



MILL VALLEY FILM FESTIVAL | CALIFORNIA FILM INSTITUTE
SPONSORSHIP OPPORTUNITIES

THE CALIFORNIA FILM INSTITUTE celebrates film as art and education by presenting the annual **MILL VALLEY FILM FESTIVAL**, exhibiting film year-round at the non-profit **CHRISTOPHER B. SMITH RAFAEL FILM CENTER**, and building the next generation of filmmakers and film lovers through **CFI EDUCATION**.



The **MILL VALLEY FILM FESTIVAL** is an eleven-day celebration of the finest independent and international films, tributes and galas. A hot stop on the Oscar® circuit, MVFF attracts the most talented and celebrated industry elite. The Festival annually welcomes more than 200 filmmakers representing more than 50 countries, and hosts an audience of 68,000+ guests.



The **SMITH RAFAEL FILM CENTER** is a beautifully restored Art Deco theater with three screens and state-of-the-art presentation, offering year-round programming of internationally acclaimed screenings, special community events and in-person filmmaker appearances. In 2015, the Smith Rafael Film Center welcomed 145,000 film lovers and 123 filmmaker guests.



CFI EDUCATION is building the next generation of filmmakers and film lovers through its creative film programs which annually serve over 8,000 students, educators, adults and families. Using film as an educational tool, programs reach across social, cultural and economic boundaries to support and encourage youth toward critical thinking, media literacy and a nuanced worldview.

As a sponsor of CFI: THE RAFAEL, MVFF or CFI EDUCATION, you will contribute to the success of the mission and associate your business with distinctive and internationally recognized programs. Individual packages are designed around the unique needs of your company to more keenly focus on areas relevant to your brand such as product sampling, talent access and brand awareness, product placement, brand immersion and on-site activation.

DIRECT COMMUNICATION

The Mill Valley Film Festival offers numerous ways to generate product awareness including sampling, product displays, ad space and website exposure.

Meet potential customers face-to-face:

- CFI & MVFF Fast Pass holders (Top tier)
- 3,000+ CFI Members
- 150 MVFF VIP Gift Bags

BRANDED AREAS

The Mill Valley Film Festival offers sponsors an opportunity to extend their marketing reach by creating unique spaces that reflect their brand image:

- Opening Night Gala
- Opening Night VIP Reception
- Theaters
- Hospitality Lounges
- Post-Tribute/Spotlight Reception
- Filmmaker Brunches & Receptions
- Lounge Happy Hours

BOTTOM LINE IMPACT

The Mill Valley Film Festival and CFI are important parts of the lives of our guests; 92% of Fast Pass attendees purchase Passes the following year. Attendees are passionate and extremely loyal in supporting the Festival and CFI's corporate sponsors.



MILL VALLEY FILM FESTIVAL

OPENING NIGHT FILM & PARTY

Film: 1,600 attendees | Party: 1,400 attendees

CLOSING NIGHT FILM & PARTY

Film: 1,000 attendees | Party: 800 attendees

ACTOR, DIRECTOR, & INDUSTRY TRIBUTES & SPOTLIGHTS

339 - 1,000 attendees

CENTERPIECE FILM & PARTY

339 - 1,000 attendees

CATEGORY: WORLD CINEMA, US CINEMA, 5@5 SHORTS SERIES, VALLEY OF THE DOCS, ACTIVE CINEMA, MIND THE GAP

Film Focus selections

FILM SCREENINGS

339 - 1,000 attendees

FILMMAKER BRUNCHES & RECEPTIONS

300 - 900 attendees

MVFF MUSIC

250 - 1,000 attendees

INDUSTRY PANELS

129 - 339 attendees

CHILDREN'S FILM FESTIVAL

1,200 attendees

MVFF EDUCATION SCREENINGS

2,000 attendees

VOLUNTEER PROGRAM

500 Volunteers | 1,000+ shifts

VENUES: HOSPITALITY LOUNGES & THEATERS

2,000 - 60,000 admissions

MVFF AUDIENCE AWARDS

40,000 - 60,000 ballots

DIGITAL MEDIA

MVFF App, event filming, website, virtual streaming room, social media campaigns



Brie Larson - ROOM
MVFF38 Spotlight Program



SHARP 2nd Annual Art of Amazing 4k Film Showcase

MILL VALLEY FILM FESTIVAL



Spotlight on Eddie Redmayne
THE THEORY OF EVERYTHING | MVFF37



David O. Russell & Bradley Cooper
SILVER LININGS PLAYBOOK | Opening Night MVFF35
Sponsored by Wells Fargo



