

MOFF

MAINE OUTDOOR FILM FESTIVAL
2022

SPONSOR DECK



ABOUT US

The Maine Outdoor Film Festival (MOFF) is a celebration of adventure, conservation and the arts.

Held each summer in Portland, MOFF's three weekend-long series of outdoor screenings are a favorite for locals and tourists, alike.

Join the fun!



THE REVIEWS

Unique...really embraces it's surroundings. Driven by **excellent people** to bring **new and esoteric films** to the people of Maine.

-Benjamin, filmmaker

I loved the mix of amateur and professional filmmakers, it really felt like **a community collaboration.**

-Davincia, attendee

The venue in Portland was **awesome**, the selection of work was **phenomenal and inspiring**... it was just an **all-around great experience.**

-Bailey, filmmaker

THE DATA

- Over **1,000 people** attended our flagship event in 2021
- **97.5%** of attendees rated their experience at MOFF a **4 or 5** out of 5
- **91.3%** of attendees said they are likely to come to MOFF again in 2022
- Over **52K people** visited our website during peak season (Apr - Sept)
- We have **3.9K Facebook followers** and **2.8K Instagram followers**
- Our newsletter has **7.9K recipients**
- Filmmakers from **12 different countries** have submitted to MOFF

DOING GOOD

MOFF prides itself on supporting our community in many different ways. By giving local independent filmmakers a place to showcase their work, we are helping to establish Maine as a place where creatives can thrive.

After the flagship event, MOFF travels the state for our Selects Tour. We partner with local businesses to bring curated film selections to Mainers right where they are.



Every year MOFF donates a portion of our proceeds to Teens to Trails, an organization which supports Maine high school outing clubs. We have raised over \$8,000 for Teens to Trails so far!

MOFF 2022 PORTLAND CALENDAR

THURSDAY	FRIDAY	SATURDAY	SUNDAY
July 28 - GMRI	July 29 - GMRI	July 30 - GMRI	July 31 - TBD
All of MOFF Portland and Selects			
All Portland			
Flagship Weekend 1			
Flagship Screening 1	Flagship Screening 2	Flagship Screening 3	Flagship Screening 4
August 4 - Eastern Promenade	August 5 - Eastern Promenade	August 6 - Eastern Promenade	August 7 - Eastern Promenade
Flagship Weekend 2			
Flagship Screening 5	Flagship Screening 6	Flagship Screening 7	Flagship Screening 8
August 11 - Après	August 12 - Après	August 13 - Après	August 14 - Après
Flagship Weekend 3			
Flagship Screening 9	Flagship Screening 10	Flagship Screening 11	Flagship Screening 12

ALL OF MOFF

JULY - OCTOBER

The All of MOFF packages are a premium set of advertising and engagement opportunities throughout **the entirety of our festival.**

BASIC PACKAGE - “DIRECTOR” - \$5K

- Sticker on the official MOFF trailer (parked adjacent to the screen at all screenings)
- Own any screening night: yours is the only booth at the venue, your merchandise is raffled at intermission, and a representative from your company may speak at the screening
- 45-second video slot in pre-roll of all screenings
- Option for physical presence during all screening nights
- Ability to host an in-festival event such as a filmmaker reception, Q&A, panel or after-party
- A filmmaker award is presented by your company, logo on giant check given to the winner
- 20 tickets to MOFF (can be used all at once or over multiple screenings)
- Full-page ad in the 2022 MOFF program (distributed at all screenings)
- Logo interspersed on the step-and-repeat photo station (located at all flagship screenings and in-festival events)
- Logo on the 2022 MOFF posters displayed all around Portland
- Large logo on MOFF 2022 banner (displayed at check-in booth at all screenings)
- Large logo on all sandwich boards (located at entryway of each venue)
- Logo on title card of all 60-second flagship screening trailers
- 1 sponsor spotlight promoting your company in MOFF 2022 newsletter (over 7.9k recipients)
- 5 posts on MOFF's Instagram, Facebook and/or LinkedIn accounts promoting your brand
- Your company's merchandise is listed alongside MOFF's as part of the Virtch & Merch donor gift selection
- Listed as an official host of all MOFF 2022 Virtch & Merch screenings
- Logo and link to your company's website on top of MOFF sponsor webpage
- Large logo with hyperlink to your company's website in the footer of all MOFF 2022 newsletters

