



2026 FOUNDING SPONSORSHIP OPPORTUNITIES

# Bozeman Film Festival

*Four days of bold independent cinema in historic downtown Bozeman, Montana.*



OCT 8–11, 2026



DOWNTOWN BOZEMAN, MT



PRESENTED BY THE BOZEMAN FILM SOCIETY



THE EVENT

# A new cultural anchor for Montana

The inaugural Bozeman Film Festival brings established and emerging filmmakers to Montana for screenings, panels, parties, and conversations, built on more than 50 years of the Bozeman Film Society bringing independent film to our community.



**4**

**Days**

of film & celebration



**3**

**Historic Venues**

Ellen · Rialto · Armory



**2**

**Signature Parties**

opening night & encore



**5**

**Downtown Locations**

on and just off Main Street

*Opening night fills the historic Baxter Hotel Grand Ballroom; the Encore After Party returns to the Rialto; passholders gather at the VIP Lounge in the AC Hotel.*

## THE OPPORTUNITY

# Why become a founding sponsor



### **A 50-year legacy, a brand-new stage**

The Festival launches on the back of the Bozeman Film Society's five-decade history of arthouse programming, proven audiences, real institutional credibility, and none of the risk of a true unknown.



### **Founding partners get first position**

Inaugural sponsors own category-defining placement and recognition that compounds every year. You are not buying into year ten; you are helping write year one.



### **Activates the October shoulder season**

The Festival drives high-value overnight visitation in a quieter tourism month, filling rooms and tables when downtown businesses need them most.



### **A scalable, repeatable annual platform**

This is designed as a recurring flagship event, a partnership that grows in reach and value with each edition, not a one-time activation.

## THE AUDIENCE

# A destination audience, already booking

Before a single ad runs in 2026, passes are already held coast to coast: proof this is a travel-driving event, not just a local night out.



174

Passes already held



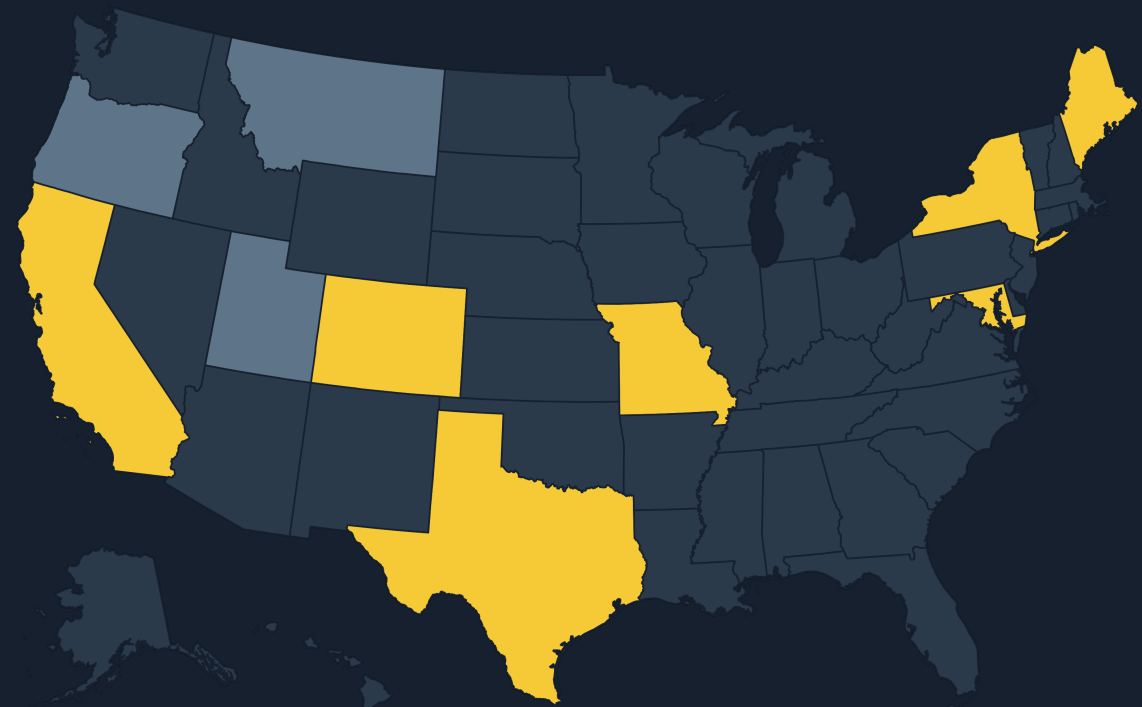
10

U.S. states represented



2

Countries represented (AU, US)



