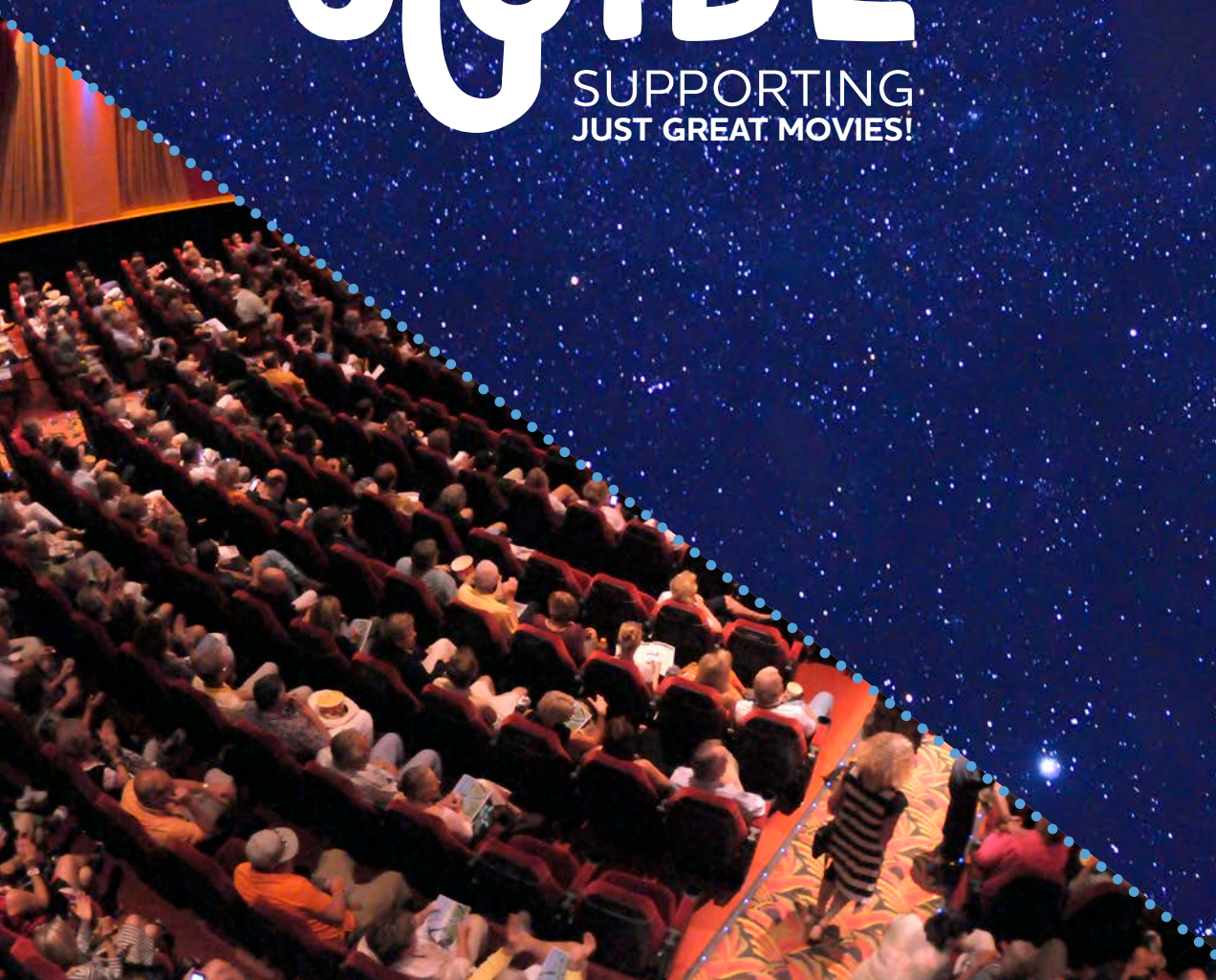


Traverse City
Film Festival



FILMANTHROPY GUIDE

SUPPORTING
JUST GREAT MOVIES!



FILMANTHROPY

AT THE TRAVERSE CITY FILM FESTIVAL

Experience the Festival, State, and Bijou, Up Close and Personal

Play a Role: Sponsor | Contribute | Volunteer | Celebrate

THE TRAVERSE CITY FILM FESTIVAL IS:

An **annual destination** for film lovers from all over the world.

