

# SPONSORSHIP OPPORTUNITIES



MAINE  
OUTDOOR  
FILM  
FESTIVAL  
2025



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# 2025



# OVERVIEW

The Maine Outdoor Film Festival produces international outdoor adventure and conservation film events with the goal of broadening perspectives, championing storytelling, and inspiring environmental conservation and responsible exploration. MOFF explores the beauty, interactivity and complexity of our planet while asking questions and sharing stories about how the power of our planet influences human experience and conversely, human's impact on the planet. We do this three ways:

## **PORTLAND FLAGSHIP FESTIVAL: July 23-27, 2025**

MOFF's signature event is the annual Flagship Festival each July in Portland, Maine. Filmmakers, outdoor aficionados, environmentalists and lovers of art and storytelling converge for outdoor adventure and conservation film in Maine's cultural hub. Each day, the Festival features a panoply of programming including indoor daytime screenings, industry panels, and artist networking events. And each night an outdoor theater is erected: a 20' inflatable screen with a modern audio and projector system.

## **SELECTS TOUR: August - October 2025**

Following the Flagship, the Selects Tour travels throughout the northeast, bringing uniquely curated selections of the Flagship's films to people where they are. MOFF has hosted screenings in all 16 counties in Maine - from the County to the New Hampshire border to Down East.

## **MOFF OFFSEASON**

Appreciative of all the seasons, MOFF presents screenings and events on shoulder seasons as a way to unite communities, inspire action, and celebrate the outdoors no matter what the weather (such as "Snow Day Dreams", International Women's Day).



# WHO'S WATCHING

**106 Films**

FILMS FROM MAINE AND AROUND THE WORLD

**65k**

WEB VISITS DURING PEAK SEASON

**8.5k**

NEWSLETTER SUBSCRIBERS (43% OPEN RATE)

**8.65k**

META FOLLOWERS (FACEBOOK & IG)

**40+**

FILMMAKERS IN ATTENDANCE

**120+**

GOLD PASSES SOLD

**1,550+ Attendees**

IN PERSON AT JULY FLAGSHIP EVENT

**3,600+**

TOTAL ATTENDANCE

**30+**

HOURS OF INDEPENDENT FILM

**22**

SCREENINGS

**6**

PANEL DISCUSSIONS

**7**

VENUES

*Stats are taken from the 2024 Festival*



# WHY YOU SHOULD SUPPORT MOFF

**Align your brand with active and loyal outdoor enthusiasts** who support brands championing the outdoors." MOFF attendees note businesses that champion outdoor causes and prioritize their products and services for personal and professional use.

The numbers don't lie—**over 3,600 people attended** at least one screening in 2024, with many making time to see multiple films. Leverage this commitment with your brand and its outdoor-themed messaging.

Own the summer, but **keep your messaging strong year-long**. MOFF's Flagship launches when folks are out and active in the warm summer months. But the value of sponsorship can support your brand year-long with MOFF's Select Tour and specially themed screenings.

**MOFF is a local and global experience.** We screen films from around the world, with special consideration for Maine-made and Maine-relevant films. Our jury aims for 1/3 Maine-made. MOFF has screened films from 25 countries and welcomed filmmakers and attendees in-person from 30+ states and over a dozen countries.

**MOFF gives back.** Proceeds benefit **Teens to Trails**, a nonprofit devoted to creating life-changing outdoor experiences for Maine students. We're proud to have collaborated with Teens to Trails for 10+ years.

MOFF is Fun - Inject your brand seamlessly and strategically into the **outdoor fun** that is Maine! Including opportunities for your employees and customers alike.

Brands that invest in the arts not only elevate their visibility—they become **champions of creativity, culture, and progress**. Seize the opportunity to support groundbreaking artists who are shaping our collective future through innovative and provocative storytelling.



## TIER ONE

# HEADLINE SPONSOR

.....  
**\$15,000**

**OPPORTUNITIES  
AVAILABLE: 1**



**2025**

## HEADLINE SPONSOR

At the highest level of support, the Headlining Sponsor offers unparalleled recognition as the Festival's leading supporter, directly fueling the celebration of visionary filmmakers and ensuring the continued growth and success of the event, while aligning your brand with the highest standards of artistic excellence and cultural impact.

### PRE-FESTIVAL

- "MOFF 2025 is presented by [your company]" language used in all MOFF advertising, calendar listings, top of each newsletter, press releases, etc.
- Solo logo on Flagship Festival poster
- First tier sponsor logo and link on MOFF website
- First tier sponsor logo on all print and digital marketing materials
- Radio acknowledgement during July promos
- Logo on 30 foot street banner over Baxter Boulevard or Congress Street in Portland
- Robust social media promotion and collaboration

### ONSITE AT THE FESTIVAL

- Own a Flagship screening - dedicated newsletter, podium time at the screening
- Logo on side of MOFF truck trailer
- Primary logo on Step & Repeat
- Primary logo on Festival screen skirt used at all outdoor screenings
- Full page, back cover ad in Festival program - print and digital
- Pre-roll video at all Flagship and Selects Tour screenings - 60 seconds
- Option to display or table your products or services at screenings
- (4) all access Flagship Festival Gold Passes
- (20) individual Flagship Festival tickets

### AFTER THE FESTIVAL

- Right of first refusal for 2026
- Next year rate hold



## TIER TWO

# DIRECTOR SPONSOR

.....  
\$10,000

OPPORTUNITIES  
AVAILABLE: 2



2025

## DIRECTOR SPONSOR

Director level sponsors provide vital support to the Festival, helping to elevate the film community while positioning your brand as a committed advocate for creativity and cultural expression.

