

**SPONSORSHIP**

*Part OF Fear*

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**FILM FESTIVAL**

**KENOSHA, WI**



# SPONSORSHIP OPPORTUNITIES

## PORT OF FEAR SPONSORSHIP LEVELS

	"JINKIES" UP TO \$300	"LET'S PLAY A GAME" \$750+	"ALL WORK & NO PLAY" \$1500+	"IT'S ALIVE" \$3000+	"WE'RE GONNA NEED A BIGGER BOAT" \$5000+
BUSINESS RECOGNITION IN ALL PROMOTIONS, MATERIALS, & ANNOUNCEMENTS FOR THE PORT OF FEAR FILM FESTIVAL					X
BUSINESS RECOGNITION IN SELECT PROMOTIONS, MATERIALS & ANNOUNCEMENTS FOR THE PORT OF FEAR FILM FESTIVAL				X	X
BUSINESS NAME AND LOGO LISTED ON ALL LIVE EVENT PROGRAMS AND FLYERS			X	X	X
BUSINESS NAME AND LOGO FEATURED ON SCREEN AT THE BEGINNING OF EACH FILM/FILM BLOCK		X	X	X	X
SOCIAL MEDIA RECOGNITION* & BUSINESS NAME LISTED AS SPONSOR ON SCREEN AT FILM FESTIVAL	X	X	X	X	X



# WELCOME TO THE PORT OF FEAR

The Port of Fear Film Festival is back for our second year, celebrating everything horror, sci-fi, fantasy, and thriller September 29th through October 1st, 2023! We are Kenosha's only international film festival, celebrating independent filmmakers from around the globe, with a focus on midwest films - many coming from right here in Wisconsin! This spooky film festival brings in filmmakers and audiences from across the country to enjoy, not only independent films, but all that Kenosha has to offer!

## FILM FESTIVAL

KENOSHA, WISCONSIN

# OUR WORK WITH THE COMMUNITY



We aim to inspire our community, especially adolescents, to get involved in film and the arts. In 2022 we introduced the “5 MINUTE Horrors” challenge to Indian Trail High School and Academy students to help foster creative expression and build teamwork skills. This year we have extended the challenge to all Kenosha area high schools, and Case High School in Racine. We are continuing our partnership with Racine Video Production Workshop and their students to craft an entire block of high school student films to be featured at the Port of Fear Film Festival in 2023, free for the public to enjoy, and giving our students a well-deserved showcase next to professional filmmaker.

See the 2022 5 MINUTE Horrors at the link below!

<https://www.youtube.com/watch?v=Wz42mdrqQB0&t=3s>



# WHAT MAKES US UNIQUE

Last year the Port of Fear Film Festival stood out against established summer events. We were featured on FOX 6 News, and were the most interacted with social media post on the Kenosha News Facebook page for two days, with more than 400 comments, likes, and hundreds of shares. With immense competition in downtown Kenosha, we still had attendance exceeding 300, with great enthusiasm leading into our second year.

For our 2023 season, we have shifted our event to the fall to be a true part of the Halloween season. Along with the dozens of independent films we are programming, we are setting ourselves apart from other film festivals by featuring an opening night Special Event Screening at Backyard Dream Virtual Studio (9/29), Spooky Night Market (9/30), Film on the Lawn (9/30) and a Spooky Day Market (10/1) on the historic Kemper Center grounds.



# CREATE WISCONSIN

Arts | Community | Economy

We have partnered with Create Wisconsin, Wisconsin's community cultural development organization, bringing people together through creative experiences and activating and strengthening Wisconsin's creative economy, workforce and communities. This fiscal receivership will help businesses make tax deductible donations to this year's festival. Sponsorships and donations help us with renting projection & sound equipment, lighting for the market, outdoor projection and sound, venue cost, marketing, and other miscellaneous costs of hosting this incredible festival.

<https://www.mightycause.com/story/Portoffearfilmfestival>

# SPONSORSHIP TIERS

With plans to expand The Port of Fear Film Festival to a 3-day event, we are asking businesses, like you, to help sponsor categories that will help make this year even more memorable. Each sponsor amount will fall into a tiered category.

## **“JINKIES!” LEVEL - UP TO \$300+**

Sponsors at our “Jinkies” level will receive the following:

- A social media “Thank You” from the Port of Fear Film Festival, acknowledging your sponsorship..
- Your business name will be listed among other sponsors for the festival. This will be shown at each film block during the weekend of the festival.
- Business logo on the Port of Fear website under the sponsors section.
- 2 tickets (single use) to any film of your choosing on Saturday (9/30) and Sunday (10/1) of the festival.

