

WEST VIRGINIA INTERNATIONAL FILM FESTIVAL

SPONSORSHIP OPPORTUNITIES



West Virginia International Film Festival

SUPPORTING CHARLESTON'S INDEPENDENT MOVIE THEATER & FILM ARTS IN WEST VIRGINIA

The West Virginia International Film Festival (WVIFF) is a 501(c)(3) non-profit organization and was established in 1985. Over the years, WVIFF has embraced and celebrated diversity and tolerance through the film arts and has offered unique opportunities to break down barriers sometimes associated with race, color, creed, religion, ethnicity and other issues which are part of the human experience.

The mission of WVIFF is to inspire a love of cinema through diverse and inclusive films.

West Virginia International Film Festival serves its mission through annual film festivals, events, and weekly screenings at the *Floralee Hark Cohen Cinema* (established in 2017). The Floralee is Charleston's only independent theater, which seats 30 people and is located below Taylor Books. The "jewel box" theater screens films weekly with movies changing monthly. Features include *Movies That Matter Monday*, *West Virginia Wednesdays*, and select national and international feature films Thursday-Saturday. In addition, the Floralee showcases local art and serves locally sourced popcorn, butter & salt, and more.



REGULAR PROGRAMMING

The Floralee shows two feature films per month on Fridays, Saturdays, and Sundays (two screenings per film per week):

Feature 1: Fridays at 7:30pm and Saturdays at 5:00pm

Feature 2: Saturdays at 7:30pm and Sundays at 2:30pm

Feature programming runs all year long.

SPECIAL PROGRAMMING

Movies That Matter Mondays

A collaboration series with local organizations and non-profits showing issue-oriented narrative films and documentaries

West Virginia Wednesdays

A curated series featuring films produced or directed by WV natives or focusing on West Virginia.

Special programming runs Sept-May

SPONSORSHIP PACKAGES



PRODUCING SPONSOR: \$500/MONTH

Logo and business/organization link on wviff.org
(1,500+ visits per month)

Pre-Show Ad Slide (15 seconds) at the Floralee Hark Cohen Cinema for all films (20-25 showings per month)

Inclusion in social media and monthly email blasts

Four tickets per month to regular programming

Rights to use WVIFF/Floralee Hark Cohen Cinema logos in sponsor's marketing

SPECIAL PROGRAMMING SPONSOR: \$200/MONTH

Logo and business/organization link on wviff.org
(1,500+ visits per month)

Pre-Show Ad Slide (15 seconds) at the Floralee Hark Cohen Cinema for Movies that Matter and West Virginia Wednesdays (8 showings per month)

Inclusion monthly email blasts

Rights to use WVIFF/Floralee Hark Cohen Cinema logos in sponsor's marketing

FEATURE FILMS SPONSOR: \$350/MONTH

Logo and business/organization link on wviff.org
(1,500+ visits per month)

Pre-Show Ad Slide (15 seconds) at the Floralee Hark Cohen Cinema for Feature Films (16 showings per month)

Inclusion in social media and monthly email blasts

Two tickets per month to regular programming

Rights to use WVIFF/Floralee Hark Cohen Cinema logos in sponsor's marketing

CUSTOMIZE A SPONSORSHIP:

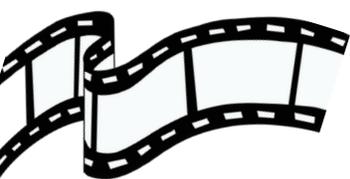
Flexibility in choosing specific screenings & events to engage your target audience

We are happy to work with your budget to come up with something that benefits you most.

Where Your Dollars Go

Your sponsorships help sustain the West Virginia International Film Festival and our flagship cinema. Sponsorships help us cover the cost of screening fees/film rights, marketing, concessions, overhead costs, and supplies.

Additionally, your contribution helps us cover labor costs. We pay our projectionists \$15 per hour, consistent with living wage standards.



Please send sponsorship inquiries to:
info@wviff.org

WVIFF.ORG



UNDERWRITING OPPORTUNITIES



UNDERWRITING WITH WVIFF AT THE FLORALEE

We invite companies, organizations, and individuals to consider underwriting the WVIFF to secure exposure while making a significant contribution to the local film arts. The fee paid by an Underwriter to the WVIFF is considered a tax-deductible contribution by the IRS. Underwriting contributions are a critically important source of operating funds for our organization and The Floralee Hark Cohen Cinema throughout the year. Pricing is monthly.

Still Frame

\$100

15 seconds

\$10 for every additional 5 seconds

Video

without sound

\$125

15 seconds

\$30 for every additional 5 seconds

Video

with sound

\$250

15 seconds

\$30 for every additional 5 seconds

FIND US ON SOCIAL MEDIA



West Virginia International Film Festival
Floralee Hark Cohen Cinema



@wviff



PLEASE EMAIL INQUIRIES TO INFO@WVIFF.ORG

Visit wviff.org/become-a-sponsor to view our Sponsor page!

SPECIAL EVENT SPONSORSHIP

A Film Under the Stars

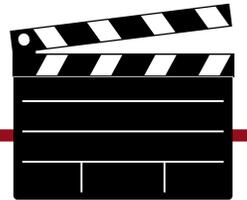
Outdoor Film Series

A FILM UNDER THE STARS SPECIAL OUTDOOR EVENT SERIES AT STARLINGS COFFEE & PROVISIONS

In the wake of the COVID-19 pandemic, the Floralee Hark Cohen Cinema had to shutter its doors for over two years. However, in an effort to support the community and re-engage Charleston with the West Virginia International Film Festival, we began the *Films Under the Stars* series in June of 2021 during FestivALL. Since then, we've held five (5) outdoor films showing *School of Rock*, *Beetlejuice*, *The Goonies*, *Monty Python and the Holy Grail*, and *A League of Their Own*. Up next is *The Addams Family* (1991) as a part of FestivALL Fall in October '22.

We average around 100+ attendees for these events, which are held at Starlings Coffee & Provisions on the Historic East End of Charleston. Starlings brings in Low Ivy Catering to curate special menus for each film, and our sponsors are welcome to table at the events.

Sponsorship opportunities and packages for this series are listed below.



FULL TITLE SPONSOR - \$800

Listed as the presenting sponsor on all social media and print marketing materials, as well as in email blasts

Use of your company logo on all digital and print marketing materials

Social media linked mentions for event posts

Your company name/logo on our website

Ad slide for the event pre-show; and

A 15 second ad slide at the Floralee Hark Cohen Cinema for one full month of screenings (25 screenings including regular programming and special events)

What your sponsorship supports:

Film screening fees/rights, labor, digital and print marketing materials, and supplies for the event

PARTNERING SPONSOR - \$400

Listed as a partnering sponsor on all social media and print marketing materials, as well as in email blasts

Use of your company logo on all digital and print marketing materials

Social media linked mentions for event posts

Your company name/logo on our website

Ad slide for the event pre-show; and

A 15 second ad slide at the Floralee Hark Cohen Cinema for weekend program screenings (16 total)

CONTRIBUTING SPONSOR - \$200

Use of your company logo on all digital and print marketing materials

Social media linked mentions for even posts

Your company name/logo on our website

Ad slide for the event pre-show