2027 SPONSOR OPPORTUNITIES

SYRCL's WILD & SCENIC® FILM FESTIVAL

where activism gets inspired

25th Anniversary Flagship Festival

in Nevada City and Grass Valley, CA: February 18-22, 2027
On Tour Nationwide 125+ markets: March 2026 - February 2027

The Wild & Scenic Film Festival (WSFF) is an internationally recognized environmental film festival produced by SYRCL (South Yuba River Citizens League), a 501(c)(3) Waterkeeper Alliance member and 1% For the Planet partner.

WILD & SCENIC® FILM FESTIVAL
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25 WILD & SCENIC FILM FESTIVAL

SPONSORSHIP LEVELS & BENEFITS

		GREEN STURGEON	CHINOOK SALMON	STEELHEAD TROUT	RIVER OTTER	RED-LEGGED FROG
BRAND VISIBILITY	Price of Tier	$10,000	$5,000	$2,500	$1,000	$500
	Ad on festival websites	x	x	x		
	Logo + link on WSFF website	x	x	x	x	x
	Logo on screening session slideshow	x	x	x	x	x
	Logo on WSFF flagship poster	x	x	x		
FLAGSHIP PERKS	Festival sponsor pass	6	4	2	2	1
	Banner and/ or table at festival	x				
	Dedicated Social Post (Optional)	x	x			
	Additional Add-Ons Opportunites (listed below)	x	x	x		

"We've enjoyed a wonderful relationship through the years and value the Festival and Tour for their ability to reach an audience that cares so deeply about our planet." - **Earthjustice, 10yr partner**

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SPONSORSHIP LEVELS & BENEFITS

GREEN STURGEON

$10,000

- 6 all -access festival passes
- Advertising on WSFF site
- Banner Displayed at Festival
- Display or Table at HQ or EnviroFair
- Option for custom add-on opportunities

Your Logo On:

- Pre-screening slideshow
- Flagship welcome pavillion screen
- Website sponsor page
- Festival Poster
- All email sends

CHINOOK SALMON

$5,000

- 4 festival passes
- Advertising on WSFF site
- Option for custom add-on opportunities

Your Logo On:

- Pre-screening slideshow
- Flagship welcome pavillion screen
- Website sponsor page
- Festival Poster
- All email sends

STEELHEAD TROUT

$2,500

- 2 festival passes
- Advertising on WSFF site
- Option for custom add-on opportunities

Your Logo On:

- Pre-screening slideshow
- Flagship welcome pavillion screen
- Website sponsor page
- Festival Poster

RIVER OTTER

$1,000

- 2 festival passes

Your Logo On:

- Pre-screening slideshow
- Website sponsor page

RED-LEGGED FROG

$500

- 1 festival pass
- Advertising on WSFF site

Your Logo On:

- Pre-screening slideshow
- Website sponsor page

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ADDITIONAL ADD-ON OPPORTUNITIES*
Nevada City + Grass Valley, CA - Feb. 18-22, 2027

*à la carte add on options are only available to Green Sturgeon, Chinook Salmon, and Steelhead Trout:

Naming Rights for the Media Lounge - $5,000 The media lounge will be moving into Headquarters at the Miners Foundry this year. Showcasing live interviews all weekend with VIP guests. Hosted by Elisa Parker. This is a chance for premium placement both on camera and in person all guests see in our central hub.

Naming Rights for Venue - $3,000
Attach your brand to our beloved screening spaces.
For instance: Earthjustice Activist Center at City Hall, Acme Products Main Stage at Center for the Arts

Naming Rights for Opening Ceremony - $2,500
Attach your brand to the always well-attended opening ceremony at Stone Hall, Miner's Foundry.
For instance: "*Acme Products presents the WSFF Opening Ceremony*"

Naming Rights for EnviroFair - $2,000
Attach your brand to our beloved community tabling space that hosts dozens of orgs. Full 10x10 booth.
"Acme Products presents the WSFF EnviroFair."

Naming Rights for One Film Session - $1000
Attach your brand to one film session at the flagship festival.

Sponsorship of On Tour host brunch - $2,000
Provide brunch for our annual gathering of On Tour Hosts in attendance at the flagship festival.

