

# MV FILM SOCIETY

## Sponsorship Opportunities

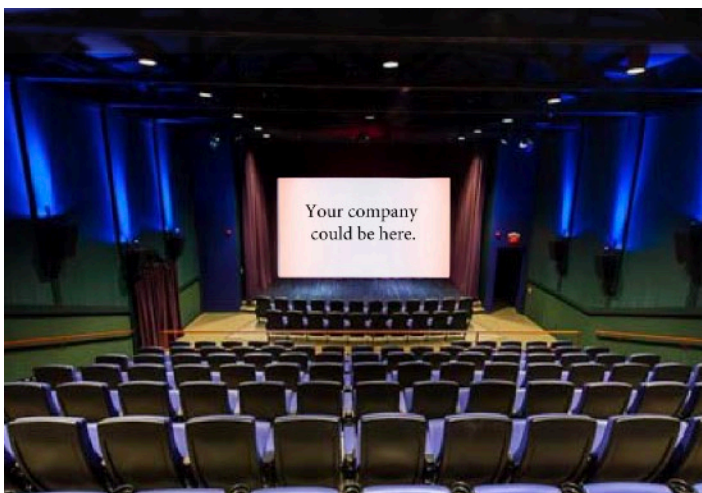
We believe your business or organization would be well served by becoming a corporate sponsor of the **Martha's Vineyard Film Center** - We are open year-round, with our busy summer season running from late May through early September, culminating with our 18th annual **Martha's Vineyard International Film Festival** (MVIFF) September 5-10, 2023. In addition to the MVIFF we put on five other annual festival: **MV Environmental Film Festival** in May, **Spectrum Film Festival** and **FilMusic** in June, **Doc Week** in August, and **The Women In Film Festival** in October

Please take a look at our sponsorship packages below, though it's important to note that these can be tailored or customized to meet the needs of your business. **The Martha's Vineyard Film Society** will collaborate with sponsors on all levels to create a beneficial and long-lasting partnership.

## WHO WE ARE

Founded in the summer of 1999, the Martha's Vineyard Film Society, Inc. is a member-funded 501 (c)(3) non-profit arts organization dedicated to screening the best in independent films, movie classics, documentaries, and world cinema for diverse audiences of all ages throughout the calendar year. The Martha's Vineyard Film Society operates a year-round cinema, the Martha's Vineyard Film Center, in Vineyard Haven, which contains 177 stadium-style seats, a full DCI Projector, surround sound, a stage, a lobby and concessions area designed to host receptions.

Since the Film Center opened in 2012, we have been voted "Best Movie Theater, Festival, or Series" on Martha's Vineyard by [MV Magazine](#) 10 years in a row. In an average year we welcome over 30,000 customers to our theater.

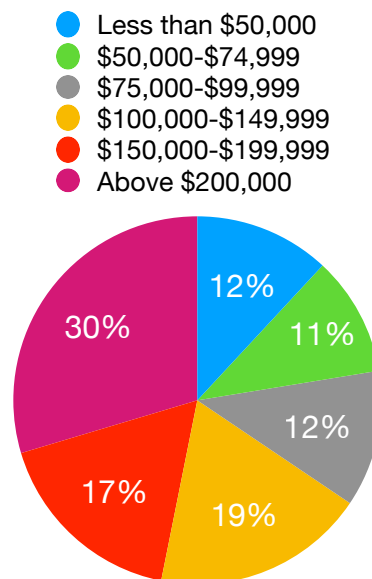
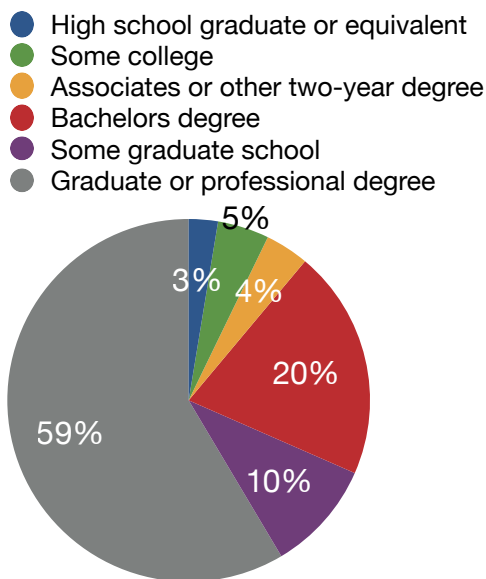
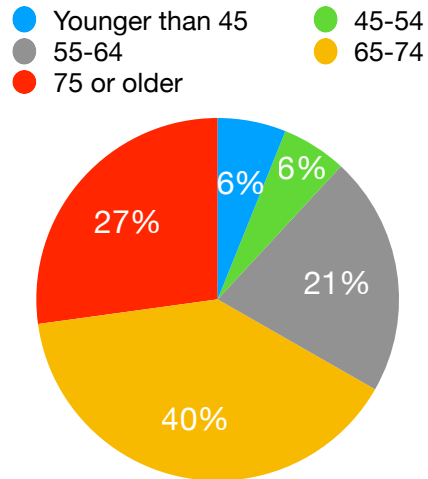
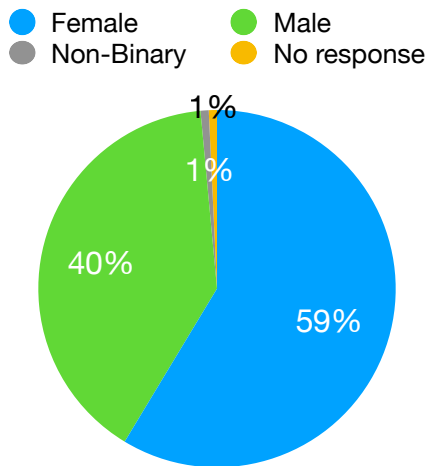


