Choice Award*

• Spotlight
• Short Narrative
• 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.
**CUSTOM SPONSORSHIP OPPORTUNITIES**

**Sponsor a PARTY ($10,000 to $20,000)**

- OPENING NIGHT
- KODA//CHROMATIC
- MN MADE
- CINE GLOBAL

**Sponsor a PROGRAM ($5,000 to $20,000)**

**Asian Frontiers**
Asia’s must-see blockbusters and hidden gems

**Black Cinema: Under the Skin**
New films by black and African filmmakers

**Cine Latino**
A rich tapestry of Spanish language films

**Dark Out**
Sometimes it’s good to be afraid of the dark

**Frame Forward**
The avant-garde, experimental, lyrical and vanguard

**Images of Africa**
Vivid, innovative film from all across Africa

**LGBTQ Currents**
Broad horizons of Queer Cinema

**Midnight Sun**
A snapshot of new Nordic cinema

**MN Made**
The best homegrown feature films

**New American Visions**
Groundbreaking works of new American auteurs

**Nextwave**
Award-winning films for the next generation of filmgoers

**Special Presentations**
High-profile films with Special Guests

**Spotlight**
Creating community through film and dialogue

**Syncopated Silents**
Classic Silent films with live musical accompaniment

**World Cinema**
Asia’s must-see blockbusters and hidden gems

**Women & Film**
Female Directors from around the globe

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
- On-screen ad shown before every film
- Brand signage and on-site activations
- Tickets, passes, and more!

Sponsorship benefits also include:
- A full page ad in the Festival Guide
- Recognition in printed materials and press releases
- Opportunity to show an advertisement before every screening of each film in the category.
- Tickets, passes, and more!

Associate your brand with one of the Festival’s carefully curated film programs.