WE BELIEVE IN THE POWER OF HUMANS AND THEIR SPIRIT.

OUR MISSION IS TO INSPIRE THE HUMAN-POWERED SPIRIT THROUGH STORIES OF ACTIVISTS, ADVENTURERS, AND THE OUTDOORS.

WE AIM TO INSPIRE ACTION, ENGAGE THROUGH KNOWLEDGE, AND BRING TOGETHER A COMMUNITY OF BACKCOUNTRY STORYTELLERS.

THANK YOU FOR YOUR PATIENCE AND GRACE AS WE FIGURE THIS OUT TOGETHER.

WE ARE HERE WITH AND FOR YOU.
2020-21 PROGRAMS + TIMELINES

BEST OF FEST - SEPTEMBER 2020
A collection of films from 15 seasons past, "BEST OF FEST" is our newest program that:
- Enables you to test out our new virtual platform while getting your audience accustomed to it
- Figure out what works and what doesn’t for you and your audience
- Provide an extra touchpoint early in the season

Trailer + Lineup release [here](#). Virtual and in-person screenings are currently being scheduled.

2020-21 SEASON - NOVEMBER 2020
We will be releasing our 16th annual season virtually, with host screenings held across the nation and benefitting the host organization directly. We’re open to any and all input.

Read about + share 16th annual season info [here](#). Trailer + lineup [here](#).

"NIGHT OF STOKE" SUMMER SERIES - JUNE 2021
Embracing the "backcountry" in our name, we will be transforming our Night of Stoke event, which typically is a one-off screening at outdoor retailer Snow Show in Denver, CO, every January.

"Night of Stoke" will now transform outdoor spaces into theatres, screening human-powered, watershed stories of public lands and backcountry adventure.

ADDITIONAL OPPORTUNITIES
Throughout the season, we’ll be letting you know about additional fundraising/virtual event opportunities and would love to get creative with you based on your specific needs and strategy. Examples include: live Q+A’s or panels; one-off feature film screenings; and/or private virtual events.
HOW TO: BCFF VIRTUAL

OUR VIRTUAL PLATFORM - EVENTIVE
WATCH.EVENTIVE.ORG/BACKCOUNTRYFILMFESTIVAL

EVENTIVE is a fully customizable virtual screening platform used by film festivals around the world. It executes virtual event security, ticketing, and reporting data while audiences enjoy high performance on-demand video and live-streamed events.

Customize your specific virtual event page with local sponsor logos, brand language and content, a pre-recorded organizational introductory video to introduce the screening and or live on the page, and any relevant call to action's. See an example here.

EVENTIVE FEATURES
- Video on demand (VOD) and/or live streaming for each event
- Ticket sales and management
- Screenings available for up to a month after their "premiere"
- 24/7 tech support for organizers and attendees
- A donation feature
- Geofencing
- Streams to computers, Apple/Android TVs, and via Roku

HOW IT WORKS FOR BCFF PROGRAMS
BCFF will coordinate with you on the set up of your virtual event, but will ultimately be responsible for setting up the technology and ticket sales. Promo materials will be provided for your use.

We are not charging a licensing fee in order to set up a virtual screening; instead, we will sign a "net ticket income split agreement" (85% host + 15% BCFF) that encourages mutual success. If you are wanting to host a virtual screening for free, we charge $150 to set it up.
HOW TO: BCFF VIRTUAL
(CONTINUED)

TICKETING
YOU ARE ABLE TO SET YOUR TICKET PRICES AND LEVELS, BUT WE ENCOURAGE YOU TO AT LEAST SET AN INDIVIDUAL TICKET STARTING AT $20 AND A HOUSEHOLD TICKET BETWEEN $60 - $100.

WE ARE UNABLE TO DO MEMBERSHIP OR ADDITIONAL DONATION ADD-ON’S TO TICKET SALES, BUT ARE ABLE TO BUILD IN THOSE OPPORTUNITIES WITHIN THE EVENT PAGE AND VISUAL PROGRAM.

AFTER YOUR SCREENING, WE WILL SEND YOU A BREAKDOWN OF TOTAL GROSS AND NET TICKET INCOME, A SPREADSHEET OF ATTENDEE INFORMATION, AND ANY ADDITIONAL INCOME THAT IS HEADED YOUR WAY VIA CHECK. IF YOU DECIDE TO MAKE YOUR VIRTUAL SCREENING AVAILABLE FOR A PERIOD OF TIME (UP TO A MONTH) AFTER YOUR "PREMIERE" EVENT, WE WILL SEND THOSE ADDITIONAL FUNDS AT THE END OF THE PERIOD.

MARKETING - (OVER)COMMUNICATION IS KEY
WE WILL WORK WITH YOU TO DEVELOP A BASIC PLAN THAT MAKES SENSE FOR YOUR PROGRAM AND COMMUNITY. IT IS IMPORTANT THEY KNOW YOU ARE HOSTING AND THAT THEY BUY TICKETS TO YOUR SCREENING TO BENEFIT THEIR LOCAL BACKCOUNTRY COMMUNITY. BASIC PROMOTIONAL MATERIALS WILL BE SHARED WITH YOU AS USUAL (SOCIAL IMAGES, PRESS RELEASE EXAMPLES, POSTERS/OTHER IMAGERY, ETC.)