A **painstakingly programmed showcase** of great movies curated by Oscar-winning filmmaker **Michael Moore** for people from all walks of life.

A place to meet **hundreds of filmmakers** and **thousands of film lovers** at screenings, in line, at parties, in restaurants, and around town.

An **intimate and magical experience** forged by the transformative power of cinema in one of the world's most beautiful waterfront cities.

Alive year-round at our world-class movie theaters, the **State and Bijou**, dedicated to **enriching the community** through the art of cinema.



WHY SUPPORT THE TRAVERSE CITY FILM FESTIVAL?

SUSTAIN THE ART OF FILM

Preserve the Indigenous American Art of Cinema
Support Upcoming and Established Filmmakers
Fund Year-Round Film Programs and Film Education
Bring Film to the People



SPECIAL ACCESS TO THE FESTIVAL

Early Ticket Purchase Concierge
Seating Priority
Exclusive Sponsor Events



REACH PASSIONATE MOVIE LOVERS

Diverse Audiences of All Ages
Cultural Afficionados
Tastemakers



FAR REACHING IMPACT

Audiences from Across the Midwest, the US, and the World
Featured-Nationally in the New York Times, IndieWire, USA Today, MSNBC, CNN, Film Comment, and Variety
In-Depth Coverage in Michigan and Regional Media Outlets



TCFF



JOIN US

SO MANY TAX DEDUCTIBLE ROLES TO PLAY



Traverse City Film Festival sponsorship positively impacts arts and culture, and it's a powerful marketing tool, too. We invite you to join our event and our diverse, passionate, cultured community of film lovers.

Our sponsors make it possible for us to keep the festival and theaters grassroots, focused on the art and love of movies. We're committed to finding the donation option that works best for you. Ask us about custom and package sponsorships, in kind donations, advertising opportunities, and special experiences, suitable for any budget. We hope you will join our sponsor family!



WAYS TO GET INVOLVED



- Become a Sponsor
- Make an In Kind Donation
- Host Parties and Filmmaker Hangouts
- Become a Friend of the Film Festival
- Become a State & Bijou Member
- Volunteer

BENEFITS CAN INCLUDE

- Early Ticket Access
- Priority Seating
- On-Screen Recognition
- Program, Signage, and Website Exposure
- Exclusive Event Invitations and Experiences
- Inclusion in Comprehensive Social Media Campaign
- Your Ideas Here

OPPORTUNITIES

- Major Gifts
- Estate Planning
- Venues
- Films and Panels
- Film School Sessions
- Parties and Events
- Special Screenings
- Food, Media, and Hospitality Partnerships
- All-Access Producer Passes

IN KIND

- Food and Beverage
- Printing
- Equipment
- Advertising
- Transportation
- Lodging
- Media
- Gift Bag Items
- Furnishings & Decor
- Awards

ADVERTISING

- Schedule Release Guide
Contact: The Record-Eagle
lbacon@record-eagle.com
- Official Program Guide
Contact: The Ticker
mike@northernexpress.com

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INTERESTED? CONTACT US!

sponsors@tcff.org
231-392-1134
more info: tcff.org

TCFF is a 501(c)3
Nonprofit Organization,
Charitable Solicitation
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DEMOGRAPHIC PROFILE OF TCFF ATTENDEES

Over 55 percent of our attendees visit from out of the area, and another large percentage have summer homes in this most beautiful of lakefront towns. We have the friendliest audiences anywhere, true movie lovers who fill over 85% of available seats.

GENDER

60% Female
40% Male

AGE

Median Age 49
3% 18 and under
11% 19-35
25% 35-54
27% 55-64
34% 65 and over

INCOME

Median Income \$87,500
16% \$150,000 and over
26% \$100,000-\$149,999
44% \$45,000-\$99,999
14% \$44,999 and under



