

HMM 20



SEPT.
24-27
2026

PRESENTED BY

jolt
CREDIT UNION



MOVIES.
MUSIC.
MORE.

HELL'S HALF MILE FILM & MUSIC FESTIVAL

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.

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

FESTIVAL SCHEDULE

THURSDAY

- Opening Night w/ Reception,
- Opening Night Film
- Opening Night 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

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.

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.

- Reach thousands of attendees
- Connect with a highly engaged arts audience
- Support one of Michigan's premier independent film festivals

6,100
Facebook followers

3,545
Instagram followers

1,700
email subscribers



2026 SPONSORSHIP BENEFITS

PRESENTING SPONSOR | \$10,000 Opportunities are nearly endless.
SOLD TO JOLT CREDIT UNION **LET'S TALK.**

FESTIVAL SPONSOR | \$5,000 (LIMIT ONE) THIS IS A BIG ONE! OUR HEROES!

- Your 30 sec video message before every movie
- 1/2 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

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
- 1/4 Page Ad in program distributed throughout GLBR
- Invitation for two to the guest luncheon
- 25 Sponsor Passes & 50 film vouchers

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!

- 1/4 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

VIRTUAL CINEMA SPONSOR | \$1,500 (LIMIT ONE)

- 1/4 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.

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 | \$275 (unlimited - \$250 if locked in by August 1st)

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

**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

- 1/4 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

BRIDGET STAFFILENO
EMAIL: bridget@hellshalfmile.com

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

www.hellshalfmile.com

H M 20 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 24-27

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!**
SOLD

LEVEL	Festival \$5,000	Opening Night \$2,250	Filmmaker \$2,000	Jury Awards \$2,000	Virtual Cinema \$1,500	Both Audience Awards \$1,500	Fri/Sat Receptions \$1,250	Music \$1,000	Film \$1,000	Ticket \$1,000	Core \$500
Logo on Step & Repeat	X										
Custom Branding Opportunity	X										
Video Message	X	X									
Media Mentions	X										
Program Ad	1/4 page	1/4 page	1/4 page	1/4 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 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.



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

20TH ANNUAL HELL'S HALF MILE FILM & MUSIC FESTIVAL
SEPTEMBER 24 – SEPTEMBER 27, 2026

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.

☒	Presenting Sponsor	\$10,000+ SOLD
☐	Festival Sponsor	\$5,000
☐	Opening Night	\$2,250
☐	Filmmaker	\$2,000
☐	Jury Award	\$2,000
☐	Virtual Cinema	\$1,500
☐	Audience Award	\$1,500
☐	Michigan Award	\$1,500
☐	Reception	\$1,250
☐	Music Sponsor	\$1,000
☐	Film	\$1,000
☐	Ticket	\$1,000
☐	Core	\$500
☐	Program	\$400
☐	Video Only	\$1,250
☐	Video Add-on	\$900
☐	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 2026)

ADJUSTMENTS TO SPONSOR PACKAGE

SPONSOR SIGNATURE

PRINT
NAME

POSITION

DATE

SIGNATURE

www.hellshalfmile.com

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