

21<sup>st</sup> Annual

# WILD & SCENIC<sup>®</sup> FILM FESTIVAL

SYRCL's  where activism gets inspired

## Partner Opportunities for 21<sup>st</sup> Annual WSFF: Feb. 16-20, 2023 in Grass Valley and Nevada City, CA and 150+ On Tour events

SYRCL's Wild & Scenic Film Festival (WSFF) will celebrate its 21<sup>st</sup> annual event with another incredible selection of films to change our world. WSFF is one of the nation's largest environmental film festival - drawing more than 8,000 attendees, filmmakers, activists, outdoor athletes, students and artists for five days of film, celebration, and inspiration. We look forward to returning to Nevada City and Grass Valley, CA in February 2023.



## FLAGSHIP FESTIVAL AUDIENCE

- 8,000+ Festival Attendees in 2020
- 2,200+ Virtual Attendees in 2022
- 480 Volunteers in 2020
- 2,150 K-12 students attended a WSFF school program in 2020 and over 1050 in 2021.
- 55% of attendees hold an advanced degree
- 36% of attendees hold a 4yr degree
- 32% of attendee's household income over 100k
- 27% of attendee's household income 50-100k

## ON TOUR AUDIENCE

- Over 150 On Tour events anticipated in 2022
- 60,000 Attendees at On Tour events in 2021

## MEDIA and REACH

- 3.5 million media impressions for WSFF annually
- 20,000 subscribers to our email lists
- 10,500 Facebook fans
- 6,000 Instagram followers





# BECOME A NATIONAL PARTNER



Wild & Scenic Film Festival relies on the support of sponsors to present world-class films and overall inspirational experiences to attendees around the globe. Our National Partners contribute to supporting our February Flagship Festival and On Tour events.

Standard sponsorship benefits are outlined below. Benefits present across levels include exclusive sponsor within your corporate market, association with other like-minded companies, and a high profile partnership with an authentic, grassroots event - one of the largest events of its kind in the world. WSFF provides a forum to communicate your commitment to sustainability and corporate social responsibility.

Wild & Scenic works with each National Partner to craft a sponsorship package that meets their marketing objectives and goals. We look forward to building unique and authentic benefits to add value to our relationship and help connect our partners' brands with promotional and attendee activation opportunities.

Sponsorship Tier	<u>Title</u> <small>Limited to 1 per year</small>	<u>Premier</u> <small>Limited to 3 per year</small>	<u>National</u>
Price of Tier	\$50,000	\$26,000	\$14,000
Tax Deductible Portion	\$41,000	\$19,250	\$10,400
"Your Business" Presents in main festival logo	✓		
Video ad before each session screening	25 sec.	15 sec.	10 sec.
Ad in festival program	Two Full Facing 2 x (5" x 8.5")	One Full page (5" x 8.5")	½ page (5"x 3.625")
"Presented by" in every ticket confirmation	✓		
Exclusive press release	✓	✓	
Banner placement at festival	✓	✓	✓
Display &/or table at festival	✓	✓	✓
Logo on WSFF poster	✓	✓	✓
Logo + link on WSFF website	✓	✓	✓
All access "Watershed" passes	20	15	8
Framed poster	✓	✓	✓



For more information contact Eric Dunn, Festival Producer  
(530) 265-5961 x223 | [eDunn@WildAndScenicFilmFestival.org](mailto:eDunn@WildAndScenicFilmFestival.org)  
[www.WildAndScenicFilmFestival.org](http://www.WildAndScenicFilmFestival.org)