

# HMM 19

HELL'S HALF MILE FILM & MUSIC FESTIVAL



25 COOLEST  
FILM  
FESTIVALS  
IN THE WORLD  
2023  
MovieMaker



MOVIES.  
MUSIC.  
MORE.



# SPONSORSHIP

Sponsors 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.



## FESTIVAL SCHEDULE\*

### THURSDAY

Opening Night w/ Reception,  
Film, After Party

### FRIDAY

In-person Films All Day, Filmmaker  
Reception, Workshop, Music

### SATURDAY

In-person Films All Day, Reception,  
Music

### SUNDAY

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

### MONDAY THRU SUNDAY

- Virtual Cinema

## 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

## AUDIENCE

Hell's Half Mile is 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. And in 2024, we exceeded our 2019 attendance. 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.

## 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.

# 2025 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
- Customized branding opportunity
- Logo on step and repeat wall
- 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**

- Your 30 sec video message before the opening night film
- 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
- 25 Sponsor Passes & 50 film vouchers
- Invitation for two to the guest luncheon

**BENEFITS LISTED BELOW FOR BOTH FILMMAKER AND JURY AWARDS SPONSOR**

## 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!**

- 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
- Invitation for two to the guest luncheon
- 20 Sponsor Passes & 50 film vouchers

## 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

**BENEFITS LISTED BELOW FOR BOTH AUDIENCE AWARD SPONSORS**

## MICHIGAN AUDIENCE AWARDS SPONSOR | \$1,500

**(LIMIT ONE) AWARDING TWO \$500 PRIZES FOR MICHIGAN SHORT AND FEATURE**

## AUDIENCE AWARDS SPONSOR | \$1,500

**(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

## MEMBERSHIPS FOR INDIVIDUALS

**AVAILABLE FOR UNDER \$400. ASK FOR MORE INFO.**

## FRIDAY OR SATURDAY RECEPTION SPONSOR |

### \$1,250 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
- 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
- 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
- 12 Sponsor Passes, 30 film vouchers

## TICKET SPONSOR | \$1,000

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

- Your business name on all tickets and passes
- Listing on website
- 8 Sponsor Passes, 25 film vouchers

## CORE SPONSOR | \$500

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

- Logo in program, name on posters and signs as film co-sponsor
- Listing on web site
- Featured mention at one film screening and on screen
- 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

## 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.

## SPONSORSHIP CONTACTS

**ALAN LAFAVE**

EMAIL: alan@hellshalfmile.com

**BRUCE FALCON**

EMAIL: bruce@hellshalfmile.com

**MAILING ADDRESS:**

HELL'S HALF MILE  
FILM & MUSIC FESTIVAL  
1010 Adams Street  
Bay City, MI 48708

**www.hellshalfmile.com**

# HELL'S HALF MILE FILM & MUSIC FESTIVAL

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!

## SEPTEMBER 25-28

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<br>\$5,000  | Opening<br>Night<br>\$2,250 | Filmmaker<br>\$2,000  | Jury<br>Awards<br>\$2,000 | Virtual<br>Cinema<br>\$1,500 | Both<br>Audience<br>Awards<br>\$1,500 | Fri/Sat<br>Receptions<br>\$1,250 | Music<br>\$1,000       | Film<br>\$1,000 | Ticket<br>\$1,000 | Core<br>\$500 |
|---|----------------------|-----------------------------|-----------------------|---------------------------|------------------------------|---------------------------------------|----------------------------------|------------------------|-----------------|-------------------|---------------|
| Logo on Step & Repeat                               | X                    |                             |                       |                           |                              |                                       |                                  |                        |                 |                   |               |
| Custom Branding<br>Opportunity                      | X                    |                             |                       |                           |                              |                                       |                                  |                        |                 |                   |               |
| Video Message                                       | X                    | X                           |                       |                           |                              |                                       |                                  |                        |                 |                   |               |
| Media Mentions                                      | X                    |                             |                       |                           |                              |                                       |                                  |                        |                 |                   |               |
| Program Ad  | 1/4 page             | 1/8 page                    | 1/8 page              | 1/8 page                  |                              |                                       |                                  |                        |                 |                   |               |
| Logo Special<br>Placement or<br>Special Recognition | Premium<br>placement | Featured<br>placement       | Featured<br>placement | Spotlight<br>placement    | Spotlight<br>placement       | Recognition                           | Recognition                      | Spotlight<br>placement |                 |                   |               |
| Logo in Print/<br>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<br>Screenings/Music                 | All films<br>& music | All opening<br>night events | All<br>films          | All<br>films              | All films<br>incl. virtual   | All<br>films                          | Select<br>reception              | All<br>music           | Select<br>films |                   | One<br>film   |
| Guest Luncheon<br>Invite                            | X                    | X                           | X                     | X                         |                              |                                       |                                  |                        |                 |                   |               |
| Sponsor Party<br>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<br>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 Sponsor Party. Film vouchers include entry into one screening of select films with available seats. Program ad sizes are approximate and are subject to change.

**AD SIZES**      **1/4 page Horizontal = 7.5"x2.25"**    **1/4 page Vertical = 4"x4.75"**    **1/8 page = 1.75"x2.25"**

## SPONSORSHIP CONTACT

**ALAN LAFAVE / 989.225.3689 / EMAIL: [alan@hellshalfmile.com](mailto:alan@hellshalfmile.com).**





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

**19TH ANNUAL HELL'S HALF MILE FILM & MUSIC FESTIVAL  
SEPTEMBER 25 - SEPTEMBER 28, 2025**

## 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     | \$1,500   |
| <input type="checkbox"/> Michigan Award     | \$1,500   |
| <input type="checkbox"/> Reception          | \$1,250   |
| <input type="checkbox"/> Music Sponsor      | \$1,000   |
| <input type="checkbox"/> Film               | \$1,000   |
| <input type="checkbox"/> Ticket             | \$1,000   |
| <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 2025**)

### ADJUSTMENTS TO SPONSOR PACKAGE

### SPONSOR SIGNATURE

PRINT  
NAME

POSITION

DATE

SIGNATURE

[www.hellshalfmile.com](http://www.hellshalfmile.com)

**MAILING ADDRESS: Hell's Half Mile Film & Music Festival  
1010 Adams Street  
Bay City, MI 48708**