

2023

CAPITAL CITY FILM FESTIVAL

APRIL 5-15



SPONSORSHIP OPPORTUNITIES

www.CapitalCityFilmFest.com



CAPITAL CITY FILM FESTIVAL

Top 25 Coolest Film Festivals in the World
MovieMaker Magazine

Arts and Cultural Organization of the Year (2018)
Arts Council of Greater Lansing

"The Arts Council is so proud to support and promote the CCFF as a dynamic, world-class experience for our city. The level of artistry they bring to our region is something to be proud of and we are so thankful for the opportunity to be a part of their work."

Meghan Martin
Executive Director, Arts Council of Greater Lansing





ABOUT THE CAPITAL CITY FILM FESTIVAL

The **CAPITAL CITY FILM FESTIVAL (CCFF)** is committed to a mission of celebrating artists from around the world by curating outstanding multimedia experiences for our community. Since 2010, the annual festival has showcased an eclectic mix of independent film, live music, and interactive media annually in Michigan's capital city. In the aftermath of a global pandemic where isolation has been a major effect, now more than ever the power of art and community is needed. CCFF is an accessible outlet for artists and allies alike.

CCFF will present 50+ events in venues across Lansing during April 5-15, 2023. We take pride in elevating made-in-Michigan works and Michigan native artists. At the festival, we see a wide ranging audience pool from young professionals and families to late-career and retirees. No matter at what stage of life, our attendees enjoy an international film festival that was named a MovieMaker "Top 25 Coolest Film Festival" on screens and stages around their town. CCFF draws about 80% of its guests from within the Mid-Michigan area, positioning it as a unique opportunity to connect with the regional community and visitors alike. It is a notable event that contributes to what makes Mid-Michigan a growing area to retain residents and attract returning professionals.

FESTIVAL STATS

#1

WE'VE GOTTEN MORE THAN 5,000 FILM SUBMISSIONS FROM 75+ COUNTRIES OVER THE LAST DECADE. Typical acceptance rate after the selection process is 5-10%.



★ LANSING, MI

#2

200+ MUSICIANS HAVE PERFORMED ON THE CCFF STAGE, several of which have gone on to achieve national and international popularity.

#3

TO DATE, CCFF HAS ENGAGED 25,000 PEOPLE.

We estimate that the annual festival infuses about \$400,000 into the regional economy.



\$20,000

EXECUTIVE PRODUCER

The presenting sponsorship is an exclusive opportunity and offers an elite level of association with extensive festival-wide exposure and title recognition.

- "Presented by" credit for the Capital City Film Festival and sponsor credit for all year-round CCFF events
- Logo prominently featured in the CCFF sponsor reel to be played at 40+ events during the festival
- Letter from company president and full-page advertisement in CCFF program guide
- 30-second promotional spot run prior to select feature film screenings*
- Inclusion in all press releases and public relations opportunities
- Paid social media mentions on all CCFF channels
- Company logo prominently displayed year-round on CCFF website
- Company visibility in all CCFF marketing including print publications, broadcast media, and digital communications
- 30 "sponsor" designated all-access passes or a combination of film and music tickets
- Additional benefits upon request

**To be provided by company*

\$10,000

DIRECTOR

The director sponsorship offers preferred status and a unique opportunity to claim ownership of a signature element of the festival.

- Prominent, second-tier credit for the Capital City Film Festival and sponsor credit for all year-round CCFF events
- Logo prominently featured in the CCFF sponsor reel to be played at 40+ events during the festival
- Full-page advertisement in the CCFF program guide
- Inclusion in press releases and public relations opportunities
- Paid social media mentions on all CCFF channels
- Company logo prominently displayed year-round on CCFF website
- Company visibility in CCFF marketing including print publications, broadcast media, and digital communications
- 15 "sponsor" designated all-access passes or a combination of film and music tickets





**"Once again, the Capital City Film Festival
brings world class films to Lansing. We laughed,
we cried, we gasped. Well done."**

Aaron Matthews
BUSINESS ATTORNEY, MATTHEWS LAW PLC

\$5,000

A-LIST

- Third-tier sponsor credit for the Capital City Film Festival
- Logo featured in the CCFF sponsor reel to be played at 40+ events during the festival
- Half-page advertisement in the Capital City Film Festival program guide
- Inclusion in press releases and public relations opportunities
- Social media mentions on all CCFF channels
- Company logo prominently displayed year-round on CCFF website
- Company visibility in select CCFF marketing including print publications and digital communications
- 10 "sponsor" designated all-access passes or a combination of film and music tickets

\$2,500

CAST & CREW

- Logo featured in the CCFF sponsor reel to be played at 40+ events during the festival
- Inclusion in press releases and public relations opportunities
- Paid social media mentions on all CCFF channels
- Company logo prominently displayed year-round on CCFF website
- Company visibility in select CCFF marketing including print publications and digital communications
- 6 "sponsor" designated all-access passes or a combination of film and music tickets

ALL sponsorship levels can be tailored to meet your company's needs.



\$1,000

CAMEO

- Logo featured in the CCFF sponsor reel to be played at 40+ events during the festival
- Company name in the Capital City Film Festival program guide
- Company logo displayed year-round on CCFF website
- Company visibility in select CCFF marketing including print publications and digital communications
- 4 "sponsor" designated all-access passes or a combination of film and music tickets

\$500

CINEPHILE

- Optional "Brought to you by" notation for one film screening event of company's choice in the Capital City Film Festival program guide
- Company logo displayed year-round on CCFF website
- 2 "sponsor" designated all-access passes or 20 film tickets



DIVERSITY, EQUITY & INCLUSION

"I don't think I've ever been to a festival that wasn't specifically LGBTQ and/or women-focused that was so intentionally inclusive in its programming. I also love that it's not something they necessarily market or make noise about, they just commit to it in all that they program."

Christina Raia

Director, *About A Donkey*
2019 Capital City Film Festival



MORE ROCKIN' INFO

OUR WEBSITE

CapitalCityFilmFest.com

SCHEDULE OF EVENTS

CapitalCityFilmFest.com/schedule

FORTNIGHT FILM CONTEST

CapitalCityFilmFest.com/contests

SPONSOR REEL

CapitalCityFilmFest.com/sponsors



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