

MILWAUKEE
FILM

2024 MILWAUKEE FILM
SPONSORSHIP OPPORTUNITIES

ORIENTAL

ASSOCIATED BANK
PRESENTS
MKE FILM FEST
APRIL 20 MAY 4

LOW SHOWING
THE MOST AWARDED FILM
MILWAUKEE FILM
FESTIVAL

MILWAUKEE FILM FESTIVAL

DRINKING
HOLDING
PAUL
3 HOURS
- 18 & 19

LAUNCHING
LUNCH

JOJO'S



MILWAUKEE FILM MISSION

A national leader among cultural organizations using film to inspire community, artistry, education, and joy, Milwaukee Film creates world-class cinematic experiences that convene our diverse communities to catalyze positive change in Milwaukee and beyond.



MILWAUKEE FILM FESTIVAL

At the heart of Milwaukee Film is the Annual Milwaukee Film Festival, one of the largest film festivals in the country.

In 2023, the Milwaukee Film Festival celebrated an increase of in-person attendance by over 58%, featuring in-person screenings and events around the city. The 15-day event featured:

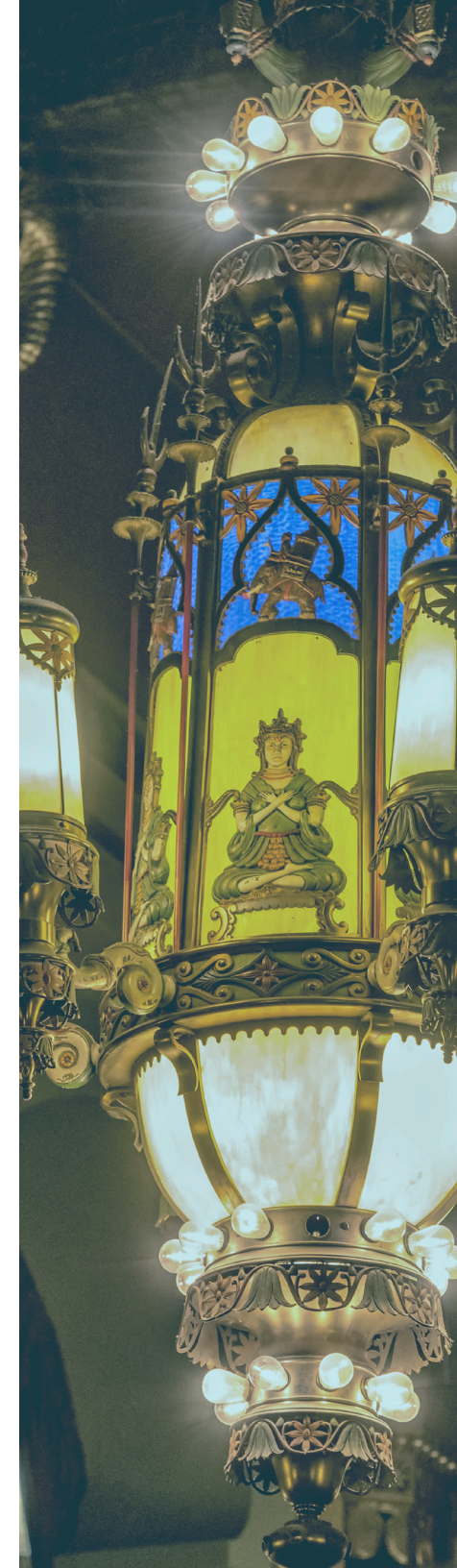
- Over **280** Public, In-Cinema Screenings - 135 feature films, including 62 documentary features, 73 fiction features, and 148 short films. Over **53%** of features and **55%** of short films were directed by women or nonbinary filmmakers.
- 29,718 in-person cinema attendance
- 13 in-person public events with **2,039 attendees** (a 97% increase from 2022)
- 75 Filmmaker & Industry Guests + countless local filmmakers
- 3 Venues - The Oriental Theatre, Avalon Theater, and Times Cinema



ORIENTAL THEATRE

Since 2018, Milwaukee Film has operated this historic cinema, completing over \$10 million in restorations, and is now celebrated as a treasured landmark on the National Register of Historic Places.

