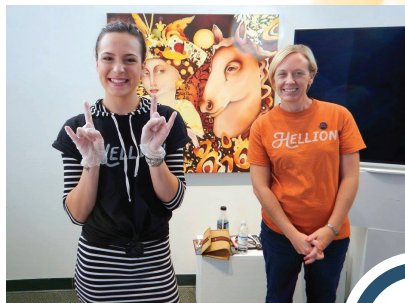


SEPTEMBER 22-25, 2022

16

HELL'S HALF MILE FILM & MUSIC FESTIVAL

CELEBRATING 16 YEARS



COMMUNITY VOLUNTEERS

Hell's Half Mile is a 100% VOLUNTEER RUN ORGANIZATION!

Your support helps our volunteers bring great independent cinema and live indie music to Downtown Bay City!

A MEMBER OF THE
FILM FESTIVAL ALLIANCE

OVERALL FESTIVAL SCHEDULE*

THURSDAY Opening Night w/ Reception, Film, After Party

FRIDAY In-person Films All Day, Virtual Cinema, Filmmaker Reception, Workshop, Music

SATURDAY In-person Films All Day, Virtual Cinema, Reception, Music

SUNDAY Closing Night w/ In-person Films All Day, Virtual Cinema, Filmmaker Panel, Post Fest Wind-Down Party

MONDAY THRU SUNDAY - Virtual Cinema w/ films, music performances, & interviews

*TENTATIVE

ACHIEVEMENTS

Hell's Half Mile returns in 2022 with our 16th festival in Downtown Bay City!

ABOUT THE NAME

In the late 1800s, a stretch of Bay City's riverfront was lined with raucous saloons and two-bit hotels where turn-of-the-century loggers and shipmen would go to blow off steam and take in more than a little local color. This strip was known to locals as Hell's Half Mile. We've adopted the name and more than a bit of that irreverent spirit.

FEATURES

In addition, to live original music performances and independent films, Hell's Half Mile offers attendees the opportunity to:

- Meet and interact with filmmakers in Q&As
- Socialize with other arts-engaged people
- Filmmaker Panels with discussions on various topics
- Industry-led events like our Crowdfunding Rally

AUDIENCE

Baby Boomers, Gen-X'ers and especially Millennials – yes the ever elusive Millennials, look to Hell's Half Mile as the cultural event of the year! It's truly a multi-generational festival. Night after night and day after day, thousands of people return for great entertainment, which in 2019 resulted in 3,500 attendees over 4 days. Our audience ranges from compulsive cinephiles to college students looking for edgy entertainment to anyone craving a great entertainment experience that lies outside the mainstream.

SPONSORSHIP

Sponsors, or Partners, have the great opportunity to expose their brand to a varied and highly desirable audience, while supporting an eclectic arts event. Hell's Half Mile offers a wide range of sponsorship opportunities to meet any company's community development and marketing goals through customized programs of on-site branding, one-to-one marketing, and extensive promotional exposure.

2022 SPONSORSHIP BENEFITS

PRESENTING SPONSOR | \$10,000 Opportunities are nearly endless.

FESTIVAL SPONSOR | \$5,000

(LIMIT ONE) THIS IS A BIG ONE! OUR HEROES!

- Your 30 sec video message before every movie
- 1/4 Page Ad in program distributed throughout GLBR
- Premium logo placement in all promotional materials
- Festival sponsor recognition in all media campaigns
- Logo on signs and on screen in each venue & mentions before screenings
- Banner placement at all venues
- Invitation for two to the guest luncheon
- Ten (10) 2022/2023 film series season passes
- Customized branding opportunity
- 50 Sponsor Passes & 100 film vouchers

LET'S TALK.

OPENING NIGHT SPONSOR | \$2,250

(LIMIT ONE) SPONSORSHIP PROVIDES ONE FREE DRINK TO ALL GUESTS. OPEN TO PUBLIC

- Promotion on website, program and signs, as opening night sponsor, inc. reception film and after party
- 1/8 Page Ad in program distributed throughout GLBR
- Eight (8) 2022/2023 film series season passes
- 25 Sponsor Passes & 50 film vouchers
- Invitation for two to the guest luncheon

FILMMAKER SPONSOR | \$2,000

(LIMIT THREE) BY PLANE, TRAIN, OR AUTOMOBILE...HELP US BRING IN THE GUESTS!

JURY AWARDS SPONSOR | \$2,000

(LIMIT ONE) IT'S THE BIG PRIZE...\$1,000 CASH FOR THE BEST FILM!

