2023 SPONSORSHIP OPPORTUNITIES
In 2024 the Big Sky Documentary Film Festival will celebrate 21 years as Montana’s largest cinema event and the premier venue for nonfiction film in the American West. Held every February in Missoula’s historic theater, The Wilm, and neighboring venues, BSDFF lights up Western Montana with over 100 extraordinary films from across the globe.

BSDFF is an Oscar® qualifying event for short documentaries and has been named seven years running in MovieMaker Magazine’s “Top 50 Festivals Worth the Entry Fee.” A Top 100-rated festival on FilmFreeway, BSDFF also presents the DocShop filmmaker’s forum, a 5-day media industry conference exploring cutting-edge ideas that are shaping the field of documentary film today.

Hundreds of filmmakers, industry professionals and more than 20,000 highly engaged filmgoers attend screenings, live events and education forums, creating an economic boon of nearly $3mm in Downtown Missoula.
24,000 attendees at festival screenings and events including 200+ visiting artists, film subjects, film industry and filmmakers in attendance

900 filmmakers, industry professionals and students connected at the DocShop filmmaker’s forum and industry conference

150 documentary films in the annual program including 60 World and North American premieres

5,000 Montana youth reached through Filmmakers in the Schools, Schoolhouse Docs and the Teen Doc Intensive

38 emerging Indigenous artists supported through the 4th World Media Lab

$95,000 net value of Big Sky's media reach in the Northwest region alone, through television, radio, digital and social presence

$3MM estimated economic impact in downtown Missoula, Montana during the February shoulder season
# Festival Sponsorship Benefits

<table>
<thead>
<tr>
<th>Advertising &amp; Brand Activation</th>
<th>Legacy $50,000</th>
<th>Premier $20,000</th>
<th>Sustaining $10,000</th>
<th>Contributing $5,000</th>
<th>Supporting $2,500</th>
<th>Community $1,000</th>
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</thead>
<tbody>
<tr>
<td>Festival Program Guide print advertisement</td>
<td>BACK COVER</td>
<td>FULL PAGE</td>
<td>FULL PAGE</td>
<td>HALF PAGE</td>
<td>THIRD PAGE</td>
<td>LOGO</td>
</tr>
<tr>
<td>Year-round logo on festival homepage</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Year-round logo/link on sponsor webpage</td>
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<td>●</td>
<td>●</td>
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<tr>
<td>On Screen Video Ad in ad reel</td>
<td>●</td>
<td>●</td>
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<tr>
<td>On Screen Still Ad in ad reel</td>
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<td>●</td>
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## Media + Digital Exposure

<table>
<thead>
<tr>
<th>Premium logo placement in festival bumper</th>
<th>Legacy $50,000</th>
<th>Premier $20,000</th>
<th>Sustaining $10,000</th>
<th>Contributing $5,000</th>
<th>Supporting $2,500</th>
<th>Community $1,000</th>
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</thead>
<tbody>
<tr>
<td>Logo in virtual cinema sponsor banner</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Logo/name inclusion in newsletter releases</td>
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<td>●</td>
<td>●</td>
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<tr>
<td>Custom social media activation</td>
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<td>●</td>
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### Display & Event Exposure

<table>
<thead>
<tr>
<th>Signage in festival venue (free standing)</th>
<th>Legacy $50,000</th>
<th>Premier $20,000</th>
<th>Sustaining $10,000</th>
<th>Contributing $5,000</th>
<th>Supporting $2,500</th>
<th>Community $1,000</th>
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<tbody>
<tr>
<td>Literature or product distribution</td>
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<td>●</td>
<td>●</td>
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<td></td>
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<tr>
<td>Opportunity to address screening audience</td>
<td>●</td>
<td>●</td>
<td>●</td>
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</table>