Passholders beyond our ad markets (7)

Within current ad markets (3)

**Beyond our reach:** 7 of these 10 states sit outside our paid ad markets. That's organic, coast-to-coast pull.

## AUDIENCE PROFILE

# Meet the audience you'll reach

Beyond the headcount: a portrait of the core festival-goer — and what that person means for your brand.



THE FILM BUFF

**Ages 28–55**

*“Festivals are where I find films I can't get anywhere else, and I love being part of that first conversation.”*

- Travels for cultural experiences
- Supports local & independent businesses
- Champions original, independent voices

## WHAT THIS MEANS FOR YOUR BRAND



### **A discretionary spender**

Travels for experiences and spends on lodging, dining, and local shops — the visitor behind the \$1,600–\$2,550 figure.



### **Values-driven & engaged**

Socially conscious and culturally active, loyal to brands that share their values.



### **Reachable & social**

Lives on Instagram, Letterboxd, Substack, and podcasts. Ready for digital co-activation.



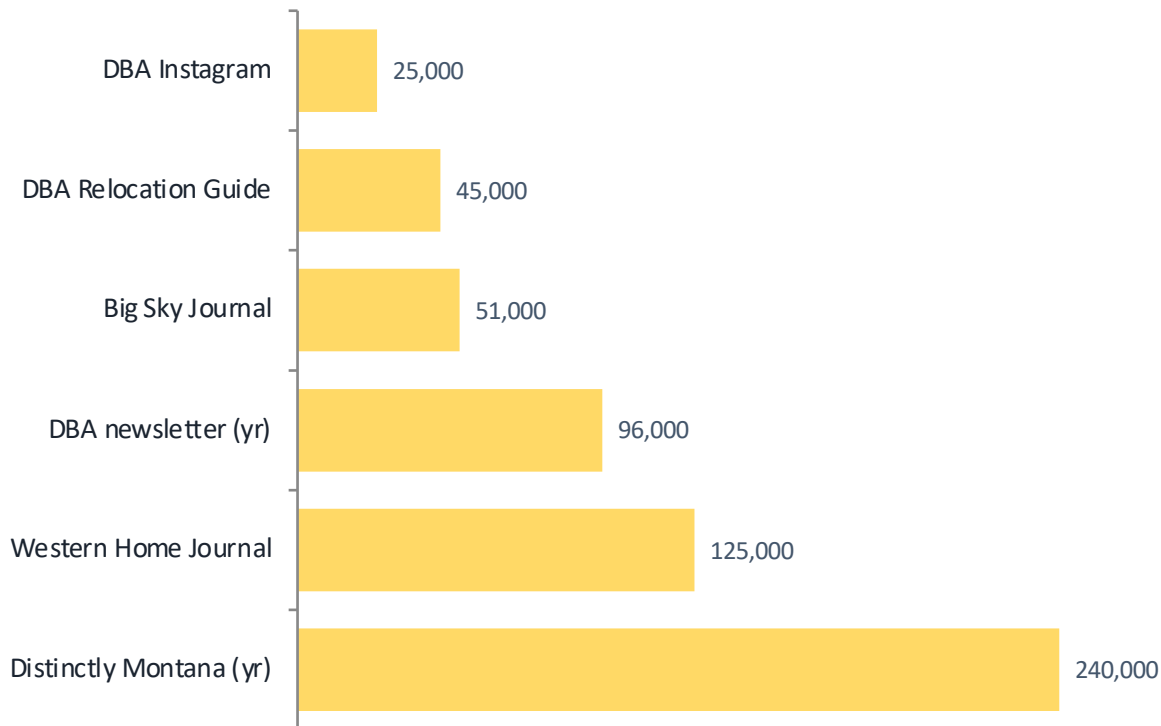
### **An early-adopting tastemaker**

Research-driven and word-of-mouth. Tells the scene what's worth showing up for.





