

# BANFF CENTRE

**MOUNTAIN  
FILM FESTIVAL  
WORLD TOUR**

**SPONSORSHIP PACKET**



**Charlottesville, Virginia | March 2-3, 2024**

Hael Somma, Chamonix © Antoine Mesnage



# BANFF MOUNTAIN FILM FESTIVAL WORLD TOUR

MARCH 2 & 3, 2024, AT THE PARAMOUNT THEATER

The Shenandoah National Park Trust is proud to bring the Banff Centre Mountain Film Festival World Tour to Charlottesville on March 2 & 3, 2024.

Banff brings together the world's best short films on mountain sports and mountain cultures. This exciting two-night event gathers the area's outdoor and conservation-oriented individuals and businesses at the Paramount Theater on Charlottesville's historic Downtown Mall.

Your sponsorship of the 2024 Banff Centre Mountain Film Festival supports Shenandoah National Park while also highlighting your brand for over 1,100 people across the central Virginia region, with attendees spanning over 100 zip codes. With 15+ marketing emails and multiple print advertisements, there are many opportunities for your brand to partner with the Trust in support of Shenandoah National Park. Join us to celebrate adventure and to promote, protect, and enhance the national park in our backyard.



## Sponsorship Levels

### EVENT SPONSORSHIP OPTIONS WITH ADVERTISING

- ♦ Presenting Sponsor \$15,000 - 1 Available
- ♦ Premium Sponsor \$10,000 - 2 Available
- ♦ Diamond Sponsor \$5,000 - Unlimited
- ♦ Platinum Sponsor \$2,500 - Unlimited
- ♦ Gold Sponsor \$1,000 - Unlimited
- ♦ Silver Sponsor \$500 - Unlimited
- ♦ Bronze Sponsor \$250 - Unlimited

### TABLE SPONSORSHIP

- ♦ Table Sponsor \$750 - 4 Available

### RAFFLE SPONSORS

- ♦ Market value of goods and/or services raffled on each night of the Festival





# Sponsorship Packages

## PRESENTING SPONSOR (\$15,000 – 1 Available)

- ♦ 12 Banff comp tickets and early admission to the theater
- ♦ Full-page advertisement on back cover of film festival program
- ♦ Recognition and option to table at Banff Kickoff Party
- ♦ Recognition on Trust social media and email promotions
- ♦ Linked logo on event website and e-newsletters
- ♦ Logo in print and newspaper ads
- ♦ Shout out in radio ads
- ♦ On stage verbal recognition both nights
- ♦ Pop ups with logo and business information on event website
- ♦ Two-minute video played during Banff Kickoff Party (video provided by sponsor)
- ♦ Invitation to exclusive SNPT events with Shenandoah National Park VIPs
- ♦ Corporate volunteer opportunity in Shenandoah National Park

## PREMIUM SPONSOR (\$10,000 – 2 Available)

- ♦ 10 Banff comp tickets and early admission to the theater
- ♦ Full-page advertisement in film festival program
- ♦ Recognition and option to table at the Banff Kickoff Party
- ♦ Recognition on Trust social media and email promotions
- ♦ Linked logo on event website and e-newsletters
- ♦ Logo in print and newspaper ads
- ♦ Shout out in radio ads
- ♦ Pop ups with logo and business information on event website
- ♦ On stage verbal recognition both nights

## DIAMOND SPONSOR (\$5,000)

- ♦ 8 Banff comp tickets and early admission to the theater
- ♦ Full-page advertisement in film festival program
- ♦ Recognition and invitation to Banff Kickoff Party
- ♦ Recognition on Trust social media and email promotions
- ♦ Linked logo on event website and e-newsletters
- ♦ Logo in print and newspaper ads
- ♦ Shout out in radio ads
- ♦ Pop ups with logo and business information on event website

## PLATINUM SPONSOR (\$2,500)

- ♦ 6 Banff comp tickets and early admission to the theater
- ♦ Full-page advertisement in film festival program
- ♦ Recognition and invitation to Banff Kickoff Party
- ♦ Recognition on Trust social media and email promotions
- ♦ Linked logo on event website and e-newsletters
- ♦ Logo in print and newspaper ads

## GOLD SPONSOR (\$1,000)

- ♦ 4 Banff comp tickets and early admission to the theater
- ♦ Half-page advertisement in film festival program
- ♦ Recognition and invitation to Banff Kickoff Party
- ♦ Recognition on Trust social media and email promotions
- ♦ Linked logo on event website and e-newsletters

## SILVER SPONSOR (\$500)

- ♦ 2 Banff comp tickets and early admission to the theater
- ♦ Half-page advertisement in film festival program
- ♦ Recognition and invitation to Banff Kickoff Party

## BRONZE SPONSOR (\$250)

- ♦ Quarter-page advertisement in film festival program
- ♦ Recognition and invitation to Banff Kickoff Party

## TABLE SPONSORSHIP (\$750 – 4 Available)

- ♦ Access to a table in the Paramount Theater lobby for both nights of the show
- ♦ Listing on Trust website with logo and live links
- ♦ Featured in film festival program
- ♦ Recognition and invitation to Banff Kickoff Party

## RAFFLE SPONSORS

- ♦ Market value of goods/services listed as in-kind donation to the Trust
- ♦ Featured in raffle promotions and in film festival program
- ♦ Listing in “Thank You” email blast—which includes logo and hyperlink—to 1,000+ email list

All proceeds from the Banff Mountain Film Festival benefit the event's host, the Shenandoah National Park Trust.

Sponsorship Levels	PRESENTING SPONSOR \$15,000	PREMIUM SPONSOR \$10,000	DIAMOND SPONSOR \$5,000	PLATINUM SPONSOR \$2,500	GOLD SPONSOR \$1,000	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
	Full Page & Front Cover Recognition	Full Page	Full Page	Full Page	Half Page	Half Page	Quarter Page
Banff comp tickets and early admission*	12	10	8	6	4	2	
Invitation to exclusive SNPT events with Shenandoah National Park VIPs	🌲						
Corporate volunteer opportunity in Shenandoah National Park	🌲						
Two-minute video played during Banff Kickoff Party (video provided by sponsor)	🌲						
Option to table at Banff Kickoff Party	🌲	🌲					
On stage verbal recognition both nights	🌲	🌲					
Pop ups with logo and business information on event website	🌲	🌲	🌲				
Shout out in radio ads	🌲	🌲	🌲				
Logo in print and newspaper ads	🌲	🌲	🌲	🌲			
Recognition on Trust social media and email promotions	🌲	🌲	🌲	🌲	🌲		
Linked logo on event website and e-newsletters	🌲	🌲	🌲	🌲	🌲		
Recognition at the Banff Kickoff Party	🌲	🌲	🌲	🌲	🌲	🌲	🌲

\*Total number of comp tickets for the festival.

Contact us at (434) 293-2728 or [edigney@snptrust.org](mailto:edigney@snptrust.org)



**SHENANDOAH**  
NATIONAL PARK TRUST

The Shenandoah National Park Trust is the official philanthropic partner of Shenandoah National Park and an official partner of the National Park Service (NPS). Photos used with NPS and SNP Trust permission.