WE RECOGNIZE THE BIGGEST ISSUE WITH VIRTUAL SCREENINGS IS THAT YOU DON’T HAVE THE STAGE AND A MIC TO SHARE YOUR MISSION, CURRENT PROJECTS, AND OTHER OPPORTUNITIES WITH ATTENDEES.

FOR ANY VIRTUAL SCREENING, WE’RE HAPPY TO INCLUDE A 1-5 MINUTE INTRO VIDEO FOR YOUR ORGANIZATION TO OPEN THE EVENT WITH. PLEASE COORDINATE WITH MELINDA ON HOW BEST TO DO THIS.
HOW TO: BCFF VIRTUAL
(CONTINUED)

NATIONAL + LOCAL SWEEPSTAKES
WE WILL BE RUNNING A NATIONAL SWEEPSTAKES FOR ALL ATTENDEES OF THE 2020-21 SEASON LAUNCHING IN NOVEMBER. ADDITIONALLY, WE ARE HOPING TO PROVIDE A UNIQUE SWEEPSTAKES PACKAGE FOR EVERY SCREENING. BOTH WILL BE RUN THROUGH A TEXT-IN-TO-WIN PLATFORM AND WE WILL MANAGE THE WINNER ANNOUNCEMENTS AND SHIPPING. YOU WILL RECEIVE THE LOCAL TEXT-IN-TO-WIN CONTACT INFORMATION COLLECTED.

RAFFLE + CONCESSIONS
WE ENCOURAGE YOU TO LOOK INTO SETTING UP AN ONLINE RAFFLE THAT SERVES AS AN EXTRA PROMOTIONAL TOOL, STILL ENGAGES YOUR LOCAL PARTNERS, AND PROVIDES EXTRA FUNDRAISING OPPORTUNITIES. PLEASE CHECK WITH YOUR LOCAL LAWS REGARDING ONLINE RAFFLE SALES AS IT IS CONSIDERED GAMBLING.

SIERRA NEVADA HAS STOOD BY US THROUGH ALL OF THESE UNCERTAINTIES AND WANT TO STAND BY YOU AS WELL. IF YOU ARE HOSTING AN IN-PERSON EVENT, PLEASE CONTACT MELINDA FOR OPTIONS.

EXTRA FUNDRAISING / ENGAGEMENT IDEAS
- "BCFF GOODY BAGS" - WORK WITH SIERRA NEVADA AND ANY LOCAL GOODY-WORTHY BUSINESSES (BAKERY, FARM-TO-TABLE DINNERS, STICKERS/SWAG SPECIFIC TO YOUR COMMUNITY, ETC.) TO PUT TOGETHER A "BCFF GOODY BAG" THAT FOLKS CAN PICK-UP/PURCHASE (OR PRE-PURCHASE) THE DAY BEFORE YOUR EVENT.

- VIRTUAL HAPPY HOUR - HOST BEFORE THE SCREENING FOR MORE TIME TO SPEAK TO YOUR MISSION, INVITE SPECIAL GUESTS TO SPEAK, AND/OR MORE OF A DIRECT ASK RE. CURRENT PROJECTS, A MEMBERSHIP DRIVE, FUNDRAISING CAMPAIGNS, OR CALL TO ACTION’S FOR ATTENDEES.

- OFFER A DISCOUNT TO YOUR MEMBERS, SUPPORTERS, DONORS, BOARD MEMBERS, LOCAL SPONSORS/PARTNERS, ETC. TO ENCOURAGE THEIR ATTENDANCE AND SHARE THE LOVE.
HOW TO: BCFF IN-PERSON

AN UPDATE FROM WWA (OCTOBER 2020)

AS OF OCTOBER 23, 2020, WINTER WILDLANDS HAS ASSESSED THE POTENTIAL RISK OF IN-PERSON EVENTS THIS WINTER AND MADE THE DECISION TO NOT CONDONE ANY IN-PERSON EVENTS THROUGHOUT THE REST OF OUR SEASON.

WE MADE THIS DECISION WITH OUR BACKCOUNTRY COMMUNITY’S SAFETY IN MIND AND KNOWING THAT WE WILL NEED TO STAY FLEXIBLE AND ADAPT IN THE COMING MONTHS.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT MELINDA.
**NEXT STEPS**

- Consider how these programs and timelines might fit with your organizational calendar, strategy, and vision. Map out what questions you would have internally as well as for Melinda. Identified how you will measure the success of your event so you have direction.

- Schedule a one-on-one with Melinda [via Calendly here](#).

- If you have already had a one-on-one with Melinda and are expecting follow up, you will receive an email by 10/23 with next steps specific to your conversation.

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**THANK YOU + DIG DEEP**

We appreciate you all being patient as we learn these new processes, systems, and strategies together.

We’re enthusiastic about all of the opportunities this new virtual-friendly world has opened, but we recognize how much of a pivot this can be for organizations that were already small staffed or don’t have additional hours to dedicate to reinventing the wheel.

We hope we can be a guiding force and resource as we dig deep and push to the next peak. Stay healthy and wild!