



Minneapolis St Paul International Film Festival

APRIL 11 - 25, 2024

SPONSORSHIP OPPORTUNITIES

CONTACT US

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MSP Film Society
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MSP Film Society, a 501(c)(3) non-profit (EIN #21-1802905), is the parent organization of the Minneapolis St. Paul International Film Festival.

For the past 62 years, MSP Film Society has been the leading non-profit exhibitor of international & independent film in the region.

The Minneapolis St. Paul International Film Festival, MSP Film Society's centerpiece event, is a catalyst for artistic discovery and an essential Spring exhibition showcasing more than 250 new films from around the globe. Over 15 exhilarating days, Minneapolis blossoms into an epicenter of cinematic achievement as 45,000+ avid film fans converge on the Twin Cities for hundreds of packed screenings, unforgettable parties and illuminating filmmaker conversations. MSPIFF's exceptional lineup annually includes films from both intrepid new artists and influential luminaries alike, hailing from more than 70+ countries.



45,000+ ATTENDEES



250+ FILMS



2+ WEEKS OF INTERNATIONAL CINEMA



30,000+ SOCIAL MEDIA FOLLOWERS



SPECIAL GUESTS



70+ COUNTRIES



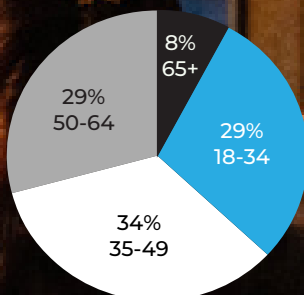
53% Female



45% Male



2% Non-Binary/
Decline to State



FEST AUDIENCE AGES

88%
COLLEGE
EDUCATED

3-5 MIL IMPRESSIONS:
TARGETED DIGITAL
MEDIA

25,000+
NEWSLETTER
SUBSCRIBERS

SPONSORSHIP LEVELS

PRESENTING

- Theater Marquee Name Recognition for entire festival +1 week prior
- Naming rights to 1 of the Festival Lounges
 - ☐ Filmmaker Lounge ☐ Pracna Party Lounge ☐ Festival Public Lounge
- Up to 30 second on-screen ad before every Festival screening
- Naming Rights to 1 of 5 Festival Theaters for your Organization (5 total available)
- Logo Placement on Official Festival Step & Repeat at all events
- On-Site Activation for your Organization for entire Festival (15 days)
- Full Page Ad on Festival Guide page of your choice:
 - ☐ Inside Cover ☐ Back Cover ☐ Back Inside Cover
- Opportunity to give opening remarks at Special Presentations
- Permanent Banner featured at the top of all Daily Festival emails
- Top-Billing on All Festival Assets and Paid Ads
 - Website, Fest Guide, Printed Materials, On-Screen before every Festival Screening
- Passes & Tickets

----- \$100,000

VISIONARY

- Up to 15 second on-screen ad before every Festival Screening
- Naming Rights to 1 of 5 Festival Theaters for your Organization (5 total available)
- Logo Placement on Official Festival Step & Repeat at all events
- On-Site Activation for your Organization for entire Festival (15 days)
- Full Page Ad in Back Cover of Festival Guide
- Opportunity to give opening remarks at Special Presentations
- Individual Brand Highlight in Daily Festival emails
- Top-Billing on All Festival Assets and Paid Ads
 - Website, Fest Guide, Printed Materials, On-Screen before every Festival Screening
- Passes & Tickets

----- \$75,000

SPONSORSHIP LEVELS

PREMIER

- Logo Placement on Official Festival Step & Repeat at all events
- On-Site Activation for your Organization for half of Festival (7 days)
- Individual Sponsor Card on-screen prior to all Festival Screenings
- Full Page Ad in Festival Guide
- Bi-Weekly Individual brand Highlight in Festival emails
- Featured Billing on select Festival Assets with other Sponsors at same level
 - Website, Festival Guide, On-Screen before every Festival Screening
- Passes & Tickets

----- \$50,000

MAJOR

- On-Site Activation for your Organization for 3 days
- Half Page Ad in Festival Guide
- Brand featured weekly in Festival emails
- Featured Billing on select Festival Assets with other Sponsors at same level
 - Website, Festival Guide, On-Screen before every Festival Screening
- Passes & Tickets

----- \$25,000

SIGNATURE

- Quarter Page Ad in Festival Guide
- Brand Logo featured weekly in Signature Level Logo Block
- Featured Billing on select Festival Assets with other Sponsors at same level
 - Website, Festival Guide, On-Screen before every Festival Screening
- Passes & Tickets

----- \$10,000

PRODUCING

- Featured Billing on select Festival Assets with other Sponsors at same level
 - Website, Festival Guide, On-Screen before every Festival Screening
- Passes & Tickets

----- \$1,000-\$5,000

CUSTOMIZED OPPORTUNITIES

\$25,000

- Naming Rights to Festival Theater (5 total available)
- Naming Rights to Filmmaker Lounge (1 available)
- Naming Rights to Pracna Party Lounge (1 available)
- Naming Rights to Public Info Lounge (1 available)
- Jury Award Prize Sponsorship (2 available)
- Audience Award Prize Sponsorship (2 available)

\$5,000

- Category or Program Sponsor
- Sidebar Sponsor
- Red Carpet Sponsor

\$1,000

- Sponsor an Individual Film with Prominent Logo Placement



ON-SITE ACTIVATION



SPONSORED EVENTS



GUIDEBOOK ADVERTISING



THEATER NAMING RIGHTS



ON-SITE ACTIVATION



	PRESENTING (\$100,000+)	VISIONARY (\$75,000+)	PREMIER (\$50,000+)	MAJOR (\$25,000+)	SIGNATURE (\$10,000+)	PRODUCING (\$1,000+)
CINEMA MARQUEE	✓					
FESTIVAL LOUNGE NAMING RIGHTS	✓					
BRAND COMMERCIAL	30 SEC	15 SEC				
THEATER NAMING RIGHTS	✓	✓				
STEP AND REPEAT	✓	✓	✓			
ON-SITE ACTIVATION	15 DAYS	15 DAYS	7 DAYS	3 DAYS		
PRINT AD IN FESTIVAL GUIDE	FULL PAGE Priority Choice	FULL PAGE Choice	FULL PAGE Inside Book	HALF PAGE Inside Book	QUARTER PAGE Inside Book	
EMAIL SPOTLIGHT	DAILY	DAILY	WEEKLY	WEEKLY	WEEKLY	
LOGO ON FESTIVAL ASSETS	✓	✓	✓	✓	✓	✓
FESTIVAL TICKETS	✓	✓	✓	✓	✓	✓
FESTIVAL PASSES	20	15	15	5	2	1