

16TH ANNUAL
CAPITAL CITY FILM FESTIVAL
APRIL 8-18, 2026



SPONSORSHIP OPPORTUNITIES

www.CapitalCityFilmFest.com



CAPITAL CITY FILM FESTIVAL

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

25 Coolest Film Festivals in the World in 2018
MovieMaker Magazine



WHY OUR FESTIVAL ROCKS

WHAT IS THE CAPITAL CITY FILM FESTIVAL?

The **CAPITAL CITY FILM FESTIVAL (CCFF)** stretches perspectives and sparks connection through the power of film, music, and shared experiences. Showcasing an eclectic mix of independent stories and voices from across the globe, we transform our community into a gathering place where artists thrive and feel supported, audiences are inspired, and cultures converge.

Founded in 2011 as a grassroots four-day event, CCFF has grown into an 11-day festival that activates downtown Lansing with screenings, concerts, and cultural events. Each year, the festival draws thousands of attendees, welcomes filmmakers from across the globe, and showcases our city as a vibrant hub for creativity and connection. Your support helps us sustain this momentum and expand the festival's reach and impact.

MARQUEE CAPITAL CITY FILM FESTIVAL PROGRAMS INCLUDE:

- *The Fortnight Film Contest*, a competition for Michigan filmmakers and artists to win some serious cash.
- *Symphonic Cinema*, a collaborative presentation of silent film paired with live musical score.
- *Red Carpet Premiere Party, Filmmaker Reception and After Party* where filmmakers, attendees and sponsors gather.

#1

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



#2

200+ LOCAL, NATIONAL, AND INTERNATIONAL MUSICIANS have performed on the CCFF stage, several of which have gone on to reach popular culture status.

#3

CCFF HAS ENGAGED 50,000 PEOPLE. It is estimated that the festival infuses over \$500,000 into the local economy annually.



\$30,000

1 OF 1 AVAILABLE

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 in the 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 logo prominently placed on all CCFF advertisements including print publications, broadcast media, banners, email, and print materials
- 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

1 OF 2 AVAILABLE



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 logo prominently placed on select CCFF advertisements including print publications, broadcast media, banners, email, and print materials
- 15 "sponsor" designated all-access passes or a combination of film and music tickets





"The Capital City Film Festival has the ability to bring people together who have an amazing passion for the arts. We're proud to be a supporter of their efforts to curate extraordinary multimedia experiences for the Mid-Michigan community."

Adam Gilroy
PRESIDENT - CAPITAL INSURANCE SERVICES



\$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
- Optional association with the CCFF Red Carpet Premiere Party or Science of Cinema family program (singular opportunities)
- 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 logo placed on select CCFF advertisements including publications, banners, and print materials
- 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 logo placed on select CCFF advertisements including publications, banners, and print materials
- 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 logo placed on select CCFF advertisements including publications, banners, and print materials
- Company logo displayed year-round on CCFF website
- 4 "sponsor" designated all-access passes or a

\$500

CINEPHILE

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



EPIC MOVIES, BOOMING MUSIC.

"The Capital City Film Festival is one of the best film festivals I have ever had the honor of attending. My short film, *Neighbors*, was made through the American Film Institute's prestigious Directing Workshop for Women (DWW) - a program dedicated to promoting women in filmmaking. Women make up a startling 7% of the Directors Guild of America, and film festivals like CCFF are working hard to change that. It was an honor to have *Neighbors* featured in the DWW block of short films there. That film has traveled the world, screening at a number of Oscar-qualifying film festivals and winning many awards. Of all the festivals where it screened, none were as wonderful as CCFF; the films I saw there were amazing. Not only were there entire programs dedicated to showcasing women filmmakers and stellar works from emerging filmmakers worldwide, but also phenomenal features that came straight from Tribeca and Sundance. It was remarkable to see these films before they were released theatrically and to feel like I was at a festival that was on the cutting edge. No other festival I have attended has celebrated film, music and artists in the way that the Capital City Film Festival does."

Rachel Goldberg, CCFF Featured Filmmaker
DIRECTOR, *NEIGHBORS* AND *ROSITA LOPEZ FOR PRESIDENT*





THERE'S SOMETHING FOR EVERYONE.

"What I love about the Capital City Film Festival is the engaged crowd it attracts and the quality programming. As a sponsor of the Red Carpet Premiere Party, MLive Lansing saw firsthand how the festival brings filmmakers and movie buffs together in a fun atmosphere. It also took me to places throughout Lansing where I'd never visited. As the festival spreads throughout the city, getting people into different neighborhoods and venues, it can only heighten awareness for Lansing's potential to host quirky yet quality cultural offerings."

Meegan Holland

FORMER STATEWIDE NEWS EDITOR, MLIVE MEDIA GROUP

MORE ROCKIN' INFO

OUR WEBSITE

CapitalCityFilmFest.com

SCHEDULE OF EVENTS

CapitalCityFilmFest.com/schedule

FORTNIGHT FILM CONTEST

CapitalCityFilmFest.com/contests

2025 SPONSOR REEL

CapitalCityFilmFest.com/sponsors



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