BENEFITS FOR BOTH FILMMAKER AND JURY AWARDS SPONSOR

- 1/8 Page Ad in program distributed throughout the Great Lakes Bay Region
- Featured logo placement in most promotional materials
- Logo on signs and on screen in each venue & mentions before screenings
- Banner placement at all venues
- 20 Sponsor Passes & 50 film vouchers
- Invitation for two to the guest luncheon
- Eight (8) 2022/2023 film series season passes

VIRTUAL CINEMA SPONSOR | \$1,500

(LIMIT ONE)

- 1/8 Page Ad in program distributed throughout the Great Lakes Bay Region
- Spotlight logo placement in most promotional materials as Virtual Cinema Sponsor
- Logo on signs in each venue & mentions before screenings
- Video with virtual cinema screenings
- 15 Sponsor Passes & 30 film vouchers
- Six (6) 2022/2023 film series season passes

AUDIENCE AWARDS SPONSOR | \$1,250

(LIMIT ONE) AUDIENCES LOVE TO ROOT FOR THEIR FAVORITES.

- Spotlight logo placement in most promotional materials as Audience Award sponsor
- Logo on signs/screens in each venue & mentions before screenings
- 15 Sponsor Passes & 30 film vouchers
- Six (6) 2022/2023 film series season passes

MEMBERSHIPS FOR INDIVIDUALS

AVAILABLE FOR UNDER \$300. ASK FOR MORE INFO.

ADDITIONAL BENEFITS FOR SERIOUS ADVERTISERS

ONSCREEN VIDEO | OPTIONS BELOW (limit five)

Show off your video message to our (captive) audience.

Screen your own video message of up to 30 seconds before every movie during our prescreening video/trailer roll. That's 30+ opportunities to reach our audience over the festival weekend.

• VIDEO ONLY | \$1,250

For businesses only interested in getting their message to our audience.

• VIDEO ADD-ON | \$900

Already on board with one of our sponsor levels, but interested in more exposure? Add on your commercial or video message at a discounted rate.

PROGRAM AD | \$250 (unlimited)

Buy a 1/6 page ad for this low cost plus receive 4 film vouchers.

www.hellshalfmile.com

FRIDAY OR SATURDAY RECEPTION SPONSOR | \$1,000 EACH

(limit one each night) Help us keep the parties rolling all weekend long.

- Promotion on website, program and signs at each reception, as the reception sponsor for Friday or Saturday night.
- Listing in program
- Four (4) 2022/2023 film series season passes
- 15 Sponsor Passes & 30 film vouchers

MUSIC SPONSOR | \$1,000

(limit five) Help us bring great music to the festival.

- Logo on website, program and signs at music venue as a music sponsor
- Signage or banner presence at music venues
- Four (4) 2022/2023 film series season passes
- 15 Sponsor Passes

FILM SPONSOR | \$1,000

(unlimited) Help us get the films on screen (and the screens)

- Logo on website, in program, on poster and signs in each venue as film sponsor
- Featured mention at selected film screening and on screen
- Four (4) 2022/2023 film series season passes
- 12 Sponsor Passes, 30 film vouchers

TICKET SPONSOR | \$800

(limit one) Have your logo or business name on our tickets and passes.

- Your business name on all tickets and passes
- Listing on website
- Two (2) 2022/2023 film series season passes
- 8 Sponsor Passes, 25 film vouchers

CORE SPONSOR | \$500

(unlimited) One of the more common levels of support.

- Logo in program, on posters and signs as film co-sponsor
- Listing on web site
- Featured mention at one film screening and on screen
- Two (2) 2022/2023 film series season passes
- 6 Sponsor Passes, 20 film vouchers

PROGRAM SPONSOR | \$400

(unlimited) Get your message to our audience in over 2000 programs

- 1/6 page ad in program distributed throughout the Great Lakes Bay Region.
- 2 Sponsor Passes, 10 film vouchers

SPONSORSHIP CONTACTS

ALAN LAFAVE

EMAIL: alan@hellshalfmile.com

BRUCE FALCON

EMAIL: bruce@hellshalfmile.com

MAILING ADDRESS:

HELL'S HALF MILE
FILM & MUSIC FESTIVAL

4106 East Wilder Rd #283,
Bay City, MI 48706

Supporting Hell's Half Mile is a fun and easy way for your company to play a role in bringing innovative arts programs to Bay City, while attracting a modern substance seeking audience.

Your business will be exposed to crowds of people doing something they enjoy—being entertained!!!! **On average, a Hell's Half Mile festival goer will attend at least 4-7 events** and will browse our website and printed program numerous times throughout the course of the event, giving sponsors repeat exposure to attendees. But we can't do it without you!

