

INTERNATIONAL FESTIVAL OF WINTER CINEMA



**INTERNATIONAL
FESTIVAL of
WINTER
CINEMA**

**Sponsorship
Package**



INTERNATIONAL FESTIVAL OF WINTER CINEMA

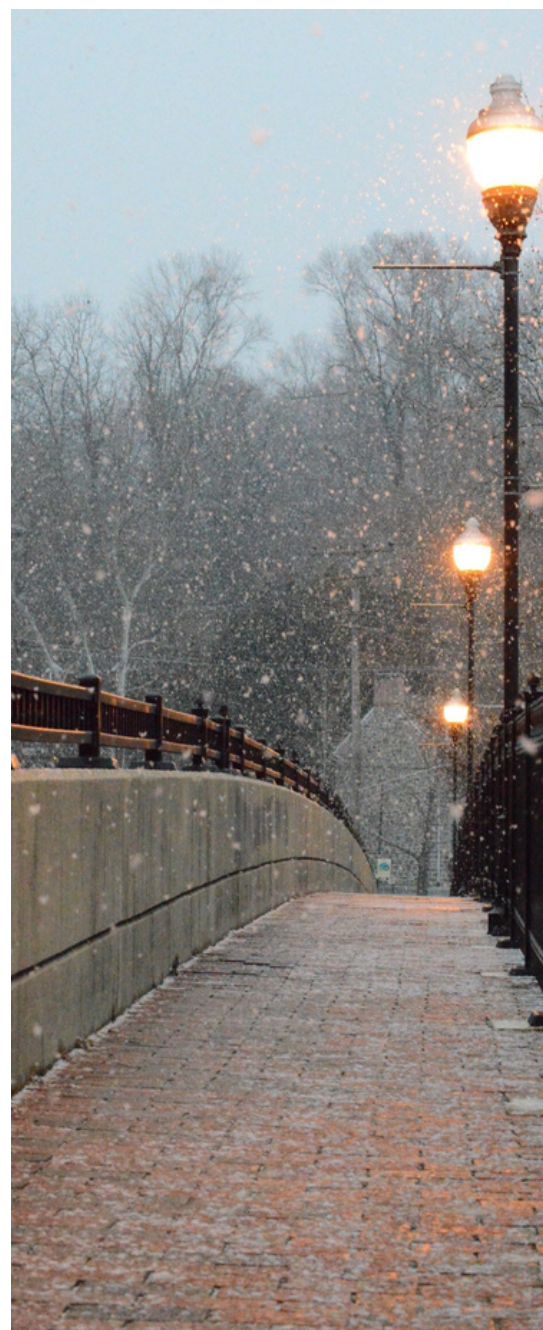
ABOUT US!

OUR MISSION

The International Festival of Winter Cinema (IFWC) recognizes and celebrates local and international cinema with winter, alpine, and polar themes of any style or genre. While we encourage all filmmakers with eligible films to submit their films, we especially encourage indigenous peoples, immigrants, films about winter life, or those that address climate change.

OUR VISION

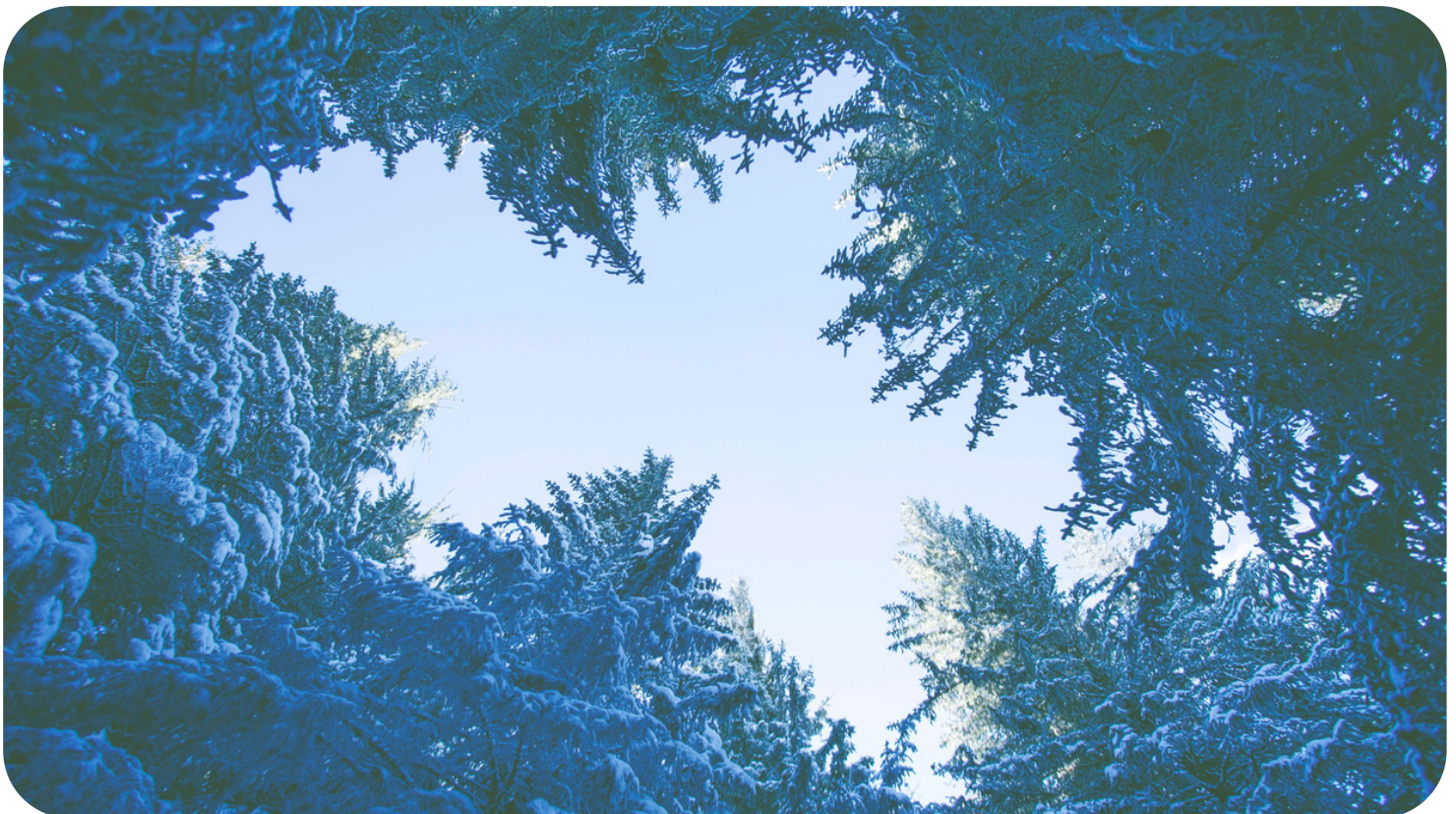
The International Festival of Winter Cinema (IFWC) aims to be the premier international juried and competitive film festival featuring unique perspectives and experiences presented through winter-themed cinema and audiovisual art.



