



WILD & SCENIC[®] FILM FESTIVAL

where activism gets inspired



Festival Sponsorship Opportunities

January 16-20, 2020

Nevada City & Grass Valley, CA

About Wild & Scenic Film Festival

Now in its 18th year, SYRCL's Wild & Scenic Film Festival returns each January with another incredible selection of films to change your world. Each year, the Wild & Scenic Film Festival draws top filmmakers, celebrities, leading activists, social innovators and well-known world adventurers to the historic downtowns of Nevada City and Grass Valley, California.

Considered one of the nation's premiere environmental and adventure film festivals, our films combine stellar filmmaking, beautiful cinematography, and first-rate storytelling to inform, inspire, and ignite solutions and possibilities to restore the earth and human communities while creating a positive future for the next generation. Festival-goers can expect to see award-winning films about nature, community activism, adventure, conservation, water, energy and climate change, wildlife, environmental justice, agriculture, and indigenous cultures. Complementing a robust film program, we offer free community workshops, visiting filmmaker and activist talks, an arts exhibition, virtual reality, live podcasts, parties, and much more.



The South Yuba River Citizens League (SYRCL) created the Wild & Scenic Film Festival in 2003 to inspire environmental activism and a love for nature through film. After 17 years, the Wild & Scenic Film Festival is the largest annual fundraiser for SYRCL's work to protect and restore the Yuba River watershed in northern California.

Wild & Scenic Film Festival travels year-round with our On Tour program, partnering with other grassroots organizations to produce events worldwide. We are on track to host 250+ On Tour events in 2019.



School Programs

During the week of the flagship festival 2,400 K-12 students from our local and neighboring communities participate in the Wild & Scenic School Program. Students visit local theaters to view specially-curated, age-appropriate films that are accompanied by film-specific, standards-based curriculum.



Wild & Scenic Art

Each year, Wild & Scenic presents a juried arts exhibition, showcasing 2-D, 3-D, and photography in venues across Nevada City and Grass Valley. Festival attendees are encouraged to visit galleries during Art Strolls and during our Art Award reception where we honor all participating artists and announce Judges Awards.



Special Guests

Wild & Scenic presents free programming throughout the weekend, including activist workshops, live podcasts, Coffee Talks, and Fireside Chats featuring visiting filmmakers, activists, adventurers, athletes, and artists.



Flagship Audience

5,600 Festival Attendees in 2019

2,400 K-12 students attended a Wild & Scenic School Program

466 Volunteers in 2019

52% Attendees with an advanced degree

32% Attendees with an annual income greater than \$100,000

50% Attendees from Nevada City and Grass Valley

33% Attendees from San Francisco Bay Area and Sacramento



Media and Reach

3.5 M Media impressions for Wild & Scenic Film Festival annually

14,800 Subscribers to our email list

9,700 Facebook Fans



Become a Festival Sponsor

Wild & Scenic Film Festival relies on the support of sponsors to present world-class films and overall inspirational experiences to attendees, both local and from around the globe.

Our audiences are engaged, informed, and eager to learn what they can do to make a difference for the planet, including in their consumer choices. Our unique festival model offers sponsors with meaningful opportunities to engage with audiences and while enjoying broader exposure and recognition in alignment with Wild & Scenic Film Festival, an internationally-known brand

Because Wild & Scenic Film Festival is a fundraiser for the South Yuba River Citizens League (SYRCL), all Festival sponsorships benefit SYRCL's year-round work to protect and restore the Yuba River watershed. Join us as a Festival sponsor and discover what makes Wild & Scenic a festival where "activism gets inspired."



Festival Sponsor Benefits Summary

	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Advertising/Booth Presence					
Ad in Festival program	1/2 Page (5" w x 3.625" h)	1/4 Page (5" w x 1.75" h)	1/8 Page (2.375" w x 1.75" h)		
Banner at Festival	✓	✓			
Logo on poster	✓	✓	✓		
Logo in program	✓	✓	✓	✓	✓
Logo in slideshow	✓	✓	✓	✓	✓
Logo in website with hyperlink	✓	✓	✓	✓	✓
Table at Fest HQ	✓				
Hospitality					
Festival Pass(es)	6	4	2	2	1
Filmmaker Party Tickets	6	4	2	2	1
Gala Tickets	6	4	2	-	-
Framed 2020 Poster	✓	✓	✓	✓	✓
Annual SYRCL Membership	✓	✓	✓	✓	✓
Tax Deductible Portion	\$8,750	\$4,150	\$1,850	\$800	\$375



Contact

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