



Minneapolis St Paul
International Film Festival ⁴²

APRIL
13 - 27
2023

MSP IFF

SPONSORSHIP OPPORTUNITIES

PRESENTED BY



mspfilm.org



MSP INTERNATIONAL FILM FESTIVAL

For the past 60 years, MSP Film Society has been a leading non-profit exhibitor of significant film. We believe in the power of film to inspire and transform, which we promote through our extensive programming, relationships with filmmakers, and genuine connection with our partners.

In 2022, The Main Cinema in the St. Anthony neighborhood was updated and transformed into a vibrant movie theater where MSP Film Society presents buzzworthy independent films, international arthouse releases, and Hollywood blockbusters on all five screens, 7 days a week. All of this is, of course, anchored by our highly anticipated international festival lineup.

We are thrilled to be on the cusp of the 42nd Annual Minneapolis St. Paul International Film Festival (MSPIFF) April 13 - 27, 2023.

The Minneapolis St. Paul International Film Festival is one of the largest and longest-running festivals in North America. With more than 200+ films from some 70 countries each year, MSPIFF is among the Midwest's largest arts events, attracting more than 50,000 attendees each year.

The Minneapolis St. Paul International Film Festival is one of the best opportunities to reach a large audience of savvy arts enthusiasts from the Midwest and beyond. We offer creative activation opportunities, from simple brand/logo exposure, corporate entertainment, ads and/or editorial in the printed program, private sections and/or screenings, sampling/product sales, naming rights, on-screen messaging and much more.

We look forward to partnering with you to craft a custom package tailored to meet your goals and speak to your unique needs. Let's be creative together to showcase your brand on the big screen!

We look forward to connecting to define your support of the Minneapolis St. Paul International Film Festival this Spring!

Susan Smoluchowski
Executive Director

The MSP Film Society is a dynamic 501(c)(3) nonprofit dedicated to fostering a knowledgeable and vibrant appreciation of the art of film and its power to inform and transform individuals and communities. All donations are tax-deductible to the extent allowed by law.

“ [MSPIFF] is an amazing opportunity to see a diverse array of films from around the world. You’ll laugh, you’ll cry, but most of all... you’ll be glad you came. ”
– Amy B.

“ [MSPIFF] is my annual happy place. ”
– Stephan S.

“ [MSPIFF] is an adventure...you never know what you will discover. ”
– Alex M.

“ [MSPIFF] is my window on the world: artistic, social, cultural, and political. ”
– Gretchen T.

CONTACT US

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SPONSORSHIP OPPORTUNITY LEVELS

MSP
IFF 42

	Presenting (\$75,000+)	Visionary (\$50,000+)	Producing (\$25,000+)	Premier (\$10,000+)
• Up to 30-second video advertisement before every screening during the Festival	X			
• Logo Placement on official step and repeat backdrop for events	X			
• Opportunity to give opening remarks at Special Presentations	X	X		
• Banner advertisement within e-newsletter sent to 22,000+ subscribers	X	X		
• Social media package, with dedicated posts on Facebook, Instagram, Twitter, and more	X	X		
• Opportunity for category exclusivity	X	X	X	
• One still image advertisement before every screening	ALL YEAR	MSP IFF	MSP IFF	
• All-Access sponsor passes + discount on tickets and passes	15	10	8	6
• Recognition in festival press releases	X	X	X	X
• Recognition in festival trailer appearing before all film screenings	X	X	X	X
• Logo placement in festival signage, website, and in catalogue	X	X	X	X
	Contributing (\$5,000+)	Supporting (\$1,000+)		
• Logo placement on website and in catalogue	X	X		
• Sponsorship of a select number of films or program	X			
• Complimentary Tickets	10	10		
• All-Access sponsor passes	2			

*Customized sponsorship packages are also available.

SPONSORSHIP OPPORTUNITIES

PROGRAMS

Asian Frontiers - Hidden gems & blockbusters from bright new voices across Asia

Cine Latino - A rich tapestry of Spanish and Portuguese-language films

Dark Out - Thrills & chills: Films that transcend genres

Images of Africa - Vivid, inspiring films as rich and varied as the continent itself

LGBTQ+ Currents - Queer films that defy archetypes

Midnight Sun - A snapshot of new Nordic cinema

Minnesota Made - The best of homegrown feature films

New American Visions - Groundbreaking films that redefine the future of American auteurism

Nextwave - A platform for the next generation of film-makers to showcase their exciting films

Special Presentations - High-profile films with special guests

World Cinema - Films from around the globe to expand your worldview

Women & Film - Outstanding films directed by trailblazing women

AWARDS & TRIBUTES

Audience Award - The audience-voted favorite from the entire program of films.

Emerging Filmmaker Award - Recognizes up-and-coming international filmmakers

Documentary Feature Award - Recognizes the very best of non-fiction feature filmmaking

Fiction/Documentary Short Award - Recognizes the very best fiction and non-fiction short films

Luminary Tribute - Recognizes in retrospect the work of a master international filmmaker whose bold contributions have left indelible marks on the medium.

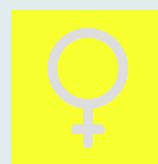
Milgrom International Auteur Tribute - Recognizes a writer/director whose vision has been instrumental in advancing the art of film internationally.

Minnesota Cinematic Arts Award - Recognizes a Minnesota filmmaker who, over the course of their career, has pursued the highest levels of artistic achievement.

AUDIENCE DEMOGRAPHICS

Over 50,000 Annual Attendees

- Opinion leaders and savvy arts enthusiasts from across the midwest.
- Diverse attendees of all ethnicities, ages, and abilities.
- International, travelled, highly educated, cultured audiences.



53% Female



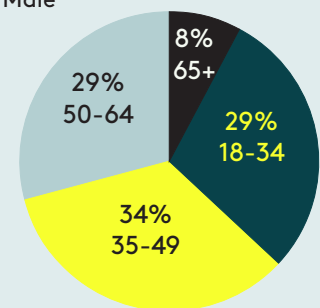
45% Male



GENDER

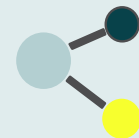
2% Non-Binary/
Decline to State

AGE



EDUCATION

88%
College
Educated



DIGITAL

24,000+
Social Media
Followers

MARKETING



Paid and promotional media partnerships in print, radio, social and television

WHY THEY ATTEND



- To see films they can't see anywhere else
- To expand their understanding of other cultures
- To connect with a vibrant community of film lovers
- To meet visiting filmmakers and talent
- To attend unique events and cool parties
- Because film festivals are fun!