HELL'S HALF MILE FILM & MUSIC FESTIVAL SEPTEMBER 22-25

Below are suggested levels of sponsorship. Some sponsor levels are limited, so please be sure to contact us to confirm that the level you want is available. CUSTOM SPONSORSHIPS and PRESENTING SPONSOR levels available. **Let's talk!**

LEVEL	Festival \$5,000	Opening Night \$2,250	Filmmaker \$2,000	Jury Awards \$2,000	Virtual Cinema \$1,500	Audience Awards \$1,250	Fri/Sat Receptions \$1,000	Music \$1,000	Film \$1,000	Ticket \$800	Core \$500
Custom Branding Opportunity	X										
Video Message	X										
Media Mentions	X										
Program Ad	1/4 page	1/8 page	1/8 page	1/8 page							
Logo Special Placement or Special Recognition	Premium placement	Featured placement	Featured placement	Spotlight placement	Spotlight placement	Recognition	Recognition	Spotlight placement			
Logo in Print/Signage	X	X	X	X	X	X	X	X	X		X
Logo on Screen	X	X	X	X	X	X	X	X	X		X
Mentions Before Screenings/Music	All films & music	All opening night events	All films	All films	All films incl. virtual	All films	Select reception	All music	Select films		One film
Guest Luncheon Invite	X	X	X	X							
Sponsor Party Invite	Admit 4	Admit 4	Admit 4	Admit 4	Admit 4	Admit 4	Admit 4	Admit 4	Admit 4	Admit 4	Admit 4
Film Series Season Passes	10	8	8	8	6	6	4	4	4	2	2
Sponsor Passes	50	25	25	20	15	15	15	15	15	8	8
Film Vouchers	100	50	50	50	30	30	30	30	30	25	20

NOTE: Sponsor Passes include entry into all general receptions, all films, all music events and the Exclusive Partner Party. Film vouchers include entry into one screening of select films with available seats. Program ad sizes are approximate and are subject to change.

SPONSORSHIP CONTACT

ALAN LAFAVE / 989.225.3689 / EMAIL: alan@hellshalfmile.com.





CELEBRATING INDEPENDENT FILM & ORIGINAL MUSIC WITH THE ENERGY OF BAY CITY'S SPIRITED PAST!



16TH ANNUAL HELL'S HALF MILE FILM & MUSIC FESTIVAL SEPTEMBER 22 – SEPTEMBER 25, 2022

SPONSOR AGREEMENT

NAME

AS YOU WOULD HAVE IT APPEAR IN ADVERTISING

CONTACT
NAME

PHONE
#

MAILING
ADDRESS

CITY

STATE
PROVINCE

ZIP
CODE

EMAIL

SPONSORSHIP LEVEL **CHECK ONE**

Sponsor will receive all benefits of the agreed upon level as described in the sponsorship package. Any adjustments to the sponsorship package will be noted below and must be agreed to by both parties at signing.

<input type="checkbox"/>	Presenting Sponsor	\$10,000+
<input type="checkbox"/>	Festival Sponsor	\$5,000
<input type="checkbox"/>	Opening Night	\$2,250
<input type="checkbox"/>	Filmmaker	\$2,000
<input type="checkbox"/>	Jury Award	\$2,000
<input type="checkbox"/>	Virtual Cinema	\$1,500
<input type="checkbox"/>	Audience Award	\$1,250
<input type="checkbox"/>	Reception	\$1,000
<input type="checkbox"/>	Music Festival	\$1,000
<input type="checkbox"/>	Film	\$1,000
<input type="checkbox"/>	Ticket	\$800
<input type="checkbox"/>	Core	\$500
<input type="checkbox"/>	Program	\$400
<input type="checkbox"/>	Video Only	\$1,250
<input type="checkbox"/>	Video Add-on	\$900
<input type="checkbox"/>	Program only	\$250

PAYMENT INFORMATION

SPONSORSHIP
INVESTMENT \$



INVOICE
ME



I'LL USE THIS FORM AS MY
INVOICE AND SEND A COPY
WITH MY CHECK

MAKE CHECKS PAYABLE TO:
Hell's Half Mile Events
(MEMO: FEST 2022)

ADJUSTMENTS TO SPONSOR PACKAGE

SPONSOR SIGNATURE

PRINT
NAME

POSITION

DATE

SIGNATURE

www.hellshalfmile.com

MAILING ADDRESS: Hell's Half Mile Film & Music Festival
4106 East Wilder Rd #283,
Bay City, MI 48706