## WHO WE SERVE

The Film Center is a vital gathering place and cultural outlet for the local community. Our customer base and membership ranks are made up of both year-round residents and frequent seasonal visitors. In a recent survey of Film Center patrons, 59% identified as female, 67% were at least 65 years of age or older (*though it is important to note that for each of the last three years, the number of new Film Society members in their 40s has risen substantially*), 89% held a Bachelor's degree or higher and 66% reported a household income above \$100,000. Becoming a sponsor of the Martha's Vineyard Film Society provides access to some of the nation's most influential consumers – an educated, upscale and affluent group of older adults coming from across the nation.

### FUN FACT:

*Women in the United States control 72.8% of household spending - Boston Consulting Group*



## Advertise on our Big Screen

We have two ways to deliver your message to our audiences at the theater — either through the use of on-screen slides or with a client supplied 30 second ad spot that plays before our movie trailers (limited to two).

### Option #1 - An on-screen 30-second ad

**This is a client-created video ad that will play after our introductions and once the lights have dimmed, prior to the movie trailers. The best way to ensure the audience's total and undivided attention. Requires having a video created in a DCP format**

[Click here for a sample video ad - Hutker Architects](#)

**Memorial Day Weekend through October 15 (Summer Season):**

*\$150 per play* - minimum 2 plays per week for 4 weeks.

**October 15 through Memorial Day Weekend (off-season):**

*\$75 per play* - minimum 2 play per week for 4 weeks.

### Option #2 - An on-screen Slide Show ad

**This is a still image that rotates on our screen with lights up prior to the beginning of the trailers, while the audience is being seated (plays for 30 minutes prior to start of movie). A "Play" represents 6-8 views of your slide in a 30 minute pre-show loop of our on-screen slide show.**

**Memorial Day Weekend through October 15 (Summer Season):**

*\$75 per show* loop (6-8 views) - minimum 2 plays per week for 4 weeks.

**October 15 through Memorial Day Weekend (off-season):**

*\$50 per show* loop (6-8 views) - minimum 2 plays per week for 4 weeks.

**\*\*Typically in the off-season (October to May) we run 10-14 films per week at 4PM and 7:30PM, and in summer (June 24/July/August/September 10) we run 7 films per week nightly at 7:30PM nightly except during our festivals, when we run more movies during the daytime.**

## Sample Slides



## Full Summer Season Sponsorship

**\$5,000**

Summer brings a spotlight to our island, as new visitors and old friends flock to the Vineyard. There is no better place to reach year-round residents, seasonal tourists, and homeowners than the big screen at the Martha's Vineyard Film Center.

A Summer Sponsorship begins in June and runs through the MVIFF in September, encompassing the height of the summer season in July and August, when the population of our island swells above 100,000 strong.

