

63rd Ann Arbor Film Festival

March 25-30, 2025 (Award Programs online March 30 - April 13, 2025)

SPONSORSHIP OPPORTUNITIES



Oldest avant-garde and experimental film festival in North America



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aafilmfest.org



Founded in 1963, the Ann Arbor Film Festival (AAFF) is internationally recognized as a premier forum showcasing the most creative and unique films of today’s preeminent moving image artists who cross boundaries, defy expectations, and experiment with concepts and techniques. The six-day festival presents 40 programs with over 200 films from nearly 40 countries of all lengths and genres.

Our six-day event presents an artist- and community-friendly atmosphere at the historic Michigan Theater and other downtown venues. Film enthusiasts, filmmakers, programmers, curators, and distributors from near and far convene each year in Ann Arbor to engage with contemporary moving image art.

Contributing to our rich and unique legacy, numerous influential artists have shown early work at the AAFF, including Gus Van Sant, Yoko Ono, Andy Warhol, Kenneth Anger, Agnes Varda, George Lucas, Barbara Hammer, Brian DePalma, and Suzan Pitt.

In addition to exhibiting over 100 new films in juried competition programs each year, the AAFF presents filmmaker retrospectives, gallery installations, panel discussions, historic and thematic surveys, and contemporary artist programs.

The AAFF receives more than 2,8000 submissions annually from more than 90 countries and serves as one of a handful of Academy Award-qualifying festivals in the United States. Our awards program confers \$24,000 in cash and in-kind awards to filmmakers.

The AAFF is a pioneer of the traveling film festival tour, each year presenting two different programs of award-winning short films at numerous museums, cinematheques, universities, and artist-run centers in the U.S., Canada, and Europe.

The AAFF also presents events throughout the year in partnership with such organizations as A2Tech360, the Ann Arbor Art Center, University of Michigan Museum of Art (UMMA) and the Museum of Contemporary Art Detroit (MOCAD).

THE ANN ARBOR FILM FESTIVAL AUDIENCE

THE 2024 FESTIVAL SAW 7,200 HUNDRED IN PERSON AND 1,800 ONLINE TICKET HOLDERS.

SPONSORS RECEIVE UP TO 50 IMPRESSIONS PER FESTIVAL GOER.

- 90% college-educated
- Primarily ages 18-31 & 45-60
- Median income \$78,546
- Area employers: University of Michigan & Trinity Health Michigan

“We love that AAFF is small & independent. Contributing makes us feel that we are helping and part of the community. It certainly sparks conversations with people who’ve been going for years!”

- Susan Thomas, Proprietor, El Harissa

"Our family has talked about the experience since we left the theater! I look forward to coming back next year."

- Jenn Tankanow, VP & Co-founder, JointPivot

INTERESTED IN BEING A SPONSOR?

Check out the different sponsorship levels and benefits on the next page.

The AAFF is a 501(c)(3) nonprofit organization sustained by the generous support of donors, members, foundations, enthusiastic audiences, and sponsors like you!



PRESENTING
SPONSOR
\$35,000

MAJOR
SPONSOR
\$12,000

KEY
SPONSOR
\$6,000

CONTRIBUTING
SPONSOR
\$3,500

CORE
SPONSOR
\$2,000

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|--|---|----------------------------|------------------------|------------------------|------------------------|
| Exclusive sponsorship of the opening night festival program— includes acknowledgment on marquee [15,000 impressions] | ● | | | | |
| Introductory remarks from stage at opening night festival program [500–1,000 audience] | ● | | | | |
| Logo on the footer of the festival website, eNewsletters, and press releases [200,000 visitors] | ● | ● | | | |
| Logo featured on all festival posters/calendars directly distributed throughout SE Michigan [500,000 impressions] and on all festival advertisements [2,500+ impressions] | ● | ● | | | |
| Logo featured throughout the year at the start of each AAFF Traveling Tour screening [25+ screenings in over 20 cities] | ● | ● | | | |
| Logo featured in festival trailer [more than 2 million TV viewers and 50k viewers in theaters] | ● | ● | ● | | |
| Thank you on AAFF's Facebook [12,000+ followers], and Instagram [6,000+ followers] | ● | ● | ● | ● | |
| Exclusive sponsorship of a festival program with - acknowledgment online [200,000 visitors], and in program guide [50,000 impressions], with a live “thank you” from the stage [500-1000 audience] | ● high-profile program | ● high-profile program | ● | ● | |
| Logo projected on screen before every program of the festival [45,000 impressions] | ● highest rotation | ● high rotation | ● | ● | ● |
| Logo on festival website sponsors page [200,000 visitors] | ● | ● | ● | ● | ● |
| Thank you in AAFF's spring eNewsletter [circulation: 7,500] | ● feature article | ● logo with link | ● name with link | ● name with link | ● name with link |
| Ad and logo in festival program guide [50,000 impressions] | ● full-page ad on inside front cover | ● full-page ad | ● half-page ad | ● half-page ad | ● quarter-page ad |
| Passes to the festival [all access pass: \$200 value] *VIP = access to filmmaker green room] | 6 all-access VIP | 4 all-access VIP | 4 all-access | 2 all-access | 2 all-access |
| Tickets to any screening at the festival [value: \$14/ticket] | 30 | 20 | 15 | 10 | 5 |

ADDITIONAL CASH SPONSORSHIP OPPORTUNITIES

Filmmaker Dinner [for a cash contribution of \$2,500]

- A private, casual, and social dinner with drinks and food for attending filmmakers, press, and VIPs of the Festival.
- Sponsor will receive signage and a special public thank you at the dinner.
- Includes Core sponsorship benefits.

Green Room [for a cash contribution of \$2,500]

- Open each day of the festival during the afternoon. The lounge is for attending filmmakers, press, sponsors, and VIPs.
- Sponsor signage will be displayed with logo.
- Includes Core sponsorship benefits.

Audience Award [for a cash contribution of \$3,500]

- The film with the audience's highest rating receives a \$500 award.
- Sponsor name will be included on every audience ballot and all placements of award announcements via print, online, email, and press releases.
- Includes all Contributing sponsorship benefits, excluding those specifically tied to a film program.

Juror Presentations [for a cash contribution of \$5,000]

- Three free public screenings by the festival's esteemed jurors.
- Sponsor logo placement with each presentation description in print and online with extra acknowledgment from the stage before each program.
- Includes Contributing sponsorship benefits.