ONCE YOU COME TO THE FESTIVAL, YOU'LL COME BACK

- 83.6% of attendees rated the Traverse City Film Festival as Excellent in 2014, saying they would highly recommend the festival to friends and family (Net Promoter Score)
- 84% attend year after year
- 66% of new attendees come due to word of mouth
- State Theatre Listed as the #1 Movie Theater in the World by the MPAA
- Traverse City is one of America's Best Small Towns - Huffington Post
- The Most Beautiful Place in America - Good Morning America
- One of America's Favorite Small Towns and One of America's 20 Most Romantic Towns - Travel + Leisure Magazine
- One of America's Five Top Foodie Towns - Bon Appétit
- Top 10 Best Summer Trips - National Geographic
- Top 10 Places to Enjoy Local Wines - USA Today
- Top 7 Beer Destinations in North America - The Travel Channel

ABOUT THE TRAVERSE CITY FILM FESTIVAL

The Traverse City Film Festival presents 200 screenings of over 150 films in 12 venues in Traverse City on Lake Michigan, one of the most beautiful (and hidden) places in North America.

6 Days | **12** Venues
130,000 Festival Admissions
1 Remarkable Community

24,000 Enews Subscribers
50,000 Schedules and Programs Distributed
100,000 Unique Web Visitors
2 Million Page Views
3,000 Friends of the Film Festival Members
9,000 Twitter Followers
21,500 Facebook Fans

160 Filmmakers & Industry Guests
123 Features | **121** Shorts
250+ Screenings and Events
3,000+ Volunteers
300+ Volunteer Managers



TRAVERSE CITY FILM FESTIVAL FILMMAKERS AND GUESTS



Michael Moore



Larry Charles



Terry George



Jeff Daniels



Tom Morello



David O. Russell



Wim Wenders



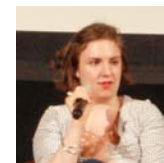
Ari Emanuel



Madonna



Susan Sarandon



Lena Dunham



Paul Feig



Jay Roach



Kristen Bell



Malcolm MacDowell



Stanley Donen



Brit Marling



Patton Oswalt



Marc Cousins



Matthew Modine



D.A. Pennebaker



Christine Lahti



Paul Mazursky



Phil Donahue



Michael Apted



Jeff Garlin



Gretchen Mol



Bob Byington



Chaz Ebert



Jake Kasdan

ONE GREAT MOVIE CAN CHANGE YOU

ABOUT OUR YEAR-ROUND THEATERS THE STATE & BIJOU

The Traverse City Film Festival also owns and operates two community-based, volunteer-run nonprofit art house movie theaters: the State Theatre and Bijou by the Bay.

2 World-Class Theaters | **365** Days a Year
200,000 Year-Round Attendance
#1 Theater in the World According to the MPAA

150,000 Unique Web Visitors Annually
300,000 Page Views Annually
1,000 State and Bijou Members
5,000 Twitter Followers
18,000 Facebook Fans

1,250,000+ Admissions to the State and Bijou
16,000 Screenings
400 Different Films Annually
6,000 Students from **33** Schools Visit the Theaters Each Year
350+ Free & Low-Cost Community Events Annually
150 Nonprofits Helped Annually
1,500+ Volunteers



TRAVERSE CITY FILM FESTIVAL BOARD OF DIRECTORS

Our volunteer Board of Directors generously give of their valuable time and prodigious talents to lead our organization.

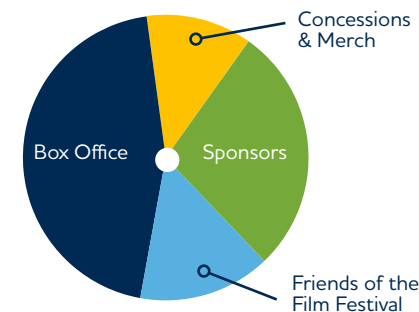
Michael Moore, President & Founder

Rod Birleson	•	Christine Lahti
Larry Charles	•	Tia Lessin
Mark Cousins	•	Penny Milliken
Jeff Daniels	•	Tom Morello
Terry George	•	John Robert Williams

