2017-2018 SPONSORSHIP OPPORTUNITIES

Contact: Keili Bell
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208.344.8692

WWW.BACKCOUNTRYFILMFESTIVAL.ORG
AT A GLANCE

THE BACKCOUNTRY FILM FESTIVAL

The Backcountry Film Festival is produced each year by Winter Wildlands Alliance as a celebration of the human-powered experience in winter landscapes; across North America this is a gathering of the backcountry snowsports community.

Funds raised at each screening stay in the local community to support human-powered recreation and conservation efforts, winter education and avalanche/safety programs and to raise awareness of winter management issues. The Backcountry Film Festival tours more than 100 cities, with 30,000 attendees, from mid-November to late March.

WINTER WILDLANDS ALLIANCE

Winter Wildlands Alliance is a national nonprofit organization promoting and preserving winter wildlands and a quality human-powered snowsports experience on public lands. We work on the national, regional and local level to:

ADVOCATE

Engage and educate the Backcountry Community, Land and Policy Makers, and Grassroots Groups to protect and care for their winter landscapes.

EDUCATE

Introduce on-snow winter adventure and hands-on snow science learning to more than 33,000 kids each winter through our national SnowSchool program.

CELEBRATE

Gather and inspire the backcountry tribe in 100 towns across the country through the Winter Wildlands Alliance Backcountry Film Festival.

Photos by Jay Beyer

Celebrating the human powered experience
OUR AMBASSADORS

Our ambassadors are professional athletes, guides and snow scientists who share a passion for winter wildlands. These outdoor leaders promote the Backcountry Film Festival across the globe through social networks and attendance at local screenings.

Noah Howell
Luc Mehl
Kim Havell
Halina Boyd
Glen Poulson
Jim Harris
KT Miller
Brennan Lagasse
Caroline Gleich
Forrest McCarthy
Doug Stoup
Eric Larsen
Andrew McLean
Rich Meyer
Forrest Shearer
Donny Roth
Hans-Peter Marshall
Clare Gallagher

Meet our whole team of ambassadors at www.winterwildlands.org/ambassadors

OUR HOSTS

The Festival is hosted by community leaders, member organizations and nonprofit partners as a tool to bring the backcountry tribe together and to raise funds for conservation, stewardship, winter education, avalanche safety and awareness.

Local Nonprofit Advocacy and Education Groups
Avalanche Education Centers
Ski and Mountaineering Clubs
Youth Education Programs
University Outdoor Programs
Outdoor-Oriented Small Businesses
Film Festival Sponsors and Corporate Partners
Passionate Backcountry Recreationists

For hosting information visit: http://winterwildlands.org/host-backcountry-film-festival/
The Backcountry Film Festival tours more than 100 cities, in 18 states, with 30,000 attendees, from mid-November to late March.
SPONSORSHIP LEVELS

SUMMIT SPONSOR $10,000+

• **60 Second Brand Promotion Film**  Embedded in Reel 1
• **Full Length Trailer**  Logo space in 2-3 minute trailer
• **Preloop Reel**  Full screen exclusive logo exposure embedded in preloop reel
• **Backcountry Magazine**  Large logo in full-page festival promotion insert in two separate winter issues
• **Tour Poster**  Large logo on poster
• **Festival Screenshot**  Large exclusive logo embedded in festival introduction
• **Website Link Logo**  embedded on festival website landing page
• **Company Banner**  Your logo banner displayed at Winter Wildlands Alliance hosted screenings

EXPEDITION SPONSOR $5,000+

• **Full Length Trailer**  Logo space in 2-3 minute trailer
• **Preloop Reel**  Full screen exclusive logo exposure embedded in preloop reel
• **Backcountry Magazine**  Large logo in full-page festival promotion insert in two separate winter issues
• **Tour Poster**  Large logo on poster
• **Festival Screenshot**  Large exclusive logo embedded in festival introduction
• **Website Link Logo**  embedded on festival website landing page
• **Company Banner**  Your logo banner displayed at Winter Wildlands Alliance hosted screenings

HUT TRIP SPONSOR $2,500+

• **Backcountry Magazine**  Small logo in full-page festival promotion insert in two separate winter issues
• **Tour Poster**  Small logo on poster
• **Festival Screenshot**  Small logo space shared with Hut Trip Sponsors embedded in festival introduction
• **Website Link Logo**  embedded on festival website landing page
• **Company Banner**  Your logo banner displayed at Winter Wildlands Alliance hosted screenings

IN-KIND TOUR SPONSOR $1,500+

• **Tour Poster**  Small logo on poster
• **Festival Screenshot**  Small logo space shared with Hut Trip Sponsors embedded in festival introduction
• **Website Link Logo**  embedded on festival website landing page
• **Company Banner**  Your logo banner displayed at Winter Wildlands Alliance hosted screenings
BRAND RECOGNITION

YOUR BRAND

- Reach over 30,000 outdoor recreationists with your brand.
- Link your brand to the protection and preservation of public lands: “We Work to Protect the Places Where We Play.”
- Be part of the platform for local environmental advocates, Nordic trail groomers, environmental educators, and avalanche centers to organize and mobilize their communities.
- Be part of the event that gathers the backcountry tribe in ski towns across North America.
- Be featured in a major social media platform orchestrated by more than 100 host sites promoting Backcountry Film Festival screenings.

FULL LENGTH TRAILER

- Be seen beyond the event across multiple digital platforms
- Company logo featured in 2-3 minute festival trailer
- Embedded on film festival and Winter Wildlands Alliance webpages
- Shared by network of ambassadors, sponsors, hosts and staff
- September launch date to maximize your brand marketing for fall sales
- Used as primary marketing tool for over 100 screenings across the nation

BACKCOUNTRY MAGAZINE

- Invest in print publication exposure
- Your brand logo included in full-page festival promotion insert in two separate winter issues

60 SECOND BRAND PROMOTION

- Associate with our community’s favorite event
- Summit sponsors 60 second pre-produced sponsor brand promotional film embedded in
- Reel 1 of film festival

Photo by Brody Leven
BRAND RECOGNITION

ADDITIONAL EXPOSURE

- Logo on national tour poster
- Brand recognition on website
- Mention in season Press Release
- Local media (print/radio/digital) through event hosts
- Banner displayed at Winter Wildlands Alliance hosted screenings
- Brand recognition at events (schwag, preloop reel, on-stage mentions)

OTHER MEDIA EXPOSURE

13 "Must-See" American Film Festivals for 2017!

CINEMA SEASON: THE WINTER WILDLANDS ALLIANCE PREPS FOR BACKCOUNTRY FILM FESTIVAL SUBMISSIONS
BECOME A SPONSOR!

backcountry film festival
Celebrating the human powered experience

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On tour since 2004