Sponsorship of Filmmaker Lounge - $1,500
Attach your brand to the filmmaker lounge space, including being listed as providing the coffee.

Custom Slide in On Tour Film Program - $2,000 build a customized slide with your logo that will reach On Tour audiences nationwide

Additional Opportunities- Don't see what you are looking for here? Let's connect and talk about what your goals are and how Wild & Scenic can help you reach them while supporting our event.

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Our WSFF Flagship Festival is one of the most celebrated film festivals in the United States, drawing more than 7,000 attendees to Northern California. It has 5 days of 100+ outdoor, nature, and adventure films, workshops, special panels, family-friendly programs, art exhibitions, parties, and more. It's the kick-off to our National On Tour program which brings Wild & Scenic film programs to communities across the country. 125+ WSFF events are hosted yearly by land trusts, waterkeepers, schools, and other community groups, reaching more than 40,000 people annually.

IMPACT

Locally, WSFF has an economic impact of over $900,000 - in our small rural community.

In 2026 the WSFF On Tour program helped host Organizations raise over $1,500,000 for their impact projects

MEDIA & REACH

2 million media impressions for WSFF annually

12,000 subscribers to our email list

14,000+ Facebook followers

9,300+ Instagram followers

2026 FLAGSHIP FEST AUDIENCE

7,100+ Attendees

250+ Volunteers

3,500+ Students attended WSFF school programs

47% hold an advanced degree

42% hold a 4-year degree

35% household income >$100k

65% identify as Female

WSFF ON TOUR AUDIENCE

40,000 Attendees annually On Tour

Projected 130 On Tour events partnering: with land trusts, waterkeepers, schools, and other non-profit organizations.

WHERE IS WSFF ON TOUR?

2026 WSFF SPONSORS

PREMIER

hhmi | Tangled Bank Studios

NATIONAL

EARTHJUSTICE
BECAUSE THE EARTH NEEDS A GOOD LAWYER

Hydro Flask

SIERRA NEVADA

nia
IMPACT CAPITAL

GREEN STURGEON

AJA VIDEO SYSTEMS

scJohnson
A family company at work for a better world

TEICHERT

CHINOOK SALMON

Latrobe Fund

Science on Screen

NATIONAL EXCHANGE HOTEL

NEVADA CITY WINERY

Big Springs Garden RETREAT CENTER

YUBA WATER AGENCY

ChicoBag

Tyrrell Resources, Inc.

LIFE-FORCE ACADEMY

Folchi LOGGING & CONSTRUCTION

STEELHEAD TROUT

COLANTUONO HIGHSMITH WHATLEY, PC

THREE FORKS

CALIFORNIA SOLAR ELECTRIC COMPANY

CALIFORNIA ORGANICS

HOLBROOKE HOTEL

MINERS FOUNDRY CULTURAL CENTER

BAIRD

The Lee & Dunn Group

THE ONYX

klean kanteen

Prime Cinemas Grass Valley
SUTTON DEL ORO

NOCS PROVISIONS

PINE STREET
Public Relations

YubaNet.com
We Deliver News to the Sierra

WILDLIFE PROTECTION SOLUTIONS

NOUR SOLAR
ELITE DEALER

GATEWAY FINANCIAL PARTNERS

Grass Valley COURTYARD SUITES
gvcourtyardsuites.com

RIVER OTTER

Nevada City Oddfellows | Power Structures | Verdantas | Emily's Catering | Juniper Ridge | Sierra Watch | Nevada County Fairgrounds | Nevada County Gold | Alpacka Raft | Green Mary | Haven Stead | The Parsonage | Nevada County Connect | Salmonid Restoration Federation | Boreal Wood Ward | Dignity Health | Nevada County Historical Society | Maven | Jernigan's | Brilliant Work | Swift Water Design

RED-LEGGED FROG

Foothill Mercantile | Tri Counties Bank | Nevada Theatre | Elevation | Nevada County Cannabis Alliance | Nevada County Arts Council | Sierra Derm Center for Dermatology | Wolf Craft | Econscious | Waste Management | The Pizza Joint | Caroline's Coffee | NCE