This one-of-a-kind movie palace, featuring three screens (including a 1,000-seat auditorium and a fully restored 1925 Wurlitzer pipe organ), provides the perfect venue for unique film screenings, large-scale corporate and community engagements, staff and student outings, and diverse learning opportunities (see page 7). In 2023 alone, the Oriental Theatre welcomed over **90,658** attendees to the historic cinema.



YEAR-ROUND PROGRAMMING



BOY AND THE HERON



KILLER OF THE FLOWER MOON



BOTTOMS



AMERICAN FICTION

Throughout the year, C&C programmers create screenings and events that amplify the experiences of a variety of cultural groups:

- Black History Month
- Women-centric programming
- Queer-centric programming
- Indigenous Heritage
- Hispanic Heritage Month
- Asian-American Heritage
- Community festivals (collaborative programming)

opportunities for corporate partners to engage communities through the power of film, dialogue, and social events)



YOUTH EDUCATION

Through Youth Education, we support the development of critical media literacy, cross-disciplinary knowledge, and 21st-century skills to inspire future generations of artists and audiences alike.

Education Screenings

Each semester, our low-cost education screenings allow thousands of students to attend high-quality short programs and feature films with Common Core-tied curricula written by local educators. Our team selects films for each grade range that explore various educational topics.



Reel Talks

Throughout the school year, our Reel Talks program allows young people the opportunity to meet with film directors, subjects, or other guests who have engaged with us in a public context. Our team pairs guests with classrooms or afterschool programs, including an informal discussion around film and arts or production careers.



YOUTH LEADERSHIP

Leveraging film as a tool to engage students in diverse learning, Milwaukee Film facilitates a film-related approach to soft-skills training.

Take 1: Teen Filmmaking Lab

Guiding students from a variety of regional schools through the process of creating a live-action narrative fiction or documentary film, this semester-long instructional program develops creativity, teaches tangible tech and production skills as well as leadership and teamwork.

Teen Screen Selection Committee

This program pulls together teens from diverse backgrounds to research, discuss and then curate a festival program (Teen Screen) geared for young adults. Together, they build their public speaking and facilitation skills and learn how to collaborate to achieve a collective goal while deeply engaging in anchor National Core Media Arts Standards.



ARTIST SERVICES & TALENT RETENTION

Milwaukee Film's Artist Services programs combine project funding, mentorship, and fellowship to strengthen emerging voices in Milwaukee's film industry.