# SPONSORSHIP TIERS

## **“LET’S PLAY A GAME” LEVEL - \$750+**

For leveling up to \$750+, your business will receive everything from the “Jinkies” level, plus:

- Your business logo will be featured along with your name before every block screening at the festival.
- In addition to an initial “Thank You” post for your sponsorship, we will also mention your business in 3 additional social media posts as a sponsor.
- 6 tickets (single use) to any film of your choosing on Saturday (9/30) and Sunday (10/1) of the festival.

## **“ALL WORK & NO PLAY” LEVEL - \$1,500+**

Our \$1,500+ level will include all the benefits of the previous two tiers, plus more!

- A quarter page write up featuring your business in our event program.
- In addition to an initial “Thank You” post for your sponsorship, we will also mention your business in 5 additional social media posts as a sponsor.
- 2 tickets to our Special Event Screening, plus 10 tickets (single use) to any film of your choosing on Saturday (9/30) and Sunday (10/1) of the festival.



# SPONSORSHIP TIERS

## “IT’S ALIVE!” LEVEL - \$3,000+

To thank our sponsors for reaching our \$3,000+ level, we will include:

- Your business logo in select festival promotional flyers
- A half page write up of your business in our festival program as a sponsor
- Your business logo on our Port of Fear photo backdrop
- 8 social media posts
- A verbal thank you at the festival prior to all film blocks
- Mentions in all press releases
- 2 tickets to our opening night Special Event Screening, plus 4 All Weekend Passes, granting access to any and all films of your choosing for 9/30 and 10/1

# SPONSORSHIP TIERS

## “WE’RE GONNA NEED A BIGGER BOAT” LEVEL - \$5,000+

What can we say but THANK YOU if you have made it to our \$5,000 level. If you sponsor The Port of Fear Film Festival at this level, your business will receive:

- Recognition in all promotional material, including posters & flyers\*
- 10 social media posts noting your business as a sponsor
- A full page write up of your business in our festival program
- Your logo on our Port of Fear photo backdrop
- A full sponsorship page screened before each film block
- A verbal thank you before each film block to your business for being a sponsor.
- Mentions in all press releases and interviews with media outlets.
- 4 tickets to our opening night Special Event Screening, plus 6 All Weekend Passes, granting access to any and all films of your choosing for 9/30 and 10/1

# FILM BLOCK HOSTING

**\$2,000**

Sponsoring a film block (a grouping of short films) is another sponsorship opportunity we are offering this year. Your business is able to choose one (or more) of the film block categories, with the Port of Fear Film Festival acknowledging your organization as the sole sponsor of that block. Film blocks include: International Short Film Block, Student Short Film Block, Wisconsin Short Film Block, Outdoor Screening, and more blocks to be announced in the coming weeks. These would be hosted outside of the above Sponsorship Tiers and the marketing around the block would be exclusive to the organization hosting it:

- In addition to an initial “Thank You” post for your sponsorship, we will also mention your organization in 3 additional social media posts as a sponsor outside of promotion for the block you are sponsoring.
- All promotion of the sponsored film block on our social media will include mention of your organization as a sponsor.
- All press releases explicitly mention your organization as the sponsor for that film block.
- Half page write up about your organization in our festival program in the hosted block’s section.
- Verbal mention prior to the film block screening and verbal thank you at the end of the film block.
- 10 tickets to the sponsored film block to be used at your organization’s discretion.
- Your organization’s logo & name will be featured before every block screening at the festival.
- Your organization will be featured with its own graphic (separate from other sponsors) prior to the film block you are sponsoring.

# HOSPITALITY SPONSORSHIP

Our Hospitality Tier is for businesses in the hospitality industry who may not be able to donate monetarily. We are looking for venue options for mixers/after parties on 9/29, 9/30 & 10/1. We also anticipate attendees to come from around the country, and are looking for discounted rates/promotional offerings through local hotels, bars, and restaurants to show off the best of Kenosha to our out-of-town filmmakers and attendees. For this tier, we are open to discussing the best promotional recognition we can give to your organization based on the level of sponsorship.

# PORT OF FEAR FILM FESTIVAL 2023

As the Port of Fear Film Festival continues to grow in preparation for our 2023 season, we hope to make our mark on the downtown Kenosha community. Horror, sci-fi, fantasy, and thriller fans are the most passionate there are. We aim to not only honor those fans, but also bring exposure to up-and-coming creators in those genres. With your help, we can build this event into a yearly spooky staple: helping to increase Fall tourism, highlight the very best of independent film and artists in the midwest (especially Wisconsin), and show off everything our city has to offer.

<https://www.portoffearff.com/>

[portoffearff@gmail.com](mailto:portoffearff@gmail.com)

