

# Traverse City Film Festival

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July 26-31

## GUIDE to SUPPORTING *the* TRAVERSE CITY FILM FESTIVAL

*We Value Your Support at Every Level!  
What Works Best For You?*

**Film, Event & Venue Sponsorships**

**Producer Passes**

**Party, Green Room & Gift Bag Donations**

**Food, In Kind & Hospitality Partnerships**

**Program Guide Advertising**

**Major Gifts**

**Custom-Designed Sponsorships**



## So Many Ways to Help And It's Tax Deductible

Over 106,000 admissions experience the magic of Traverse City in late July each summer as the Traverse City Film Festival presents Just Great Movies in one of the most beautiful and unique resort areas in the United States.

Our sponsors make it possible for us to keep the festival grassroots, focused on the art and love of movies. We're dedicated to finding the donation option that works best for you, and hope you can join our sponsor family.

Please ask us about custom and package sponsorships, in kind donations, advertising opportunities and VIP experiences, suitable for any budget. Thank you for supporting the festival!

TCFF is a 501(c)3 Non-Profit Organization Charitable Solicitation License #MICS35014

## Festival Sponsorships

### All Sponsorships Include:

- Two tickets to our annual Founder's Party at Ciccone Vineyards. Get a first look at one of the fest's best films at the Bay Theatre as we kick off the festival by thanking our sponsors on Sunday, July 24.
- Priority online ticket ordering and concierge before Friends of the Film Festival and general public ticketing begin.
- Credentials for special early entry into films and events at all venues.
- Your name in our official program guide and online, and on signage at your venue or event, where applicable.
- Co-sponsorships are available.

### Films (\$1,000-\$2,500)

- 4 tickets to your sponsored film
- Priority seating at your sponsored film

### Panels (\$1,000)

- 4 tickets to a film of your choice
- Priority seating at your sponsored panel

### Film School Sessions (\$500)

- 4 tickets to your sponsored session
- Priority seating at your sponsored session

### Parties & Events (\$3,000)

- 4 tickets to your sponsored event
- Additional tickets to related events

### Venues (\$10,000-\$15,000)

- 2 tickets to each film/event at your venue
- Additional party tickets
- Ask about our new venue

### Sponsorship Contact:

#### Terry Carrithers

Sponsorship Manager  
terry@traversecityfilmfest.org  
231-668-3530

## In-Kind Donations Keeping It Local

Donations of goods and services help us share the things we love and we do best here at home with festival visitors and guests. And special festival rates for core festival needs are essential donations that we customize and value.

### Parties and Events

Delicious local food and beverage ensure the success of these important festival fundraisers, making for the best possible celebrations throughout the week. Decorations & other items are needed, too.

### Filmmaker Lounge

The 2nd floor of 201 E. Front Street will be home to a swank bar and a great lounge for filmmakers to enjoy during their stay. Help create a great space for guests to relax.

### Green Rooms

Our volunteers and sponsors set up comfortable green rooms inside each indoor venue to provide a waiting area for festival filmmakers, guests, jurors and sponsors.

### Gift Bags for Guests

Help us show off TC with the 80 welcome bags we will prepare this year for visiting filmmakers, actors, and industry guests.

### In-Kind Contacts:

#### Alan Collard

In-Kind Donations Manager  
alan@traversecityfilmfest.org  
231-883-8682

#### Mary Fisher

Food Donations Manager  
mary@traversecityfilmfest.org  
231-883-6838

#### Mike & Ruth Assenmacher

Libations Managers  
beverages@traversecityfilmfest.org  
231-947-3809

#### Nancy Belton

Parties & Events Manager  
nance@traversecityfilmfest.org  
231-590-4871

## The Producers Pass

### \$2,500 All-Access Passes

Good for priority entry into every festival movie, event, and party, Producer Pass holders support the festival at a major level.

### Pass Contact:

#### Susan Borke

Executive Assistant  
susan@traversecityfilmfest.org  
231-632-8233

## Program Advertising Two Guides, Great Exposure

Advertising in our early-July schedule announcement tab, or in the official souvenir program guide, allows us to spread news about the festival in over 62,000 total printed guides, without adding expense to the festival. Buying an ad helps the festival!

### Advertising Contact:

#### Lisa Bacon

Advertising, Record-Eagle  
lbacon@record-eagle.com  
231-933-1465

## Custom Sponsorships

We are happiest when we can tailor your experience to meet your needs. And we are always thrilled to accept major gifts on behalf of our educational and cultural mission.

### Contact:

#### Deb Lake

Executive Director  
deb@traversecityfilmfest.org  
231-944-4117

## Festival Audiences

36 Percent of Festival Visitors Come from Outside the 5 County Area  
Women 71%, Men 29%  
Median Income: \$87,500  
Average Age: 53 years  
Survey Data by Avenue ISR.

## Festival Budget

For seven years the festival has broken even with its million dollar budget, and has been able to support year-round community and educational programs as well. Your support is crucial to ensuring the festival's well-being. Books/audits by Plante & Moran and DGN.

