BACKCOUNTRY FILM FESTIVAL
2022 - 2023
GUIDEBOOK
PREPARED FOR BCFF HOSTS AND PARTNERS BY WINTER WILDLANDS ALLIANCE
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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 BEING HERE SEASON AFTER SEASON.

WE ARE HERE WITH AND FOR YOU.
This season, we are officially back(country)! We are excited to return to our in-person tour across the snow belt and are putting a lot of energy into creating incredible attendee experiences to activate the hype.

Because of this, we are prioritizing in-person screenings for the majority of the tour season. Virtual screenings will be allowed to be hosted starting in March 2023.

If you have a specific need to host virtually before March 2023, please let us know and we will work with you to find a solution.

Hosts are strongly encouraged to screen as many in-person screenings for their community / communities as possible. This Festival is a huge fundraising tool and now is the time to utilize in-person connection to celebrate our work and reason for being: winter!

We are excited that we are still able to give back and bring everyone together over great films and good times. Join us in making the magic happen again this season! And thanks for being here.
2022-23 PROGRAMS

BEST OF FEST - AVAILABLE NOW

A collection of films from seasons past, "Best of Fest" is our program that allows you to provide an extra touchpoint of backcountry stoke early in the season. Two versions available: PG13 and Kids.

Trailers + Film Line-Ups here.
Screenings are currently being scheduled.

2022-23 SEASON - AVAILABLE NOV 2022

We will be releasing our 18th annual season virtually and in-person, with host screenings held across the nation and benefitting the host organization directly.

18th annual season info here. Trailer + Film Lineup released by 10/1/2022. Media kit available 9/1/2022. Screenings are currently being scheduled.

"SKI KIND" FILM FESTIVAL - AVAILABLE JAN 2023

Get into the backcountry spirit with the 2nd annual Ski Kind Film Festival! From the lift line to the skin track to the après: we are our best selves sliding over snow.

Look for info at skikind.org.
HOST COST BREAKDOWN

If you are a grassroots group, SnowSchool site, retail partner, sponsor, university, or other affiliate of Winter Wildlands Alliance -- you are considered a "member" and receive a discount on hosting.

If you need a customized package or have questions about how best to set up your screenings as a member or non-member, or questions on how to become a member: email us today!

IN-PERSON SCREENINGS - MEMBERS
- $250 EARLY GOAT (SUBMIT HOST APPLICATION BY 11/1/2022)
- $300 MOUNTAIN GOAT (SUBMIT HOST APPLICATION AFTER 11/1/2022)

IN-PERSON SCREENINGS - NON-MEMBERS
- $450 EARLY GOAT (SUBMIT HOST APPLICATION BY 11/1/2022)
- $500 MOUNTAIN GOAT (SUBMIT HOST APPLICATION AFTER 11/1/2022)

ADDITIONAL IN-PERSON SCREENINGS - ALL
- $150 PER ADDITIONAL IN-PERSON SCREENING

VIRTUAL SCREENINGS (MARCH - JUNE 2023)
- "80 HOST / 20 WWA" TICKET SPLIT PER SCREENING

OTHER OPTIONS
We embrace the grassroots vibe of our Festival and know that everyone has their own goals and story to tell. We’d love to work with you and set up a screening for your community.

Reach out to Melinda Quick, Festival Director at: mquick@winterwildlands.org.
IN-PERSON SCREENINGS

CONFIRMING YOUR HOST STATUS + EVENT DETAILS
You will fill out a host application and Melinda will confirm your host details based on the details you provide. From there, she will share the host contract for you to sign.

Upon signing the contract, you will receive an automated confirmation via email and Melinda will share your invoice in response to that email with instructions on how to pay your host fee.

Once you have paid your host fee, you will receive another automated confirmation via email that gives you access to the film file links, media toolkit with all promotional materials, and any other necessary items to kickstart your event plans.

HOST EXPECTATIONS
As a representative of our Festival in your mountain town, we expect you to create a dynamic and exciting event that benefits your organization or local backcountry community.

All hosts are required to share attendee information after their in-person event (first name, last name, and email) so we can offer attendees the option to opt-in to our Backcountry Film Festival communications. This helps us grow our community and continue to build the Festival brand so all of our events are more and more successful season-after-season.

FILM FILES
As of Oct 21, film files will be available for download or as Blu-Ray burned and shipped to you for a $20 fee. If you need a Blu-Ray, please give us two weeks notice at the very least in order to burn and ship it to you on time for your event.

MATERIALS PROVIDED
Promo materials will be provided for your use including film still shots and descriptions, the Festival trailer, additional Festival images for social media, press releases, programs, and more.
VIRTUAL SCREENINGS

SCREENING PLATFORM - BCFF WEBSITE
Your event will get a custom "backcountryfilmfestival.org/HOST" URL that will host a customized viewing page for your virtual attendees. Attendees will get access to this page only after they purchase a ticket or RSVP for free.

The viewing page will host the 2022-23 program embedded via Vimeo alongside any of your local sponsor logos, brand language and content, a pre-recorded organizational introductory video to introduce the screening, and any relevant call to action's.