BRAND EXPOSURE

# Your brand, in front of the Mountain West

**500,000+** combined regional reach across paid placements + **2,000,000+** filmmakers via national FilmFreeway distribution



WHERE THE ADS RUN

-  **Print & digital periodicals**  
Distinctly Montana, Big Sky Journal, Western Home Journal (6 mountain markets)
-  **Local radio campaign**  
On-air promotion across the Bozeman market
-  **Digital & social**  
DBA newsletter (8K/mo) + 25K Instagram following
-  **National filmmaker reach**  
FilmFreeway distribution to 2M+ artists

*Western Home Journal reaches Bend, Bozeman, Flathead Valley, Jackson Hole, Park City & Sun Valley.*

# Real dollars into the local economy



**40–60**

out-of-market visitors



**70–120**

incremental room nights



**2.5–3**

nights average stay



**\$1,600–**

**\$2,550**

spend per visitor

## ESTIMATED TOTAL DIRECT VISITOR SPEND

**\$64,000 – \$153,000**

*New, incremental spending in hotels, restaurants, and downtown shops in year one alone.*

## WHERE THE SPENDING LANDS



Hotels & lodging



Restaurants & retail



Galleries, cafés & Main Street

RETURN ON INVESTMENT

# 4X — 10X

*estimated return on requested funding, measured in direct visitor spending alone.*



## High-value spending

Out-of-market visitors out-spend day-trippers many times over.



## Shoulder-season lift

Fills rooms and tables in October, a quieter tourism month.



## Broad local benefit

Dollars spread across lodging, dining, and retail downtown.



## Compounding value

A repeatable annual platform that grows each year.

## THE VALUE EXCHANGE

# What your sponsorship delivers

### FOR YOUR BRAND

- ✓ Logo & recognition across festival advertising, signage, program, and website
- ✓ Inclusion in the paid print, radio, social, and newsletter campaign
- ✓ On-screen and on-site presence at three historic venues and two signature parties
- ✓ VIP passes and hospitality to host clients, staff, or guests
- ✓ Association with a credible, 50-year cultural institution

### FOR THE COMMUNITY

- ★ Generates incremental overnight visitation
- ★ Activates shoulder-season demand in October
- ★ Drives high-value visitor spending
- ★ Supports downtown businesses across sectors
- ★ Establishes a scalable, repeatable annual event

## PARTNERSHIP LEVELS

# 2026 founding sponsor tiers

Six ways to partner, from naming-level billing to in-kind support.

### PEAK

## \$15K+

- ✓ “Presented with” top billing
- ✓ Stage & on-screen recognition
- ✓ Brand activation space at events
- ✓ Content collaboration
- ✓ Top-tier logo, all materials
- ✓ Filmmaker & Juror Meet & Greet
- ✓ 6 Yellowstone VIP passes

### EXPERIENCE

## \$10K

- ✓ Sponsor a signature party
- ✓ Opening & closing-night recognition
- ✓ Brand activation space at events
- ✓ Prominent logo, all materials
- ✓ Filmmaker & Juror Meet & Greet
- ✓ 4 Yellowstone VIP passes

### PRESENTING

## \$5K

- ✓ Sponsor a film category
- ✓ Dedicated on-screen credit
- ✓ Featured logo on select materials
- ✓ Recognition across print & digital
- ✓ Filmmaker & Juror Meet & Greet
- ✓ 3 Yellowstone VIP passes

### SUPPORTING

## \$2.5K

- ✓ Sponsor a festival panel
- ✓ Featured logo on select materials
- ✓ 2 Yellowstone VIP passes

### SPOTLIGHT

## \$1K

- ✓ Recognition on select materials
- ✓ 2 Gallatin passes

### IN-KIND

## Custom

- ✓ Hospitality, media, goods & services
- ✓ Custom package to your contribution



JOIN US

# Help write year one.

Founding sponsorships are limited and assigned first-come. Let's find the partnership that fits your goals, and put your brand at the center of Montana's newest cultural event.



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[bozemanfilmfestival.org](http://bozemanfilmfestival.org)



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