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 9-16, 2015.

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 $500-$50,000. 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
### 2015 Overview of Sponsor Benefits

<table>
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<th>Sponsorship Level</th>
<th>Benefits</th>
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| **Presenting Sponsor** | $50,000 | Private Event (for up to 150 guests)  
Exclusive Networking Opportunities  
Name/Logo on Golden Badger Awards & Give-Away Items  
Opportunity to Display/Distribute Promo Materials  
Logo in Television Commercial*  
Solo Print Ad in Capital Times Film Guide* (size/placement varies)  
Placement in Local Newspaper Ads  
Targeted Social Media Placement  
Name or Logo on Festival Poster (500+)  
Name or Logo on Festival Flier* (2,000+)  
Back Cover Listing in Film Guide* (size varies)  
Link to Your Website on Festival Website  
Recognition on the Pre-screen Film Trailer  
All Access Pass  
Comp Tickets  
Ticketed Event Invitations |
| **Leadership Sponsor** | $20,000 | Private Event (for up to 150 guests)  
Exclusive Networking Opportunities  
Name/Logo on Golden Badger Awards & Give-Away Items  
Opportunity to Display/Distribute Promo Materials  
Logo in Television Commercial*  
Solo Print Ad in Capital Times Film Guide* (size/placement varies)  
Placement in Local Newspaper Ads  
Targeted Social Media Placement  
Name or Logo on Festival Poster (500+)  
Name or Logo on Festival Flier* (2,000+)  
Back Cover Listing in Film Guide* (size varies)  
Link to Your Website on Festival Website  
Recognition on the Pre-screen Film Trailer  
All Access Pass  
Comp Tickets  
Ticketed Event Invitations |
| **Sustaining Sponsor** | $10,000 | Private Event (for up to 150 guests)  
Exclusive Networking Opportunities  
Name/Logo on Golden Badger Awards & Give-Away Items  
Opportunity to Display/Distribute Promo Materials  
Logo in Television Commercial*  
Solo Print Ad in Capital Times Film Guide* (size/placement varies)  
Placement in Local Newspaper Ads  
Targeted Social Media Placement  
Name or Logo on Festival Poster (500+)  
Name or Logo on Festival Flier* (2,000+)  
Back Cover Listing in Film Guide* (size varies)  
Link to Your Website on Festival Website  
Recognition on the Pre-screen Film Trailer  
All Access Pass  
Comp Tickets  
Ticketed Event Invitations |
| **Supporter** | $5,000 | Private Event (for up to 150 guests)  
Exclusive Networking Opportunities  
Name/Logo on Golden Badger Awards & Give-Away Items  
Opportunity to Display/Distribute Promo Materials  
Logo in Television Commercial*  
Solo Print Ad in Capital Times Film Guide* (size/placement varies)  
Placement in Local Newspaper Ads  
Targeted Social Media Placement  
Name or Logo on Festival Poster (500+)  
Name or Logo on Festival Flier* (2,000+)  
Back Cover Listing in Film Guide* (size varies)  
Link to Your Website on Festival Website  
Recognition on the Pre-screen Film Trailer  
All Access Pass  
Comp Tickets  
Ticketed Event Invitations |
| **Alliance Member** | $2,500 | Private Event (for up to 150 guests)  
Exclusive Networking Opportunities  
Name/Logo on Golden Badger Awards & Give-Away Items  
Opportunity to Display/Distribute Promo Materials  
Logo in Television Commercial*  
Solo Print Ad in Capital Times Film Guide* (size/placement varies)  
Placement in Local Newspaper Ads  
Targeted Social Media Placement  
Name or Logo on Festival Poster (500+)  
Name or Logo on Festival Flier* (2,000+)  
Back Cover Listing in Film Guide* (size varies)  
Link to Your Website on Festival Website  
Recognition on the Pre-screen Film Trailer  
All Access Pass  
Comp Tickets  
Ticketed Event Invitations |
| **Associate** | $500-1,000 | Private Event (for up to 150 guests)  
Exclusive Networking Opportunities  
Name/Logo on Golden Badger Awards & Give-Away Items  
Opportunity to Display/Distribute Promo Materials  
Logo in Television Commercial*  
Solo Print Ad in Capital Times Film Guide* (size/placement varies)  
Placement in Local Newspaper Ads  
Targeted Social Media Placement  
Name or Logo on Festival Poster (500+)  
Name or Logo on Festival Flier* (2,000+)  
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*If sponsorship is secured by February 1, 2015.

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“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)