WHY SUPPORT IFWC

The International Festival of Winter Cinema is the world's greatest free, outdoor winter film festival. With its inaugural festival held in 2018, it celebrates local, Canadian, and international cinema about winter, mountain life, and polar regions, while also making space for indigenous cinema. The festival setting is a movie theatre built out of snow in programming partnership with the Silver Skate Festival in Edmonton's Hawrelak Park.

At IFWC 2023, it's sixth annual free, outdoor winter film festival includes screening winter, local, northern, mountain, and indigenous films over ten nights on its snow screen at Hawrelak Park in programming partnership with Silver Skate. This year, the festival is planning to have themed programming nights including focuses on local films, classic children's films, outdoor filmmaker meet-and-greet, a filmmakers' speaker series at secondary and post-secondary schools, and a special presentation of festival volunteers' films. The festival is expecting 2,000 people to attend this year's festival in a physically distanced theatre setting that complies with all government health guidelines.



SPONSORSHIP PACKAGES



Alpine Producer **\$10,000**

- Name and Logo Printed on All Materials
- Invitation and Recognition at all media events
- Opportunity to Address any Receptions
- Exhibition Space on the festival site
- Logo & Link on the IFWC website
- Listed sponsor on the IFWC sponsor board on site
- Social Media Recognition (3 posts plus any mentions of the festival will include your brand)
- Featured on the opening credits screen at the opening of each festival day
- Included in the thank you at the opening announcement at the beginning of each festival day
- Signage throughout the festival site
- 1-year named sponsor of the iconic festival



Mountain Creator **\$3,000**

- Logo & Link on the IFWC website
- Listed sponsor on the IFWC sponsor board on site
- Social Media Recognition (3 posts plus any mentions of the Snow Screen will include your brand)
- Featured on the opening credits screen at the opening of each festival day
- Included in the thank you at the opening announcement at the beginning of each festival day
- Signage on the Snow Screen & throughout the festival
- 1-year named sponsor of the iconic Snow Screen: The [YOUR COMPANY] Snow Screen

The Snow Screen is our festival's unique landmark. All our winter films are screened onto this pristine, crystalline structure spanning 16 x 24 x 4 feet, and it is built entirely from snow! Securing naming rights to the Snow Screen guarantees your company a red-carpet spotlight.

SPONSORSHIP PACKAGES



Polar Lodge \$2,500

- Logo & Link on the IFWC website
- Listed sponsor on the IFWC sponsor board on site
- Social Media Recognition (3 posts plus any mentions of the Polar Lodge will include your brand)
- Featured on the opening credits screen at the opening of each festival day
- Included in the thank you at the opening announcement at the beginning of each festival day
- Signage on the Polar Tent & throughout the festival
- 1-year named sponsor of the iconic Polar Lodge: The [YOUR COMPANY] Polar Lodge

The Polar Lodge hosts all of the festival's programming including film-makers talks, the hot chocolate stand, and our festival merchandise table! When temperatures drop, the Polar Lodge is a cozy gathering place for IFWC patrons to warm up and socialize. The tent is high traffic and high durational space, granting these naming rights A-list prestige and brand exposure.



Arctic Twilight \$1,000

- Logo & Link on the IFWC website
- Listed sponsor on the IFWC sponsor board on site
- Social Media Recognition (3 posts)
- Featured on the opening credits screen at the opening of each festival day
- Included in the thank you at the opening announcement at the beginning of each festival day
- Signage inside the programming tent on your sponsored nights

1 night named sponsor of all festival programming: [Event Name] sponsored by [Your Company]

SPONSORSHIP PACKAGES



Winter Wonderland \$500

- Logo & Link on the IFWC website
- Listed sponsor on the IFWC sponsor board on site
- Social Media Recognition (2 posts)
- Featured on the opening credits screen at the opening of each festival day
- Included in the thank you at the opening announcement at the beginning of each festival day



Snowshoe Trail \$250

- Logo & Link on the IFWC website
- Listed sponsor on the IFWC sponsor board on site
- Social Media Recognition (2 posts)
- Featured on the opening credits screen at the opening of each festival day



Snow Sculpture IN-KIND DONATION

- Logo & Link on the IFWC website
- Listed sponsor on the IFWC sponsor board on site
- Social Media Recognition (1 post)



If you are interested in any of the sponsorship packages or require further information, please contact Pip Pomroy, Festival Coordinator, at International Festival of Winter Cinema.

Email: ifwccommunication@gmail.com