Tribute to Laura Dern
WILD | Closing Night MVFF37



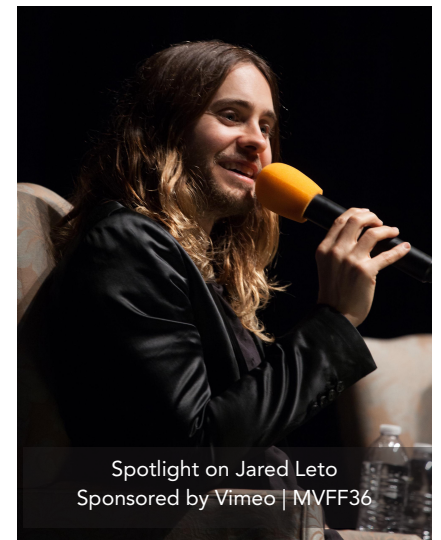
Sir Ian McKellen
Tribute | MVFF38



Spotlight on Alejandro González Iñárritu
MVFF29 | MVFF33



Lupita Nyong'o | 12 YEARS A SLAVE
MVFF36



Spotlight on Jared Leto
Sponsored by Vimeo | MVFF36

CHRISTOPHER B. SMITH RAFAEL FILM CENTER

CFI MEMBERSHIP

Engaging membership program serves 3,000+ cinephiles
9+ invite-only preview screenings and additional member-only events

CFI AWARDS NIGHT

A benefit in support of CFI Education
550 attendees

FOR YOUR CONSIDERATION

Annual Best Foreign Film Selections

QUARTERLY RAFAEL FILM SCREENINGS

1,250 screenings | 50,000 admissions

FILM SERIES (Guest Q&As)

2-6 special public screenings

GREEN INITIATIVE

Support CFI's zero waste efforts

CFI DAYTIME FILM SERIES

Special daytime screenings & moderated discussions



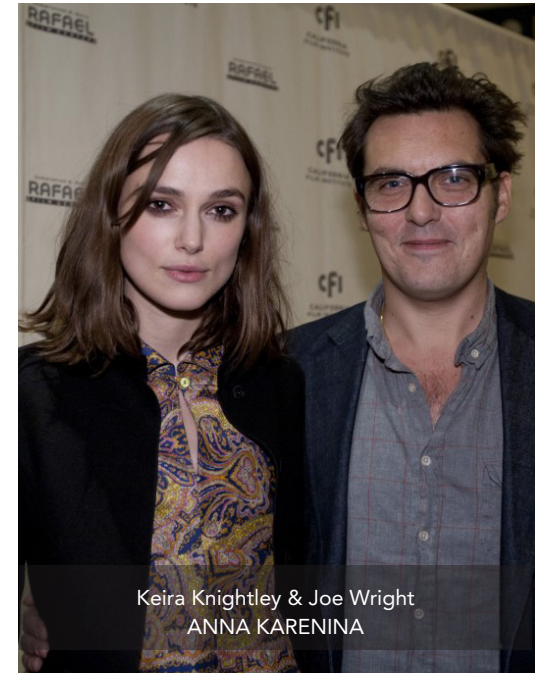
CHRISTOPHER B. SMITH RAFAEL FILM CENTER



David Lynch
INLAND EMPIRE



TBone Burnett & Oscar Isaac
INSIDE LLEWYN DAVIS



Keira Knightley & Joe Wright
ANNA KARENINA



Jason Schwartzman & Claire Danes
SHOPGIRL



Ewan McGregor
SALMON FISHING IN THE YEMEN



Russell Crowe
THE WATER DIVINER

CFI EDUCATION

SPONSOR ONE OF CFI EDUCATION'S DYNAMIC PROGRAMS:

SUMMERFILM

A series of programs where young adults interested in the film industry learn how to watch, critique and understand tricks-of-the-trade techniques of moviemaking.

