Who We Are

The Wisconsin Film Festival is the largest university produced film festival in the United States with an average of 150 film screenings and tens of thousands of people in attendance. The Film Festival is presented by the UW–Madison Arts Institute and the Communication Arts Department and will run from April 14-21, 2016.

Support one of the largest annual events in Madison!

The Wisconsin Film Festival costs over $300,000 to produce on an annual basis. About half of the budget is covered by ticket sales. We purposely keep tickets prices low to make the festival accessible and to encourage patrons to support local businesses.

Numerous returning sponsors and partners help defray some of the costs of the festival—but not all our costs are covered. We invite you to support the festival. In return, you will have a unique opportunity to market your organization to our attendees and to be part of one of the largest events in Madison—one that attracts local, national, and international visitors.

Sponsorship levels range from $2,500–$100,000. For higher-level donations, there are also exclusive networking opportunities with patrons and film industry guests. Please join us as a partner for the 2015 Wisconsin Film Festival!

Contact

Zack Robbins | Corporate Relations Director | UW-Madison Arts Institute
608-628-7344 | zack.robbins@wisc.edu

*Report from the Greater Madison Convention and Visitors Bureau economic impact study in 2013
| Sponsorship Level | Private Screening | Name/Logo on Awards & Give-Away Items | Exclusive Networking Opportunities | Opportunity to Display/Distribute Promo Materials | Solo Print Ad in Capital Times Film Guide* (size/placement varies) | Name or Logo on Festival Poster (500+) | Name or Logo on Festival Flier* (2,000+) | Back Cover Listing in Film Guide* (size varies) | Recognition on the Pre-screen Film Trailer | Placement in Local Newspaper Ads | Targeted Social Media Placement | Link to Your Website on Festival Website | All Access Pass | Comp Tickets | Ticketed Event Invitations |
|-------------------|-------------------|------------------------------------|-----------------------------------|-------------------------------------------------|-------------------------------------------------|--------------------------------------|--------------------------------------|--------------------------------|M---------------------------------|---------------------------------|---------------------------------|---------------------------------|-----------------|-------------|-----------------|
| PRESENTING SPONSOR | $100,000          |                                    |                                   |                                                 | large full-color inside cover | medium size ad | small size ad | large logo | medium logo | small logo | large logo | medium logo | small logo | text large | 4 | 100 | 40 |
| LEADERSHIP SPONSOR | $50,000           |                                    |                                   |                                                 | large logo | medium logo | small logo | large logo | medium logo | small logo | large logo | medium logo | small logo | text | 2 | 75 | 30 |
| SUSTAINING SPONSOR | $20,000           |                                    |                                   |                                                 | large logo | medium logo | small logo | text | 1 | 50 | 20 | 10 |
| SUPPORTER          | $10,000           |                                    |                                   |                                                 | text | text | text | text | text | text | text | text | text | 1 | 25 | 10 |
| ALLIANCE MEMBER    | $5,000            |                                    |                                   |                                                 | 5 | 10 | 5 | 2 |
| ASSOCIATE          | $2,500            |                                    |                                   |                                                 | |

*If sponsorship is secured by February 1, 2016.

“We use film passes to engage our employees in the Fest, and they tell us that they love this opportunity to attend great films with family, co-workers, and other friends.”
-Steve Goldberg, Executive Director of the CUNA Mutual Foundation (long-time supporter of the festival)

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Wisconsin Film Festival | April 14-21, 2016 | wifilmfest.org
2016 OVERVIEW OF SPONSOR BENEFITS

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2016 OVERVIEW OF SPONSOR BENEFITS

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Join Us at The Edgewater After the Credits Roll

The Edgewater has served as Madison's favorite place for waterfront relaxation, fine dining and entertainment for more than 65 years. Throughout the decades, we have hosted some of the greatest entertainers, from Elvis Presley to Ellen John, and Bob Hope to Bob Marley, and we continue in full support of the arts in Madison. Now totally remodeled, and as a proud sponsor of the 17th annual Wisconsin Film Festival, we invite you to join us before and after the film screenings for drinks and a great meal, all served with beautiful lakefront views.

For more information call 800-922-5512, or visit theedgewater.com

1003 WISCONSIN PLACE • MADISON, WI 53703 • THEEDGEWATER.COM • FACEBOOK.COM/THEEDGEWATERMADISON

Building Stronger Connections

You don’t need 3D glasses to see how the Wisconsin Film Festival brings us together. CUNA Mutual Group thanks the Festival for connecting our community to great films.