



AMERICAN
**CONSERVATION
FILM FESTIVAL**

ENGAGE | INFORM | INSPIRE

MAKE A
SPLASH
WITH YOUR SUPPORT

2020-2021 SPONSORSHIP INFORMATION

CONSERVATIONFILMFEST.ORG

The American Conservation Film Festival, now in its 18th year, welcomes your support in helping us bring exceptional conservation films and programming to our community.

That community includes conservationists, film lovers, students, scientists, and educators in the eastern panhandle of West Virginia, northwestern Virginia, southern Maryland, and the DC metro area. And now, as many programs are being transitioned to an online platform, we have the ability to reach a much wider and more diverse audience, tapping into a global community.

Will you join us as a festival and program sponsor? In return, you will be widely acknowledged for your support, receive event tickets and/or special online access, and join a community of people dedicated to the well-being of the planet and all of us who depend on it.

In December 2019, ACFF made the serendipitous decision to shift the annual festival from the fall to spring, meaning our next festival wouldn't be until March 2021. We had no idea how fortunate this new schedule would be in face of the coronavirus pandemic that shut down indoor and public gatherings beginning in March 2020 and potentially for the rest of this year.

A dozen special screening events were planned for 2020, most of which have been cancelled or postponed. However, **we have successfully transitioned some presentations to a "virtual" format** and are planning to offer future events in this way or as a hybrid of live and virtual as health guidelines allow.

Though this pandemic has presented many unprecedented challenges, we are also seeing it as an opportunity to expand our audience, be innovative in our outreach and programmatic strategies, and showcase our sponsors and partners. **We are dedicated to our mission and your support means more to us than ever before.**



THE ANNUAL FESTIVAL MARCH 24-28, 2021 IN SHEPHERDSTOWN, WV

25+ contemporary conservation films, visiting filmmakers and guest speakers, the filmmaker workshop, and festive gatherings in and around Shepherdstown make this a one-of-its-kind event in the mid-Atlantic region.

We are planning for both a live, in-person presentation as well as virtual offerings that can be accessed from the comfort of your home.

Your financial support helps us accomplish ALL of these initiatives as well as cover the less glamorous costs of supplies, insurance, permits, and other necessities it takes to remain active, relevant, and effective. If a specific initiative is of special interest to you, your support will be acknowledged accordingly.

FILMMAKER INSTRUCTION AND SUPPORT

Conservation filmmakers are critical in bringing us stories that open our eyes and hearts to the world. They are courageous, dedicated, hard-working advocates for a more sustainable planet.

FILMMAKER WORKSHOP

Provides two days of hands-on learning, sharing, and networking with conservation media professionals. All backgrounds and experience levels welcome.

CASH PRIZES

Awarded to filmmakers in five categories at the annual festival.

SCREENING FEES

Allow us to attract and present the most compelling films from the region and around the world.

PARTNERSHIPS

Our partnerships with arts and conservation organizations throughout the region inform and expand - in numbers and diversity - our audiences and strengthen our collective impact.

YOUTH ENGAGEMENT AND EDUCATION

ACFF films and programs help kids learn about their world and empower them to protect it. Our future depends on it.

KIDS FILMS

Presented online, at special events, and the annual festival. Topics include wildlife, scientific innovation, and conservation heroes. Films are ALWAYS FREE for students 18 & under.

NEXT GEN CAPTURE CONSERVATION VIDEO CONTEST

A fun challenge to inspire students to create their own short, conservation-focused video for a chance to win cash prizes, exposure on our Vimeo channel, and recognition at the annual Festival.

FILMS TO SCHOOLS INITIATIVE

A pilot program to take four conservation films to K-12 classrooms in the eastern panhandle of West Virginia. Films will be accompanied by lesson materials to supplement the science curriculum in the appropriate grade levels.

HOSPITALITY

Fun parties, beautiful venues, travel & lodging for filmmakers, food & drink all put the Festive in Festival!

2019 Conservation
Filmmakers Workshop
participants



SPONSORSHIP LEVELS & BENEFITS

SPONSORS RECEIVE BENEFITS FOR ONE FULL CALENDAR YEAR.

BENEFITS	CHAMPION \$10,000+	PROTECTOR \$5,000+	ADVOCATE \$2,500+	AMBASSADOR \$1,000+	ACTIVIST \$500+
Logo, link and/or listing on website and other digital promo materials	✓	✓	✓	✓	✓
VIP Festival Passes	6 Passes	4 Passes	4 Passes	4 Passes	2 Passes
Color ad in festival program	Full Page	Full Page	Half Page	Half Page	Quarter Page
Video trailer for your business shown at selected film blocks	60-second	30-second	30-second		
Name and logo on program of choice and ACFF promo reel	Listed as Lead Sponsor	✓	✓		

2020 Special Event Sponsor - \$500+

Become a presenting sponsor of one of our in-person or online events! Benefits include free tickets (online or in-person) to the event, logo on promotional materials, and acknowledgment during event.

Special event sponsors will also be considered a **2021 Festival Sponsor** with associated benefits at your giving level as indicated above.

Circle of Friends - \$500

Convene a group of friends, family members, or colleagues to sponsor ACFF! Your group will receive ACFF swag, ticket discounts, and acknowledgment in our program.

Have fun picking your group's name!



COVER PHOTO BY JENNIFER LEE

Sponsorship benefits can be tailored to your specific needs. Contact Jennifer Lee, Executive Director, at jennifer@conservationfilmfest.org or 540-539-6150 with any questions.