## Festival Access: Tickets & Passes

<table>
<thead>
<tr>
<th>Access Passes</th>
<th>Legacy $50,000</th>
<th>Premier $20,000</th>
<th>Sustaining $10,000</th>
<th>Contributing $5,000</th>
<th>Supporting $2,500</th>
<th>Community $1,000</th>
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<tbody>
<tr>
<td>All Access Passes</td>
<td>20</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>-</td>
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<tr>
<td>Single Screening Tickets</td>
<td>50</td>
<td>20</td>
<td>10</td>
<td>10</td>
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<tr>
<td>VIP Party Invitations</td>
<td>●</td>
<td>●</td>
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</table>

★ Premium placement / customized deliverables
Closing night at BSDFF has without fail been an exceptional evening for many years running. Success on closing day is always about programming, showing "films you missed," festival award winners, and a special final exhibition feature to wrap a remarkable week. The closing night feature is a world premiere or regional / Montana premiere of a much anticipated film. The closing night sponsor enjoys maximum exposure in all press and publicity regarding festival highlights as well as in festival materials such as the program guide, on-screen advertising, venue signage and event branding.

Opening night at Big Sky is hands down the most hyped public event of the festival. Alive with anticipation, 800+ documentary film fans pack Missoula’s historic, vaudeville-style theater, The Wilma, eager to celebrate the beginning of the largest cinema event in Montana. An annual tradition for 13 years, opening night is free admission and open to the public, courtesy of the beloved opening night. The evening sets the stage for an exciting ten days, and is followed by the opening night gala event, welcoming filmmakers and VIP guests to help kick off the festival in style.

The Big Sky Centerpiece is a spotlight on a film at the heart of the festival, an exceptional film screening in the center of the ten day event and a notable title for the Big Sky audience. A prime opportunity to connect with a targeted cross-section of the Missoula audience, the centerpiece provides a stage for important community messaging and awareness-raising for local causes. The centerpiece sponsor helps punctuate this mid-week climax of the festival, creates space for important conversations and receives custom ad deliverables and festival benefits.

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<tr>
<th>OPENING NIGHT</th>
<th>CENTERPIECE</th>
<th>CLOSING NIGHT</th>
</tr>
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<tbody>
<tr>
<td>SUSTAINING SPONSORSHIP</td>
<td>OPPORTUNITY SPONSORSHIP</td>
<td>CONTRIBUTING SPONSORSHIP</td>
</tr>
<tr>
<td>$10,000</td>
<td>$5,000</td>
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Big Sky curates selections and strands, or collections of films that address subjects our community and society is engaged with today. From outdoor adventure, nature, and environment stories to activism, Indigenous voices, and the art of aging, these strands bring illuminating perspectives and inform conversations on issues that matter. Become a strand sponsor to connect with audiences, spark discourse, and inspire agency through storytelling.

**Premise Benefits:** Video ad in festival reel, full-page program ad, exclusive logo placement on all digital and print collateral for the film strand, opportunity to speak at screenings

$2,500 - $10,000

**Sponsorship**

**Film Strand**
PRODUCT PARTNERS
VIP GIFTS | FOOD & BEVERAGE | LOCAL EXPERIENCE

Big Sky is a uniquely intimate mountain town setting brimming with local flavor. Add your product to the mix of the festival experience and promote your brand amongst international visitors, regional attendees and the local community alike.

SPECIAL EVENTS
PARTIES | HAPPY HOURS | COFFEE STATIONS

After hours at Big Sky is where the magic happens. Whether it’s intimate conversations with filmmakers and movie subjects from across the globe, or catching up with community neighbors after impactful screening events, BSDFF special events are the spark amidst the storytelling.

Up to 10 special events are available for sponsorship.

FESTIVAL HQ
OFFICIAL HUB OF BSDFF

Big Sky Documentary Film Festival Headquarters is the official box office and welcome space for festival VIPs including filmmakers, pass holders, community members, students, sponsors and more. The hub for festival information, ticket purchasing, merchandise, resources and a central meeting space, Festival HQ defines the festival experience for all.
BSDFF is a competitive, Oscar-qualifying event on the international festival circuit. Award sponsors help Big Sky honor the best of the best in documentary filmmaking.