BASIC PACKAGE VALUE: \$11,875

UPGRADED PACKAGE - “EXCLUSIVE PRESENTER” - \$10K

All deliverables listed in basic package, with the following changes and add-ons:

- Custom pre-roll commercial made by No Umbrella (for unlimited use by your company)
- Exclusivity in your industry
- MOFF 2022 radio ads name your company as a sponsor
- “MOFF 2022 is presented by [your company]” language added to event pages and calendar listings
- Logo on the back of MOFF 2022 t-shirts
- Large logo on the side of the official MOFF trailer (parked adjacent to the screen at all screenings)
- 60-second video slot in pre-roll of all screenings
- 40 tickets to MOFF (can be used all at once or over multiple screenings)
- 2 sponsor spotlights promoting your company in MOFF 2022 newsletters (over 7.9k recipients)

UPGRADED PACKAGE VALUE: \$27,700

PORTLAND ONLY

JULY 28 - AUGUST 14

The All Flagship packages are a broad selection of advertising and engagement opportunities leading up to and throughout **the entirety of our Portland flagship event**. Great for companies looking to make a splash in the Portland market.

BASIC PACKAGE - “ACTOR” - \$1.5K

- 5-second video slot in pre-roll of all flagship screenings
- Booth availability at one flagship screening
- 2 tickets to MOFF flagship events
- 1/8 page ad in the 2022 MOFF program (distributed at all screenings)
- Logo on the 2022 MOFF posters displayed all around Portland
- Small logo on MOFF 2022 banner (displayed at check-in booth at all screenings)
- Logo on end cards of all 60-second flagship screening trailers
- 2 posts on MOFF's Instagram, Facebook and/or LinkedIn accounts promoting your brand
- Logo and link to your company's website in the middle of the MOFF sponsor webpage
- Small logo with hyperlink to your company's website in the footer of all MOFF 2022 newsletters

BASIC PACKAGE VALUE: \$3,025

UPGRADED PACKAGE - “PRODUCER”- \$3K

All deliverables listed in basic package, with the following changes and add-ons:

- 1 sponsor spotlight promoting your company in MOFF's newsletter
- Ability to host an in-festival event such as a Q&A, panel or after-party
- Logo interspersed on the step-and-repeat photo station (located at all flagship screenings and events)
- Small logo on all sandwich boards (located at entryway of each venue)
- Option to have a booth/physical presence at all flagship screenings
- 1/2 page ad in the MOFF 2022 program (distributed at all screenings)
- 30-second video slot in pre-roll of all flagship screenings
- 20 tickets to MOFF (can be used all at once or over multiple screenings)
- Medium-sized logo on the MOFF 2022 banner (displayed at check-in booth at all screenings)
- 4 posts on MOFF's Instagram, Facebook and/or LinkedIn accounts promoting your brand
- Sticker on the back of the official MOFF trailer (parked adjacent to the screen at all screenings)

UPGRADED PACKAGE VALUE: \$7,975

FLAGSHIP WEEKEND

ANY WEEKEND FROM JULY 28 - AUGUST 14

The Flagship Weekend packages offer a wide range of advertising and engagement opportunities leading up to and throughout **a full weekend of our flagship event.**

