

2027 SPONSOR OPPORTUNITIES



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.

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?





"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



SPONSORSHIP LEVELS & BENEFITS

TITLE

\$50,000

- 10 sec. video ad screened before each session (includes On Tour)
- 14 all access sponsor passes
- Advertising on WSFF site
- "Your Business presents" in main fest logo
- "Presented by" in each ticket purchase confirmation
- Exclusive Press Release
- Banner Placement
- Display or Table at HQ & EnviroFair
- Presence in 110+ On Tour communities a year

Your Logo On:

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

PREMIER

\$26,000

- 7 sec. video ad screened before each session (includes On Tour)
- 10 all access sponsor passes
- Advertising on WSFF site
- Banner Placement
- Display or Table at HQ & Enviro Fair
- Presence in 110+ On Tour communities a year

Your Logo On:

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

NATIONAL

\$14,000

- 5 sec. video ad screened before each session (includes On Tour)
- 6 all access sponsor passes
- Advertising on WSFF site
- Banner Placement
- Display or Table at HQ & Enviro Fair
- Presence in 110+ On Tour communities a year

Your Logo On:

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

ADDITIONAL ADD-ON OPPORTUNITIES*

Nevada City + Grass Valley, CA - Feb. 18-22, 2027

*à la carte add on options are only available to National Partner, Premier, and Title partners:

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.



SPONSORSHIP LEVELS & BENEFITS

		TITLE (One Available)	PREMIER	NATIONAL
BRAND VISIBILITY	Price of Tier	\$50,000	\$26,000	\$14,000
	"Your Business presents" in main fest logo	x		
	"Presented by" on ticket confirmation	x		
	Exclusive press release	x		
	Video ad at each screening (Flagship & all On Tour Events)	10 sec.	7 sec.	5 sec.
	Ad on festival websites	x	x	x
	Logo + link on WSFF website	x	x	x
	Logo on WSFF flagship poster	x	x	x
FLAGSHIP PERKS	All-access sponsor pass	14	10	6
	Banner displayed at festival	x	x	x
	Display and/or table at festival	x	x	x
	Additional Add-Ons Opportunities (listed below)	x	x	x
ON TOUR PERKS	Brand collateral in all national tour raffle kits	x	x	x
	Option for in-person event presence on the national tour	x	x	
	Logo on National Tour Poster	x	x	x
	Invite to On Tour Host Brunch	x	x	x

2026 WSFF SPONSORS

PREMIER

hhmi | Tangled Bank Studios

NATIONAL



CHINOOK SALMON



STEELHEAD TROUT



The Lee & Dunn Group



RIVER OTTER

Nevada City Oddfellows | Power Structures | Verdantas | Emily's Catering | Juniper Ridge | Sierra Watch | Nevada County Fairgrounds | Nevada County Gold | Alpaca 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