

# BANFF CENTRE

MOUNTAIN  
FILM FESTIVAL  
WORLD TOUR



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Paul Zizka, Banff National Park



**SHENANDOAH**  
NATIONAL PARK TRUST

**SPONSORSHIP PACKET**

**Paramount Theater | Charlottesville, Virginia**  
**March 6-8, 2026**





# BANFF MOUNTAIN FILM FESTIVAL WORLD TOUR

MARCH 6–8, 2026 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 6–8, 2026.

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. After last year's 10th anniversary brought three sold-out shows, the Trust is thrilled to once again present three unforgettable screenings.

Your sponsorship of the 2026 Banff Centre Mountain Film Festival supports Shenandoah National Park while also highlighting your brand to more than 3,000 people across the central Virginia region, with attendees spanning over 90 zip codes. With 14+ marketing emails, 30+ 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 – Unlimited   |
| ♦ Diamond Sponsor    | \$5,000 – Unlimited    |
| ♦ Platinum Sponsor   | \$2,500 – Unlimited    |
| ♦ Gold Sponsor       | \$1,000 – Unlimited    |
| ♦ Silver Sponsor     | \$500 – Unlimited      |

### TABLE SPONSORSHIP

- |                 |                     |
|-----------------|---------------------|
| ♦ Table Sponsor | \$750 – 4 Available |
|-----------------|---------------------|

### RAFFLE SPONSORS

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



NPS | Neil Lewis



## 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
- ♦ On stage verbal recognition all three nights
- ♦ Pop ups with linked logo 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)

- ♦ 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
- ♦ Pop ups with linked logo 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

### 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

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

- ♦ Access to a table in the Paramount Theater lobby all three nights of the show
- ♦ Linked logo on event website and e-newsletters
- ♦ Featured in film festival program
- ♦ 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
	Full Page & Front Cover Recognition	Full Page	Full Page	Full Page	Half Page	Half 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 linked logo on event website	🌲	🌲	🌲			
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. All comp tickets will be allocated to the screening on Friday, March 6 unless otherwise specified.

Contact us at (434) 951-0745 or [mstrauchler@snptrust.org](mailto: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).  
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