

Adventure Film Pavilion

INTERNATIONAL FESTIVAL

PARTNER WITH BIFF 2023

ON OUR SECOND ANNUAL

ADVENTURE FILM PAVILION

HELD AT GRACE COMMONS CHURCH

IN DOWNTOWN BOULDER

MARCH 3-5

Boulder has long been a mecca for some of the world's adventurers, along with their writers and filmmakers, such as Warren Miller, Jon Krakauer, Conrad Anker, Cory Richards, Lynn Hill, and many others.

The 2023 **Boulder International Film Festival** (March 2-5) will once again host a festival within a festival! The **BIFF Adventure Film Pavilion** is a single, state-of-the-art downtown theater that will be exclusively dedicated to a suite of the world's greatest new adventure films, with shorts, features, discussions with world-class adventure filmmakers, and even a few surprises!



SHOWN AT BIFF AFP 2022
Can't Beat This Place for Fun,
directed by Dawn Kish



SHOWN AT BIFF AFP 2022
Learning to Drown, directed by Ben Knight

SPONSOR OPPORTUNITIES

- Presenting Sponsorship of the BIFF Adventure Film Pavilion
- Party and event hosting
- Product display and sampling
- On-screen exposure
- Additional reach to the entire BIFF audience of approx. 20,000 ticket-buyers



SHOWN AT BIFF AFP 2022
A Dog's Tale, directed by Darren McCullough

Follow the Light, directed by Pierre Henni

Stay tuned for the
2023 AFP schedule
to be released in
February.



Adventure Film Pavilion

March 3-5, 2023

INTERNATIONAL

FESTIVAL

March 2-5, 2023

The Best Communities for Physical Well-Being (No. 1)

Gallup-Healthways Well-Being Index

The 10 Most Active Cities in U.S. (No. 1)

trulia

20 Best Small Cities in the U.S.

National Geographic Traveler

Fittest U.S. Cities

FitBit

Happiest Cities in America (No. 1)

National Geographic

Worst Dressed City That Looks Best Naked

GQ Magazine

Chris Northrup

Sponsorship Director
(303) 449-2289
chris@BIFF1.com

Limitless, directed by
Henry Brydon & Hayden Griffith



SPONSORSHIP BENEFITS

PRINT

Ad in Official BIFF Festival Program. Distribution 60,000 (Cash Sponsors only)					
Logo or company name in two places in Official BIFF Festival Program. Distribution 60,000	COMPANY NAME	LOGO	LOGO	LOGO	LOGO
Logo placement on print ads. Distribution 45,000				2	4
Recognition on 1000 AFP postcards (distributed in the Boulder/Denver area)	COMPANY NAME	LOGO	LOGO	LOGO	LOGO
Signage at AFP	■	■	■	■	■

THEATER

Dedicated screen on BIFF logo reel for discount/promotional offers to BIFF attendees (content to be mutually agreed upon with BIFF sponsor staff) 20,000+ impressions (Cash Sponsors only)					■
30 second promotional spot (provided by Sponsor) featured prior to AFP screenings 2,000 impressions (Cash Sponsors only)					■
Logo placement on AFP trailer played prior to all AFP screenings 2,000 impressions	■	■	■	■	■
Placement on BIFF Logo Reel to run for 30 minutes between all BIFF and AFP programs 20,000 impressions	■	■	■	■	■
Logo and/or company name on all official AFP lanyards 2,000 impressions (Cash Sponsors only)					■
Verbal announcements at AFP, highlighting sponsors			■	■	■

DIRECT ACCESS TO AUDIENCES

Opportunity to headline and host an official party or event			■	■	■
Opportunity for product distribution/sampling to AFP attendees (Cash Sponsors only)		■	■	■	■
Sponsor Showcase for product display, tabling, information dissemination, etc.	■	■	■	■	■

WEB + APP + SOCIAL

Banner ad on AFP page of BIFF website (Cash Sponsors only)				■	■
Inclusion in BIFF app (Cash Sponsors only)				■	■
Logo with link on AFP page of website	■	■	■	■	■
Link on festival blog/news page during the Festival	■	■	■	■	■
Social media: Facebook/Twitter mentions and promotion leading up to the Festival (Sponsor must supply offer and wording)			■	■	■

PASSES/TICKETS

Passes include access to most screenings and events at BIFF, including the AFP. Please see details on back of pass for specific access information					
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SPONSORSHIP LEVEL

	1.5k	3k	6k	12k	20k
			QUARTER PAGE	HALF PAGE	2/3 PAGE
	COMPANY NAME	LOGO	LOGO	LOGO	LOGO
				2	4
	COMPANY NAME	LOGO	LOGO	LOGO	LOGO
	■	■	■	■	■
					■
					■
	■	■	■	■	■
			■	■	■
				■	■
	■	■	■	■	■
				■	■
	2 TICKETS TO ALL AFP PROGRAMS	1 BIFF PASS	2 BIFF PASSES	4 BIFF PASSES	4 BIFF PASSES

Sponsorship benefits are subject to change. Some benefits subject to sponsorship confirmation by December 15, 2022. See back of pass for details and any additional exclusions.