STREAMING PLATFORM - VIMEO
- Familiar and easy to use for viewers
- Streams to computers, Apple/Android TVs, Roku devices, Amazon Fire, and Chromecast (read more here)
- Streaming link/page available for as long as you want March through June 2023

TICKETING PLATFORM - EVERYACTION
We will use the same platform as last year to process ticket sales for virtual screenings. Every week, ticket sales information will be shared with you via email as promotion runs and while the screening is live. After your virtual event closes, we will share the attendee list via spreadsheet and a final profit breakdown. From there, a check will be cut for 80% of the net profit and mailed to you.

MATERIALS PROVIDED
In addition to the customized viewing page, event page on the WWA website calendar, and ticket link, promotional materials will be provided for your use (including film still shots and descriptions, Festival poster, the Festival trailer, additional Festival images for social media, press releases, programs, and more).

HOSTING COST EXPLANATION
Similar to last season, 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" (80% host + 20% BCFF/WWA) that encourages mutual success. If you are wanting to host a virtual screening for free, we charge $150 to set it up and manage.
HOW TO: COVID19

Winter Wildlands Alliance believes in science to inform our decisions. We also believe in protecting our event attendees so we can continue to gather for years to come.

Additionally, as a nonprofit, we require that there be no political affiliation with our screenings.

**If we feel an event goes against these values, we have the absolute right to dissolve our agreement and partnership for the season.**

**HOW TO PLAN A HEALTHY, SAFE EVENT**

Ultimately, you are putting on an event that best fits your needs and your community. If you are friendly and communicative about your expectations and protocols regarding COVID19 with your guests ahead of time (as well as make sure you and your event team have strategies in place for on-site), you will rock it.

**RESOURCES**

COVID is different in all the regions of the country, so please follow county and/or city guidelines regarding in-person events via your city’s website or local State, Territorial, Local and Tribal Health Departments: https://www.cdc.gov/coronavirus/2019-ncov/php/hd-search/index.html.

The CDC is also a great resource if your county/city is not providing any guidelines: https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/considerations-for-events-gatherings.html.

**COVID19 is something we cannot ignore in the events world. It is your responsibility as an event organizer to lay the groundwork and set the pace for your attendees.**
HOW TO: TICKETS + MARKETING

HOW TO: SCALE TICKET COST
For in-person events, we encourage you to only set an individual ticket amount unless your in-person event is directed or capable of managing group ticket sales. (Please also note group ticket sales may help if you are under COVID restrictions in your city/county that only allows certain numbers to gather in-person.) We see success for individual tickets in the $10-20 range.

For virtual events, we encourage you to set an individual ticket amount and a household/family ticket amount. Last year, we saw success with the $5-20 range for individual tickets and the $20-50 range for household tickets.

There are lots of ways to amplify the value of your ticket, so get creative and thoughtful to what would provide value for your community.

HOW TO: MARKETING (COMMUNICATION IS KEY)
It is important your community knows you are hosting and that they buy tickets to your screening to benefit their local backcountry community, especially with the increase in events (in-person and virtual). We encourage you to utilize every promotional tool you have: set up a Facebook event and make us a co-host, add to every local events calendar you can, post flyers in all the coffeeshops, send direct invites and email blasts, make phone calls, put ads in your local newspaper, and make it an event that is exciting while safe.

For in-person screenings, you will need to decide your COVID protocol in advance of selling tickets and make sure it is clearly spelled out to your attendees in as strict and as friendly of a way.

For virtual screenings, we recognize the biggest issue 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 on your virtual screening page to fill that space. Please coordinate with Melinda on how best to do this.
HOW TO: SPONSORS + RAFFLES

SPONSOR COLLABORATIONS
Please keep in mind the following opportunities with our national sponsors.

- Sierra Nevada has stood by us through all of these uncertainties and want to stand by you as well. They will donate beer cans for you to sell at your event and double your fundraising power.

- YETI is happy to engrave your logo into any of their drinkware for you to buy at a reduced cost and resell at your event.

RAFFLES
We have pivoted from asking our national sponsors for in-kind support to focus mostly on cash sponsorships in order to preserve the Festival in these uncertain times. Additionally, the cost and time associated with shipping raffle prizes to 100+ hosts is not manageable for our one-woman team. If we have the ability to send raffle packages, we will let confirmed hosts know and it will be first-come-first-serve as supplies last.

We encourage you to work with local partners to allocate raffle packages and/or individual prizes for your in-person and virtual screenings. We also 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.
**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. Identify how you will measure the success of your event so you have direction and purpose.

**LET’S DO THIS:**

- **SUBMIT YOUR HOST APPLICATION HERE.** MELINDA WILL BE IN TOUCH WITH YOU WITHIN ONE-TWO WEEKS OF YOUR SUBMISSION TO FINALIZE YOUR EVENT DETAILS.

- **SCHEDULE A ONE-ON-ONE WITH MELINDA:** MQUICK@WINTERWILDLANDS.ORG.

- **IF YOU HAVE ALREADY SUBMITTED YOUR APPLICATION AND/OR HAD A ONE-ON-ONE, YOU WILL RECEIVE AN EMAIL BY 10/15 WITH NEXT STEPS SPECIFIC TO YOUR CONVERSATION.**

**THANK YOU + DIG DEEP**

We appreciate you all being patient as we continue to navigate this new events world together. We continue to be enthusiastic about what new opportunities we have to create impactful and exciting film screenings for our hosts and attendees.

We also recognize how much of a pivot this is for organizations that were already small staffed or don't have the hours/funding to dedicate. We hope we can be a guiding force and resource as we dig deep and push to the next peak.

**STAY HEALTHY AND WILD!**