### PRE-FESTIVAL

- Second tier sponsor logo and link on MOFF website
- Second tier sponsor logo on all print and digital marketing materials
- Radio acknowledgement during July promos
- Robust social media promotion and collaboration

### ONSITE AT THE FESTIVAL

- Own a Flagship screening - dedicated newsletter, podium time at the screening
- Logo on side of MOFF truck trailer
- Secondary logo on Step & Repeat - 5x
- Secondary logo on Festival screen skirt used at all outdoor screenings
- Full page ad in Festival program - print and digital
- Pre-roll video at all Flagship and Selects Tour screenings - 40 seconds
- Option to display or table your products or services at screenings
- (2) all access Flagship Festival Gold Passes
- (15) individual Flagship Festival tickets

### AFTER THE FESTIVAL

- Right of first refusal for 2026
- Next year rate hold

### EXCLUSIVE OPPORTUNITIES

MOFF Launch Party (1 available):

We'll kick off the Festival with you as the host!

Gift Bags (1 available):

Your provided bags given to all Festival Gold Pass holders, filmmakers and VIPs

## TIER THREE

# PRODUCER SPONSOR

.....  
\$5,000



# 2025

## PRODUCER SPONSOR

Producer sponsors play a crucial role in fostering the Festival's growth, demonstrating your brand's dedication to nurturing the film industry and supporting the celebration of diverse storytelling and artistic talent.

### PRE-FESTIVAL

- Third tier sponsor logo and link on MOFF website
- Third tier sponsor logo on all print and digital marketing materials
- Social media shout-outs - 3x

### ONSITE AT THE FESTIVAL

- Third tier logo on Step & Repeat - 3x
- Half page ad in Festival program - print and digital
- Pre-roll video at all Flagship and Selects Tour screenings - 20 seconds
- Option to display or table your products or services at screenings
- (2) all access Flagship Festival Gold Passes
- (10) individual Flagship Festival tickets

### AFTER THE FESTIVAL

- Right of first refusal for 2026
- Next year rate hold

### EXCLUSIVE OPPORTUNITIES

Host a Private Screening:

We'll work with you to host a screening at your location within 75 miles of Portland on a mutually agreeable date. Works great for employee or client appreciation night.

Own a Panel Discussion:

Help curate the content and participate as a panelist on a topic relevant to the themes and topics important to you.



## TIER FOUR

# CHAMPION SPONSOR

.....  
\$3,000



2025

## CHAMPION SPONSOR

Champion Sponsors offer essential backing to the Festival, helping to bring unique cinematic voices to the forefront and showcasing your brand's commitment to enriching the cultural landscape through the power of film.

### PRE-FESTIVAL

- Sponsor logo and link on MOFF website
- Sponsor logo on all print and digital marketing materials
- Social media shout-outs - 2x

### ONSITE AT THE FESTIVAL

- Logo on Step & Repeat - 2x
- Quarter page ad in Festival program - print and digital
- Pre-roll video at all Flagship and Selects Tour screenings - 10 seconds
- Option to display or table your products or services at screenings
- Invites to all parties and events
- (10) individual Flagship Festival tickets

### AFTER THE FESTIVAL

- Right of first refusal for 2026
- Next year rate hold

## TIER FIVE

# SUPPORTER SPONSOR

.....  
\$1,000

## SUPPORTER SPONSOR

Supporter sponsors provide valued support to the Festival, playing an important role in promoting the arts and helping to make memorable cinematic experiences accessible to a wider audience.

### PRE-FESTIVAL

- Sponsor logo and link on MOFF website
- General recognition in social media sponsor appreciation

### ONSITE AT THE FESTIVAL

- Quarter page ad in digital Festival program
- Invites to all parties and events
- (4) individual Flagship Festival tickets
- Name and logo In pre-roll of all screenings at Portland Flagship and Selects Tour

**Don't see a package that fits your needs? No worries, we're happy to work with you on a tailored package.**

### A-LA-CARTE PROGRAM ADS

FULL PAGE - digital and print	\$2,500
HALF PAGE - digital and print	\$1,750
QUARTER PAGE - digital and print	\$1,000
EIGHTH PAGE - digital and print	\$500
EIGHTH PAGE - digital only	\$250



2025





Between the Portland Flagship Festival, the Selects Tour and MOFF Offseason events, we will produce over 5,000 in-person visitor experiences in 2025, with over 100,000 digital engagements.

Join our roster of Sponsors and partners in this truly unique event to elevate your brand, introduce and deepen engagement with target audiences, strengthen communities near and far and know you're giving back to a cause working to better ourselves, our community and the environment.

## **CONTACT**

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