DELANEY DOERSCH

2022 FOCUS FINDER COHORT



JUSTIN GOODRUM

2023 FOCUS FINDER COHORT



BREANNA TAYLOR

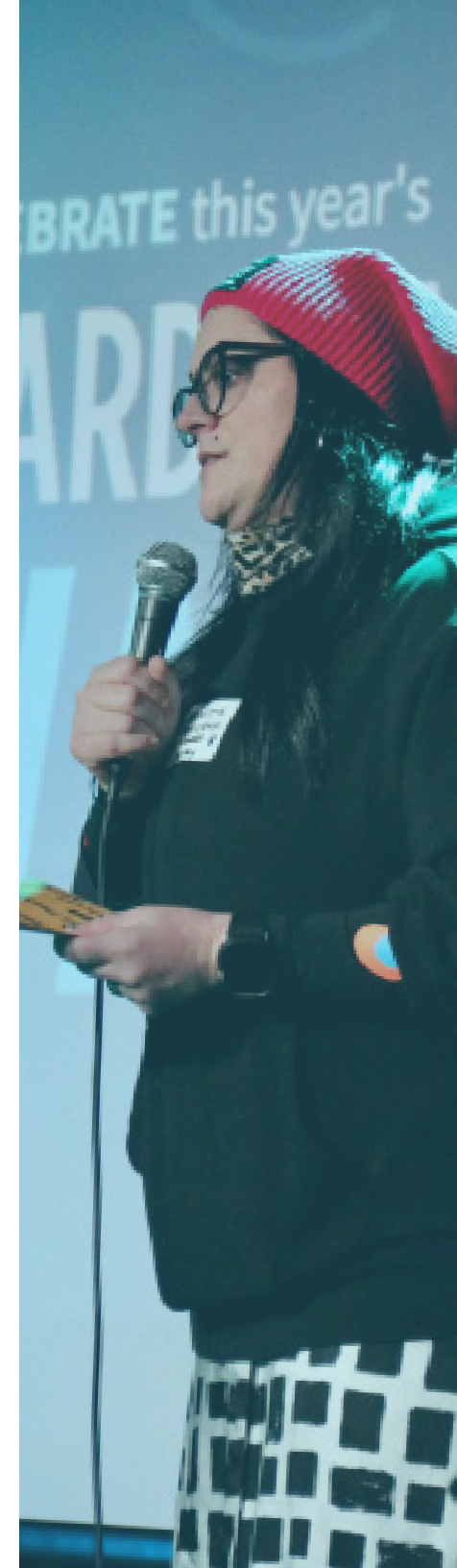
2022 FOCUS FINDER COHORT

Forward Fund

An annual grant program awarding over \$100,000 in cash and additional sponsor-donated production resources (camera rentals, lighting rentals, and post-production audio and visual services, etc.) to local independent film projects in production or development.

Focus Finder Accelerator Program

A two-year, creative talent incubator program designed to build a small cohort of emerging local filmmakers from underrepresented communities for peer-to-peer accountability and national industry network connections.



TESTIMONIALS

“Since 2015, our partnership with Milwaukee Film festival and its year-round programming has not only strengthened relationships but also expanded brand recognition, attracting new customers to Associated Bank along the way. Moreover, reaching a passionate audience who shares our dedication to supporting the local arts and growing the regional creative economy resonates deeply with our core values.”

- MARILKA VELEZ,
ASSOCIATED BANK

“What I know is, the Women’s History Month programming was an extraordinary experience. You infused in each participant the opportunity alongside the tools and connections to be bigger, brighter, healthier, more informed individuals so that we may positively impact our communities, our state, our country, our globe. Thank you for being and creating the ripple effect that imbued this participant with a responsibility of what must grow from yesterday and what is yet to be birthed.”

- LINDA NEFF,
PLANNED PARENTHOOD OF WISCONSIN,
MILWAUKEE FILM MEMBER AND C&C FESTIVAL ATTENDEE

SPONSORSHIP OPPORTUNITIES

Milwaukee Film sponsorships deliver first-class benefits year-round. Our sponsorship opportunities include digital and media exposure, branding of premier events, and exclusive access to Milwaukee Film events.

ADVERTISING

- Pre-film ads
- Social media
- Email newsletter and website
- Press release inclusion
- Printed program guides

ACTIVATION

- Special events
- Film or film series sponsorships
- Festival awards
- On-site activation space
- Panel discussion participation
- Executive speaking opportunities

ACCESS

- All-access passes
- Ticket vouchers
- Discounts on group tickets
- Invitations to exclusive events with special guests



BOARD OF DIRECTORS

Milwaukee Film is led by an incredible Board of Directors that represents a cross-section of civic, philanthropic, corporate and community leaders.

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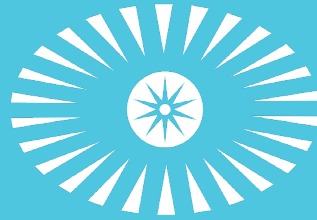
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LET'S TALK ABOUT SPONSORSHIPS!

Rachel Vander Weit - Development Director

rachel@mkefilm.org 414.755.1965 x 215

1037 W McKinley Ave #200, Milwaukee, WI