

2022 Grassroots Film Fest



September 15
Film Festival Kickoff Celebration!

Thursday, September 15, 6-9 PM

NIDO 444 Oak Street, Oakland CA 94607

September 15-29
All Films Available Online

Connect with 10,000+ People Passionate About Community, Environment, and Justice!

- **Increase your brand awareness** within the diverse and impact-driven Rose Foundation community
- **Gain visibility** as a values-aligned sponsor
- **Receive a tax benefit** for supporting the event. Your donation is tax-deductible to the full extent allowed by law



See the enclosed *Sponsorship Benefits Chart* for details on *Sponsor Levels and Benefits*


How Do I Become a Sponsor?


1. Review the **Sponsorship Benefits Chart** and decide which is the best fit for your organization. We love tailoring to meet your company's needs!
2. **Sign up** online at rosefdn.org/2022FilmFest/Sponsor OR fill out the attached Sponsorship Form.
3. *Have questions or want to learn more?* Contact our Event Coordinator (info below).

www.rosefdn.org/2022FilmFest/Sponsor
Contact Suzie Convery at sconvery@rosefdn.org


OUR REACH & YOUR VISIBILITY

Social Media


: 2,700+ followers

: 1,400+ followers


Email Marketing

: 6,000+ subscribers


Snail Mail

: 2,500+ households

Event Attendees

: 200+ people

Film Fest Webpage Views

: 4,500+ views



ABOUT THE EVENT

Rose Foundation's 2022 Virtual Film Fest: September 15 - 29, 2022

The Film Fest will be filled with celebration, education, and an energized commitment to environmental and social justice.

KICKOFF CELEBRATION

September 15th

NIDO's BackYard 104 Oak St, Oakland, CA

- Fun and inspiring event, including short film screenings and special guests.
- Opportunities for sponsors to engage with Film Fest guests; see *Sponsorship Benefit Chart* for more details.

STREAM FILMS

September 15th - 29th

Anywhere Online

- Guests view a curated selection of on-demand films celebrating grassroots environmental justice.
- Sponsor film segments for increased visibility.

ABOUT THE ROSE FOUNDATION

Fostering Stewardship. Building Community. Demanding Justice.



The Rose Foundation envisions a future where nature is protected, people's rights are ensured, and environmental and climate justice is advanced. We support grassroots initiatives that promote stewardship of nature, inspire people to take action, and build a more just world. For almost 30 years, Rose has awarded \$50 million in grants to community-based groups. And our New Voices Rising Program has provided environmental justice education to 3,000 low-income youth from communities of color.

Learn more about the Rose Foundation at www.rosefdn.org.

www.rosefdn.org/2022FilmFest/Sponsor
Contact Suzie Convery at sconvery@rosefdn.org

SPONSORSHIP BENEFIT CHART

2022 Film Fest: September 15th - 29th

Email us: sconvery@rosefdn.org



TITLE \$10,000+

- 20 tickets to view the films, 10 tickets to the Kickoff Celebration
- Prominent logo placement and acknowledgement at Kickoff Celebration
- Prominent Title Sponsor acknowledgement and logo featured in all **digital materials*** and monthly e-newsletter
- Promotional video screening during live event

VISIONARY \$7,500

- 14 tickets to view the films, 8 tickets to the Kickoff Celebration
- Logo placement and acknowledgement at Kickoff Celebration
- Sponsorship acknowledgement and logo featured in all **digital materials*** and monthly e-newsletter
- Sponsorship of themed film segment

| | | | |
|---------------|----------------|------------------|----------------|
| LEADER | \$5,000 | ORGANIZER | \$2,500 |
|---------------|----------------|------------------|----------------|

- 10 tickets to view the films, 6 tickets to the Kickoff Celebration
- Logo placement and acknowledgement at Kickoff Celebration
- Sponsorship acknowledgement and logo featured in all **digital materials*** and monthly e-newsletter

- 8 tickets to view the films, 4 tickets to the Kickoff Celebration
- Logo placement and acknowledgement at Kickoff Celebration
- Sponsorship acknowledgement and logo featured in all **digital materials*** and monthly e-newsletter

| | | | |
|------------------|----------------|-------------|--------------|
| SUPPORTER | \$1,000 | ALLY | \$500 |
|------------------|----------------|-------------|--------------|

- 6 tickets to view the films, 2 tickets to the Kickoff Celebration
- Name and acknowledgement at Kickoff Celebration
- Sponsorship acknowledgement and logo featured in all **digital materials***

- 2 tickets to view the films, 2 tickets to the Kickoff Celebration
- Name and acknowledgement at Kickoff Celebration
- Sponsorship acknowledgement and logo featured in all **digital materials***

NEW DONOR SPECIAL \$250

- For first-time donors only**
- 2 tickets to view the films, 2 tickets to the Kickoff Celebration
 - Name and acknowledgement at Kickoff Celebration
 - Sponsorship acknowledgement and logo featured in all **digital materials***

*Including: event slideshow, website, email blasts, and social media

SPONSORSHIP FORM

Rose Foundation's 2022 Film Fest

September 15 - 29



YES! I am excited to pledge my sponsorship support for the 2022 Film Festival

I want to request additional Sponsorship Benefits! Please contact me.

Name: _____

Firm/Company: _____

Please recognize me/us as: _____

Mailing Address: _____

City/State/Zip: _____

Business Number: _____

Cell Number: _____

Email: _____

DONATION INFORMATION

Sponsorship Amount: \$_____ (Donation is fully tax-deductible as allowed by law.)

My Check is Enclosed (pay to "Rose Foundation").

I'll complete my transaction online at www.rosefdn.org/donate

My company will donate through a matching gifts program

Please contact me to arrange a payment

Make checks payable to Rose Foundation Film Festival 2022 and mail to
201 4th Street, Suite 102, Oakland CA 94607-4369