



Minneapolis St Paul
International Film Festival



SPONSORSHIP OPPORTUNITIES



APRIL 2 - 13, 2025

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MSP Film Society
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21-1802905

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 63 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



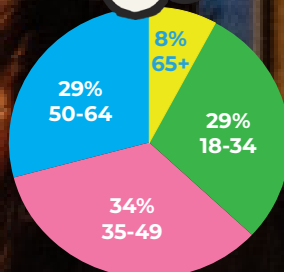
53% Female



45% Male



2% Non-Binary/
Decline to State

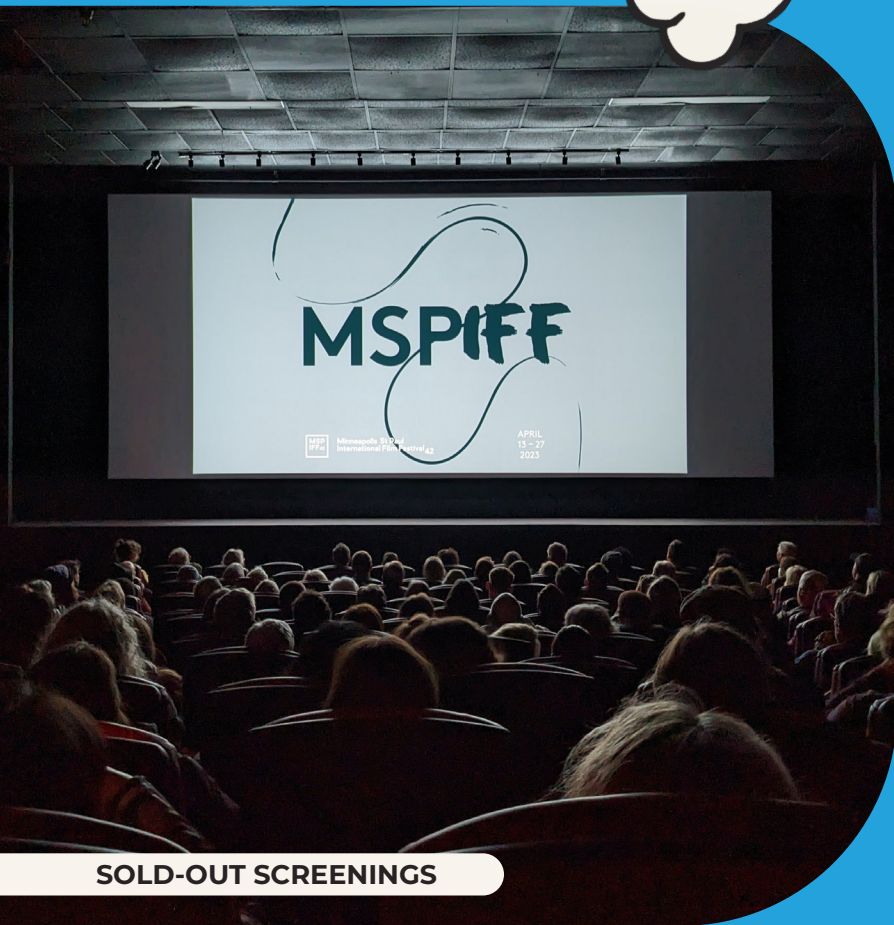


Fest Audience Ages

88% COLLEGE EDUCATED

3-5 MIL IMPRESSIONS:
TARGETED DIGITAL MEDIA

25,000+ NEWSLETTER SUBSCRIBERS



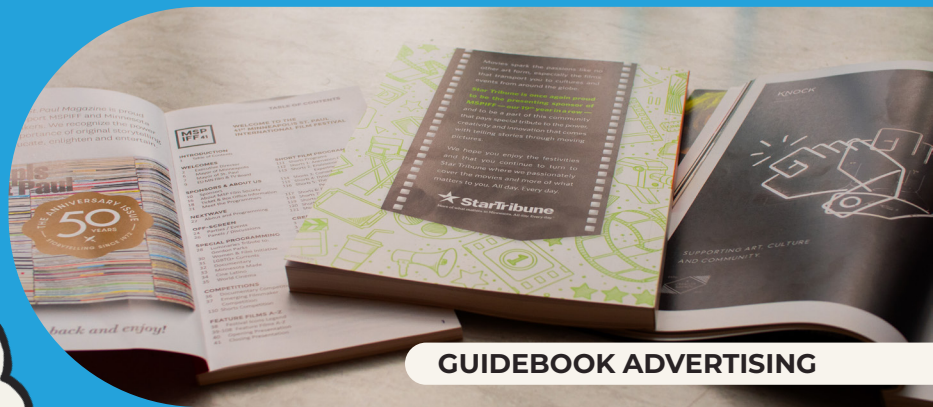
SOLD-OUT SCREENINGS



ON-SITE ACTIVATION



SPONSORED EVENTS



GUIDEBOOK ADVERTISING



PARTY SPONSORSHIP



ON-SITE ACTIVATION



PRESENTING

\$100,000



**CINEMA MARQUEE
NAME RECOGNITION**
FOR ENTIRE FEST
+1 WEEK PRIOR



**UP TO 30 SECOND
ON-SCREEN AD**
BEFORE EVERY FESTIVAL
SCREENING



**NAMING RIGHTS TO 1 OF 3
FESTIVAL LOUNGES**



**NAMING RIGHTS TO 1 OF 5
FESTIVAL THEATERS**



+ PLUS ALL OTHER SPONSORSHIP BENEFITS





VISIONARY

\$75,000



UP TO **15 SECOND**
ON-SCREEN AD BEFORE
EVERY FESTIVAL
SCREENING



NAMING RIGHTS TO 1 OF 5
FESTIVAL THEATERS



LOGO PLACEMENT ON
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



PREMIER

\$50,000



LOGO PLACEMENT ON
FESTIVAL STEP & REPEAT
AT ALL EVENTS



ON-SITE ACTIVATION
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





MAJOR

\$25,000



ON-SITE ACTIVATION
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





SIGNATURE

\$10,000

- + **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



PRODUCING

\$5,000

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






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



- Program or Theme Sponsor
 - Sidebar Sponsor
 - Red Carpet Sponsor
 - Party or Event Sponsor
- 

\$1,000

- Sponsor an Individual Film with Prominent Logo Placement
- 



	PRESENTING (\$100,000+)	VISIONARY (\$75,000+)	PREMIER (\$50,000+)	MAJOR (\$25,000+)	SIGNATURE (\$10,000+)	PRODUCING (\$5,000+)
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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

12

6

4

2

