

SPONSORSHIP PACKET

BANFF^{CENTRE}

**MOUNTAIN
FILM FESTIVAL
WORLD TOUR**

Charlottesville, Virginia | March 7-9, 2025



French Alps, photo by Jordan Manoukian



BANFF MOUNTAIN FILM FESTIVAL WORLD TOUR

MARCH 7-9, 2025 AT THE PARAMOUNT THEATER

The Shenandoah National Park Trust is proud to bring the Banff Centre Mountain Film Festival World Tour back to Charlottesville on March 7-9, 2025.

Banff brings together the world's best short films on mountain sports and cultures. This exciting event gathers the area's outdoor and conservation-oriented individuals and businesses at the Paramount Theater on Charlottesville's historic Downtown Mall. In celebration of their 10th year hosting the festival, the Trust is introducing a third evening of epic showings.

Your sponsorship of the 2025 Banff Centre Mountain Film Festival supports Shenandoah National Park while also highlighting your brand to more than 2,000 people across the central Virginia region, with attendees spanning over 90 zip codes. With 14+ marketing emails, 18+ social media posts, 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 all three 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 all three 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

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 all three 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 mstrauchler@snptrust.org for more information.



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.