BASIC PACKAGE - “CAMERA OPERATOR” - \$1K

- 10-second video slot in pre-roll of all screenings during your selected weekend
- Booth availability at one screening during your selected weekend
- 4 tickets to MOFF during your selected weekend (can be used all at once or over multiple screenings)
- 1/8 page ad in the 2022 MOFF program (distributed at all screenings)
- Logo on the 2022 MOFF posters displayed all around Portland
- Small logo on MOFF 2022 banner (displayed at check-in booth at all screenings)
- Logo on end cards of all 60-second screening trailers for your selected weekend
- 1 post on MOFF’s Instagram, Facebook and/or LinkedIn accounts promoting your brand
- Logo and link to your company’s website in the bottom of the MOFF sponsor webpage
- Small logo with hyperlink to your company’s website in the footer of all MOFF 2022 newsletters

BASIC PACKAGE VALUE: \$2,610

UPGRADED PACKAGE - “EDITOR” - \$2K

All deliverables listed in basic package, with the following changes and add-ons:

- Ability to host an in-festival event such as a Q&A, panel or after-party
- Option to have a booth/physical presence at all screenings during your selected weekend
- 1/4 page ad in the MOFF 2022 program (distributed at all screenings)
- 30-second video slot in pre-roll of all screenings during your selected weekend
- 8 tickets to MOFF during your selected weekend (can be used all at once or over multiple screenings)
- Small logo on the MOFF 2022 banner (displayed at check-in booth at all screenings)
- 3 posts on MOFF’s Instagram, Facebook and/or LinkedIn accounts promoting your brand

UPGRADED PACKAGE VALUE: \$5,320

FLAGSHIP SCREENING

ANY SCREENING FROM JULY 28 - AUGUST 14

The Flagship Screening packages are a selection of advertising and engagement opportunities leading up to and throughout **one night during our flagship event**.

BASIC PACKAGE - “GRIP “ - \$500

- Booth availability at your selected screening
- 2 tickets to your selected screening
- 1/8 page ad in the 2022 MOFF program (distributed at all screenings)
- Logo on end card of the 60-second trailer for your selected screening
- 1 post on MOFF’s Instagram, Facebook and/or LinkedIn accounts promoting your brand
- Logo and link to your company’s website on the bottom of the MOFF sponsor webpage
- Company name + link in the footer of all MOFF 2022 newsletters

BASIC PACKAGE VALUE: \$1,430

UPGRADED PACKAGE - “GAFFER” - \$800

All deliverables listed in basic package, with the following changes and add-ons:

- 30-second video slot in pre-roll of your selected screening
- 4 tickets to your selected screening
- 2 posts on MOFF’s Instagram, Facebook and/or LinkedIn accounts promoting your brand

UPGRADED PACKAGE VALUE: \$2,160

IN-FESTIVAL EVENTS

In addition to screenings, MOFF hosts a series of different events for both filmmakers and attendees during our flagship festival. Your company has the opportunity to co-host or sponsor any of these fun gatherings! 2022's expected events include:

Opening night reception: a mixer held before the screening on opening night to welcome filmmakers, industry guests and sponsors to the festival.

Film, Outdoor Adventure or Conservation panels: discussions with artists, athletes, activists and other voices about specific topics related to their work, held before screenings.

Filmmaker Q&As: held directly after screenings with filmmakers whose work was featured in the evening's lineup.

After-parties: casual drinks and celebration at a local venue after a Friday or Saturday night screening

*2021 opening night reception at Après
Dave Dostie photo*



A LA CARTE

Not interested in our packages? Contact Nick to discuss other ways to involve your company in MOFF Portland 2022.

- Selects Tour sponsorship
- Social media promotion
- Print Ad in 2022 MOFF program (distributed at all screenings)
- Logo + hyperlink on MOFF sponsor webpage
- Logo + hyperlink in MOFF newsletter
- Video slot in festival pre-roll sequence
- Logo in festival pre-roll sequence
- Booth/physical presence at MOFF
- In-Kind gear sponsorship
- Sponsor spotlight in MOFF's newsletter
- Award presented by your company
- Host an in-festival event
- Sponsor a Filmmaker in Focus episode
- Logo on the official MOFF trailer
- Sticker on the back of MOFF trailer
- Own a screening night
- Own a full 4-day weekend of screenings
- Custom 30 to 60 second commercial

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