A PLACE IN THE WORLD

An eight month school-term curriculum series of carefully selected international films that address universal coming-of-age issues.

ENVIRONMENTAL YOUTH FORUM

An annual three-day film festival inclusive of workshops and presentations focusing on the difficult questions facing this generation concerning the environment, pollution, global change and their possible solutions.

MY PLACE | MY STORY

An intensive five-day workshop taught during school vacations for at-risk youth who learn basic filmmaking and writing skills to facilitate the production of individual 3-5 minute films about themselves, their friends, their families and their place in the community.

FILMMAKERS GO TO SCHOOL

During the Mill Valley Film Festival & throughout the year, CFI Education collaborates with local and international filmmakers to go into the classroom, show their films and talk to the students about their work and being filmmakers.

COMMUNITY CINEMA

A free monthly screening event showcasing films from the Emmy Award-winning PBS series Independent Lens, followed by a discussion with the filmmakers, local experts or key organizations working on the issues covered in the film.



CONNECT WITH AN INFLUENTIAL AUDIENCE

200k YEAR-ROUND ATTENDEES | 62k MVFF ATTENDEES

The Marin County demographic is a highly sought after market, with one of the highest median incomes in the country.

78% Marin County based
\$1.1 MM Median Home Value
85% College educated



| Gender | Age | Household Income |
|------------|-----------|---------------------|
| 69% Female | 21% 18-44 | 17% \$250k + |
| 31% Male | 52% 45-64 | 41% \$100k - \$249k |
| | 26% 65 + | 28% \$50k - \$99k |



SPONSOR BENEFITS & BRAND ACTIVATION

Sponsors receive extensive exposure and recognition to a significant audience through a \$1+ million annual media & publicity campaign:

Venue naming rights

Customized VIP hospitality event to suit sponsor's audience

On-site product sampling, demonstration & display opportunities

Commercial spot on screen before sponsored program

Brand recognition on theater marquee

On-site activation space

Signage viewable throughout Marin County & San Francisco Bay Area

Acknowledgment in press releases to over 2,000 media outlets

On-screen slideshow

Logos in print and online platforms

Naming rights to one of several high-level events



SHARP MVFF37 Opening Night VIP Lounge

Additional opportunities include: Logo recognition within on-screen slideshow, Logo recognition in both print and digital platforms, Tickets to screening & events, Official product & Preferred supplier status, Inclusion in advertising and event promotional pieces.

CUSTOMIZE YOUR SPONSORSHIP

Sponsors join the distinctive ranks of those that support film in our community and associate their businesses with distinctive and internationally recognized programs.

In the spirit of true partnership, we work closely with you to create individually customized and targeted sponsorship packages designed to fit the unique needs of your company.

SPONSORSHIP LEVELS

| | | |
|-----------------|-----------|---|
| Presenting | \$150,000 | Complete Festival Immersion. Receive ultimate exposure and branding with every mention of the Mill Valley Film Festival Presented by your company. |
| Signature | \$75,000 | The Premier Experience. Shine the MVFF spotlight onto your brand with the full red carpet treatment at a significant Festival tent-pole event! |
| Major | \$50,000 | The Gold Standard. Ascend to new heights with brand association with acclaimed prestigious film honors events that celebrate new and established award-winning talent. |
| Silver Circle | \$25,000 | Welcome to the Stars. Encounter MVFF's timeless, once-in-a-lifetime moments up close with clients and staff, while garnering substantial brand recognition. |
| Festival Circle | \$15,000 | We have Lift-off! Blast your brand into the silver screen realm with a deep package including brand recognition, client cultivation and dynamic promotion. |
| Cinema | \$7,500 | The Perfect Start. Reach a dedicated, loyal cinephile Marin & Bay Area audience with sustained exposure in association with the finest in art-house cinema. This is a Smith Rafael Film Center quarterly sponsorship; does not include MVFF benefits. |

FOR A DETAILED PROPOSAL, PLEASE CONTACT:

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