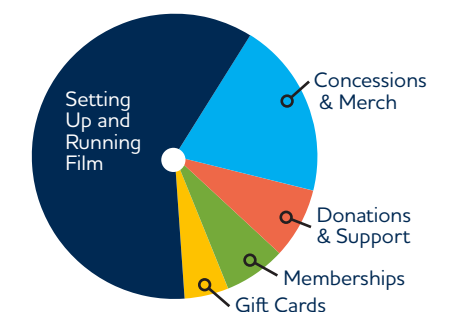


TRAVERSE CITY FILM FESTIVAL FINANCIAL SUMMARY

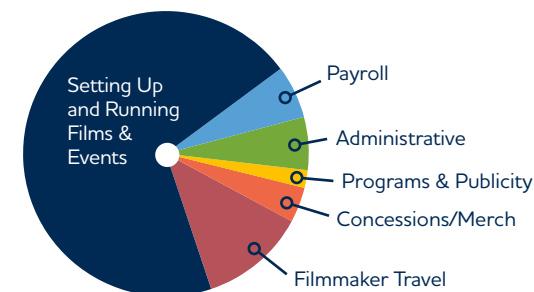
Festival Revenue



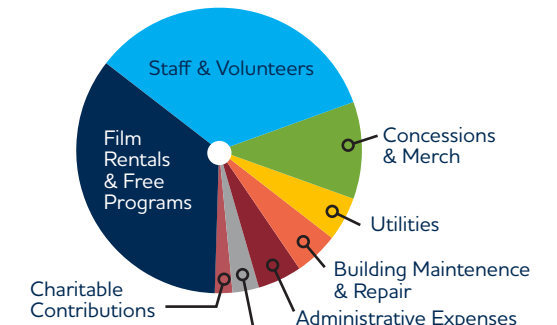
State & Bijou Revenue



Festival Expenses



State & Bijou Expenses



DON'T TAKE OUR WORD FOR IT

WHAT AUDIENCES THINK ABOUT THE STATE & BIJOU

Selected results from the 2014 Art House Audience Study

Rating the picture and sound quality

Picture and sound quality excellent/very good: 97%

Rating the programming

Quality of movies is excellent/very good: 97%

Rating the moviegoing experience

Customer service of staff/volunteers is excellent/very good: 99%
Affordability of tickets and concessions is excellent/very good: 95%

Rating the role in the community

Serve as anchors in my community: 98%
Open up new worlds: 89%
Change my life for the better: 82%

If film fests were dogs, @TCFF would be choc lab. If they were pies, @ TCFF would be cherry/peach. If clothing, a cardigan sweater. #BestOf
Marv & Martin

FEST TWEET BEAT

@MMFlint thank you, you've created something so special here, you're my hero!
Filmmaker Lucy Walker

Age 7 first documentary!!!!
Excited! @tcff #missionblue



Back to reality tomorrow, albeit an altered one - great films can do that to you. Thank you @TCFF @StateTC - Gary Howe

Love the @TCFF shirts: one great movie can change you. Yes and Yes. @TCFF is the most welcoming, uplifting, inspiring, rebel-rousing experience. Kids & families were so celebrated and loved. - Filmmaker Tracy Droz Tragos

Michigan seems like a dream to me now. Thanks to #TCFF for another great festival. - Ira Deutchman

"I don't know how this festival keeps getting better, but it does."

"This is the best week of the year! Great movies, venues, people!"

"It is a fantastic, culturally rich, transformative, and beautifully organized event."

"I have had not one, but several, life-changing moments at the TCFF."

"YOU CAN FEEL THE PASSION."

"The Traverse City Film Festival is the Rock Star rock concert of film festivals. There's nothing like it!"

"I have been to many, many festivals and this is the best! The very, very best of them!" - **Kathryn Altman**

"A festival like this is a little slice of paradise." - **Filmmaker David Jannetta**

"I had a wonderful and fulfilling time I had at the TCFF. I met incredibly talented filmmakers, made friends, actually got to see some films for a change, was spoiled rotten, and totally need a week to recuperate."
- **Actor Paul Eenhoorn**

"A six-day cinematic wonderland that celebrates everything we love about the movies." - **President, Founder, and Oscar-Winning Filmmaker Michael Moore**

"I don't think I've ever felt as appreciated as a filmmaker, or maybe even as a human being." - **Filmmaker Arvin Chen**

"MOVIES TAKE FLIGHT IN TRAVERSE CITY."

- **Actor Brit Marling**

"Your festival is one-of-a-kind. I have been to Sundance, New Directors/New Films, Los Angeles Film Fest, CineVegas, Edinburgh, and this is the best!!" - **Filmmaker Bob Byington**

"I was (and still am) completely stunned by what I witnessed at the festival...I am now a fan for life." - **Actor Michael Murphy**

2015 MAJOR SPONSORS