**AWARD SPONSORSHIP**

**BEST FEATURE AWARD** $10,000

**BIG SKY AWARD** $5,000

**BEST SHORT / BEST MINI-DOC** $5,000

**CUSTOM AWARD** $10,000

**Sponsorship Includes**

- Premium ad in festival program guide
- Exclusive recognition in festival on-screen ad reel between all screenings
- Inclusion in all awards program and awards event promotions + collateral
Join over 200 documentary filmmakers, innovators, students and industry leaders for a 5-day conference exploring the cutting edge ideas shaping the field today. DocShop sponsors enjoy exposure on DocShop digital and print assets, signage and verbal recognition at conference events, as well as exposure throughout the festival. High level sponsors are invited to collaborate on DocShop content, networking events and participation in conference sessions.

In 2024 the DocShop conference will explore the themes of Influence & Resistance, celebrating, reckoning with and challenging the seminal forces of documentary film. Keynotes, panels, roundtables, and master classes will explore the historical and contemporary influence of the documentary field, the systems of power that have resulted, and the ways in which documentary film serves as a modern tool for resistance. DocShop 2024 aims to be a progressive exchange of ideas amongst influential documentary filmmakers, industry, and emerging artists seeking fundamental change in the documentary marketplace.
The city of Missoula sits on Salish land, and Montana is home to twelve tribal nations and seven Indian reservations, each with its own culture, language, identity, and history. Uniquely located to elevate Native voices, Big Sky Documentary Film Festival has a long tradition of celebrating Indigenous documentary film, stories from Indian Country and expressions of Indigenous filmmakers.

The Big Sky Film Institute proudly presents the Native Filmmaker Initiative to bring more Indigenous stories to the festival, support and engage the Indigenous media arts community, and have a greater impact on community youth. The initiative includes a dedicated strand of Indigenous-made films at BSDFF, the NFI Film Club youth education outreach program, and the 4th World Media Lab, a fellowship for Indigenous filmmakers.

Sponsorship of the Native Filmmaker Initiatives supports these important artist programs that elevate Indigenous artists, perspectives, and Montana’s Native youth.
Over 5,000 students across Montana engage in media literacy programs through the Big Sky Film Institute’s youth education outreach. From classroom screenings and interactions with professional documentary filmmakers to hands-on filmmaking workshops, our youth programs help students access, evaluate, and create documentary films, inspiring and training the next generation of media artists. Filmmakers in the Schools classroom visits, Schoolhouse Docs after-school programming for kids and families, SPARK! Arts Enhancement field trips for MCPS 6th Graders, and the Teen Doc Intensive crash course in filmmaking all happen behind the scenes at the Big Sky Doc Fest, a critical mass of documentary storytelling, front-and-center during the winter semester in schools across our great state.

Sponsor BSFI’s youth programs to support aspiring filmmakers and help bring world class documentary film to classrooms across Montana.
LET'S GET CREATIVE

CUSTOMIZE

Activate your brand with thousands of live viewers and multi-state virtual audiences

Advertise via impactful, unique and targeted digital placement opportunities

Engage in community building through conversations inspired by your company values

Align with Big Sky Film Institute’s work in youth education and media literacy

Connect with international media artists and film industry professionals

Support Missoula’s largest arts & culture event and artist development programs

Access! Passes and tickets for your staff, team, guests or friends to experience ten extraordinary days of world class documentary screenings, special events, and parties

BSFI is a 501c3 nonprofit organization – sponsorship and donor contributions are tax deductible
For more information about sponsorship and custom marketing opportunities please contact Sarah McGihon
sarah@bigskyfilmfest.org
(406) 541-3456

bigskyfilmfest.org