### Benefit Details

- Includes on-screen advertising *throughout the summer season* at the MV Film Center through the use of on-screen slides that play before the start of each film we show. Starting 30 minutes before the film, an on-screen slide show rotates on our screen prior to the beginning of the trailers while the audience is being seated. One "Play" represents 6-8 views of your one slide for 15 seconds each during pre-show loop of our slide show. Music accompanies the slide show.
- Your business would be listed as an official sponsor for all six of our summer-season festivals (***MV Environmental Film Festival*** in May, ***Spectrum Film Festival*** and ***FilmMusic*** in June, ***Doc Week*** in August, ***MVIFF*** in September and ***The Women In Film Festival*** in October) and logo would appear on all official press releases, "sponsor" section of website ([www.mvfilmsociety.com](http://www.mvfilmsociety.com)) regional and local print, social media promotion, posters, and in festival program guide.
- Sponsor name and logo to appear in quarter page ad for MVIFF in the MV Times Festival supplement
- Exposure on Cape & Islands via poster placement, fliers, and in participating retail outlets
- Sponsor logo would be printed at the bottom of all tickets bought online during this period
- Sponsor logo would be included in online marketing, such as strategic email blasts and e-newsletters
- Sponsor logo would be included in our social media posting and would link to your sponsor's social media

***"Thank you for the care taken for always bringing us the most thought provoking, and at times, emotionally wrenching artistry from around the globe." - Film Center Member***

**SPECTRUM**  
FILM FESTIVAL  
LGBTQ - JUNE 2023

MARTHA'S VINEYARD  
**environmental**  
FILM FESTIVAL  
MAY 25 - 28

**FILMUSIC**  
JUNE 22-25

**DOC WEEK**  
JULY 31- AUGUST 4

MARTHA'S VINEYARD  
**INTERNATIONAL**  
FILM FESTIVAL  
SEPTEMBER 5 - 10

MARTHA'S VINEYARD SOCIETY  
**WOMEN**  
IN FILM  
FESTIVAL  
OCTOBER 13 - 15

## ***Martha's Vineyard International Film Festival Sponsorship***

### **\$500 - \$5,000 Customizable Sponsorship Package**

The **18th annual Martha's Vineyard International Film Festival** will take place at The Martha's Vineyard Film Center in Vineyard Haven, September 5-10, 2023

The 2023 Martha's Vineyard International Film Festival celebrates an exclusive selection of films from around the globe by American and international filmmakers. The selection of feature and short films will be drawn from top-notch festivals such as Sundance, Berlin and Cannes, with a few surprises thrown in, and includes a juried shorts competition.

**Various levels of sponsorship are available, please write to us and we will provide a custom package tailored to your needs**

#### **Benefits Include**

- On-screen advertising *during the festival dates* at the MV Film Center through the use of on-screen slides that play before our film trailers. Starting 30 minutes before the film, an on-screen slide show rotates on our screen prior to the beginning of the trailers while the audience is being seated. One "Play" represents 6-8 views of your one slide for 15 seconds each during pre-show loop of our slide show. Music accompanies the slide show.
- Sponsor's name and logo will appear on all official press releases, "sponsor" section of website ([www.mvfilmfest.com](http://www.mvfilmfest.com)), regional and local print, posters, pre-screening thank you, branded content trailer plays on web site and other digital media channels (trailer to be supplied by sponsor) and in festival program guide.
- Complimentary ALL-ACCESS Festival passes (4 passes, \$1000 value alone)
- Sponsor name and logo to appear in quarter page ad in the MV Times Festival supplement, published 7-10 days before the festival with a circulation of 15,000.
- Sponsor logo would be included in online marketing such as strategic email blasts, e-newsletters, social media posts on festival page and MV Film Society pages.

#### **Contact Information**

Executive Director  
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# PAST SPONSORS



Martha's Vineyard  
Garden Club



Martha's Vineyard  
Community  
Television



Cape Air



Martha's Vineyard  
Bank Charitable  
Foundation



Martha's Vineyard  
Chamber Music  
Society



Vineyard  
Conservation  
Society



Martha's Vineyard  
Commission



Island Grown  
Initiative



Blue Dot Living



Visit  
Massachusetts



MV Community  
Services



MVY Radio



Mass Cultural  
Council



Tilton Tents



Newman's Own  
Foundation



MV Savings Bank



MV Savings Bank  
Charitable Fund



Island Housing  
Trust



Our Market



Rotary Club of MV



MV Times



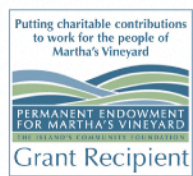
WCAI



Martha's Vineyard  
Chamber of  
Commerce



Massvacation.com



<https://www.endowmv.org/>