



2016 FESTIVAL AT-A-GLANCE

October 21-23 & 29-30

ACFF is entering its 14th year of bringing the best in conservation filmmaking to vibrant and beautiful Shepherdstown, West Virginia. The motivating force behind ACFF is the power of imagery and storytelling to engage, inform, and inspire.

VENUES The Opera House, the Byrd Center for Legislative Studies and Reynolds Hall on Shepherd University, and the National Conservation Training Center in Shepherdstown, WV provide exceptional viewing experiences.

FILMS Over 30 conservation-themed films released in the last two years by the world's leading documentary filmmakers are featured. Topics include food & agriculture, wildlife, energy, water quality, climate change, cultural preservation, and more.

SPECIAL GUESTS Filmmakers, subject matter experts, scientists, and educators come to the festival from around the country and the world.

AUDIENCE Over 500 environmentally conscious people from WV, VA, PA, MD, and the DC metro area. Our surveys indicate majority are college-educated, between ages of 28 and 68, and spend money and time dining, shopping, and recreating during the festival.

EXPOSURE Multiple advertising outlets, social media, press releases, dynamic website, media & organizational partnerships build awareness and sponsor recognition.

SPECIAL EVENTS Wrap parties, panel discussions, family programs, filmmakers workshops, and award presentations add fun, inspiration, and connection to the festival.

PARTNERSHIPS We are honored to maintain strong community, industry, and sponsor relationships across a wide array of local, regional, and national businesses and organizations.





WHAT YOUR SPONSORSHIP OF ACFF SUPPORTS

Your sponsorship supports the 5-day festival, special events throughout the year, and our educational outreach efforts.

Specific programs where we need your help:

FILMMAKERS IN THE HOUSE There's nothing like viewing a great film and then hearing directly from the knowledge and passion behind its making. Help us bring the filmmakers, those featured in the films, and subject matter experts on the film topics to enhance the festival experience.

SCREENING FEES We are committed to supporting the work of our filmmakers and often need to pay screening fees for the compelling and diverse films we strive to bring to our audience. Sponsor one of our amazing films and support both the festival and the filmmakers.

FILMMAKER WORKSHOP Help us grow the next generation of conservation filmmakers by supporting our workshops, providing hands on education, demonstration, and networking for filmmaking students of all ages and levels.

FAMILY PROGRAMMING Young minds and hearts absorb stories and lessons like a sponge. Help us enhance our block of Family Programming with special films, live demos, and projects for kids.

AWARD SPONSORSHIPS In addition to our Green Fire Award for Filmmaking Excellence, the Student Filmmaker Award, and the Audience Choice Award, we have added the Short Conservation Film Award and the Green Spark Awards for films that feature a conservation hero, highlight sustainable living, and inspire the next generation.

ACFF ON THE ROAD We hold at least two "Best of Fest" events per year in the region, partner with other groups for film screenings, and share films with organizations aligned with our mission. Help us continue to share our exceptional programming with others who would not otherwise have access.

SPECIAL EVENTS Wrap parties, fundraisers, meet & greets, community builders - face to face interaction builds and strengthens relationships, communities, missions, opportunities, and networks.



"The participation level at ACFF is incomparable, from intimate post-screening discussions with filmmakers to invaluable behind-the-scenes interactions with fellow professionals at the filmmaker workshop."

filmmaker Steve Droter

ACFF 2016 SPONSORSHIP LEVELS & BENEFITS

BENEFITS	ALDO LEOPOLD \$5000+	RACHEL CARSON \$2500+	JOHN MUIR \$1500+	JANE GOODALL \$1000+	JACQUES COUSTEAU \$500+
Name & logo on program of choice & on ACFF promo reel	as Underwriter	as Supporter			
Video trailer for your biz shown at selected film blocks	60-second	30-second			
Color ad in festival program (3,000)	full page	full page	half page	quarter page	quarter page
VIP Festival passes	8 + 4 Producer's Campus	8 + 2 Producer's Campus	8	6	4
Logo, link &/or listing on website, e-letters, social media posts, promo materials	✓	✓	✓	✓	✓

All sponsorship levels come with VIP passes to festival films & events, program ads, and media exposure, depending on the level of support. *Sponsorship benefits can be tailored to your business or organization's specific needs.*

Aldo Leopold - \$5000+

- ❖ Logo and/or link on website, Roku channel, e-letters, social media posts, ACFF sizzle reel, and all promo materials.
- ❖ 60 second trailer for your org (provided by you) shown at select festival blocks
- ❖ Full page ad in Festival program
- ❖ 8 VIP Festival and 4 Filmmakers' Workshop passes
- ❖ Name & logo as Underwriter on your Program of Choice

Rachel Carson - \$2500+

- ❖ Logo and/or link on website, e-letters, social media posts, ACFF sizzle reel, and all promo materials.
- ❖ 30-second trailer for your org (provided by you) shown at select festival blocks
- ❖ Full page ad in Festival program
- ❖ 8 VIP Festival and 2 Filmmakers' Workshop passes
- ❖ Name & logo as Supporter on your Program of Choice

John Muir - \$1500+

- ❖ Logo and/or link on website, e-letters, social media posts, and promo materials
- ❖ Half-page ad in Festival program
- ❖ 8 VIP Festival passes
- ❖ Name & logo as Supporter on your Program of Choice

Jane Goodall - \$1000+

- ❖ Logo and/or link on website, e-letters, social media posts, and promo materials
- ❖ Quarter page ad in Festival program
- ❖ 6 VIP Festival passes
- ❖ Name & logo as Supporter on your Program of Choice

Jacques Cousteau - \$500+

- ❖ Logo and/or link on website, e-letters, social media posts, and promo materials
- ❖ Quarter-page ad in Festival program
- ❖ 4 VIP Festival passes
- ❖ Name & logo as Supporter on your Program of Choice



2016 AMERICAN CONSERVATION FILM FESTIVAL Sponsorship Agreement Form

Contact Person	Company/Organization		
Street Address	City	State	Zip Code
Phone Number	E-mail address	Website (if applicable)	

_____ **YES, I WILL SPONSOR THE 2016 AMERICAN CONSERVATION
FILM FESTIVAL AT THE FOLLOWING SPONSORSHIP LEVEL:**

\$5,000+ ALDO LEOPOLD

\$2,500+ RACHEL CARSON

\$1,500+ JOHN MUIR

\$1,000+ JANE GOODALL

\$500+ JACQUES COUSTEAU

Would you like to sponsor a specific program? Yes or No Which one?

Filmmakers in the House

Screening Fees

Filmmaker Workshop

Family Programming

Award Sponsorship

ACFF on the Road

Special Events

Payment Information

Payment in full (by check or credit card) is requested with your signed Sponsorship Form.

Make checks payable to ACFF and mail to ACFF, PO Box 889, Shepherdstown, WV 25443.

Credit Card Information

VISA

MasterCard

AMEX

Discover

Credit Card Number	Expiration Date	Security code
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Name on Card	Billing Address	City, State, Zip
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I agree that the amount indicated above will be charged to my account by ACFF. Refunds cannot be granted after a Sponsorship has been made. Please check all information carefully.

Sponsor Signature	Date
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Please call Jennifer Lee at 540.539.6150 or email jennifer@conservationfilm.org
with any questions or concerns.

Thank you for your support!