



# WILD & SCENIC<sup>®</sup> FILM FESTIVAL

where activism gets inspired



**14<sup>th</sup> Annual Festival: January 14-18, 2016**  
**Business Sponsorship Opportunities**

# About Wild & Scenic

## HOW THE WILD & SCENIC FILM FESTIVAL GOT ITS START...

The South Yuba River Citizens League (SYRCL) started the Wild & Scenic Film Festival in 2003 to promote community building within the Yuba Watershed as well as a way to explore environmental issues through an exciting and influential medium—film. And, it is a fundraiser for our programmatic work aimed to protect and restore the Yuba River watershed.

SYRCL is a watershed advocacy group that was started in 1983 by a small group of concerned citizens who banded together to fight against several proposed dams. The festival's namesake is in celebration of achieving Wild & Scenic status in 1999 for 39 miles of the South Yuba River. After twenty-eight years, thousands of supporters and 1,000 active volunteers later, SYRCL is one of the largest single-river organizations in the nation and the Wild & Scenic Film Festival is the largest film festival of its kind in the United States. January's annual 5-day event features over 110 award-winning films, plus speakers, celebrities, workshops, and activists who bring a human face to the environmental movement.

## FUNDRAISING



## INSPIRATION



## COMMUNITY INVOLVEMENT



# Festival by the Numbers

**6,000**

Festival Attendees in Nevada City & Grass Valley at the "home" fest

**85**

Filmmakers, directors, special guests & jurors

**60**

Artists featuring *Wild & Scenic* art

**115+**

Films screened—short shorts to feature length.

**30,000**

Annual On Tour Attendees

**70%**

Filmmaker attendance

**10**

Venues

**1,400**

School Program Participants

**21**

World Premieres in 2014

**700**

Volunteers!

**125**

Sponsors, partners, & donors

**13**

Genres of film:

- Activism
- Adventure
- Animation
- Children's Films
- Energy/Climate Change
- Food
- Global Perspective
- Health
- Indigenous Perspectives
- Land Preservation
- Oceans
- Water/River Issues
- Wildlife

**18**

Enviro Fair Groups Participants

**10**

Activist Workshops



# The Trip Starts in Nevada County...

NOW IN IT'S 14<sup>TH</sup> YEAR, SYRCL's (South Yuba River Citizens League) Wild & Scenic® Film Festival returns with another incredible selection of films to change your world. Each year, the Wild & Scenic® Film Festival draws top filmmakers, celebrities, leading activists, social innovators and well-known world adventurers to the historic downtowns of Nevada City and Grass Valley California.

Considered one of the nation's premiere environmental and adventure film festivals, our films combine stellar filmmaking, beautiful cinematography and first-rate storytelling to inform, inspire and ignite solutions and possibilities to restore the earth and human communities while creating a positive future for the next generation. Festival-goers can expect to see award-winning films about nature, community activism, adventure, conservation, water, energy and climate change, wildlife, environmental justice, agriculture, and indigenous cultures.

Each year's selections will not only take audiences to some of the most remote and beautiful places on the planet, but introduce them to the magnificent animals that inhabit these places and the courageous individuals who are working to protect and preserve both for future generations. The films instill a deep appreciation and a sense of wonder for the natural world that surrounds and supports us.



# Demographics & Reach

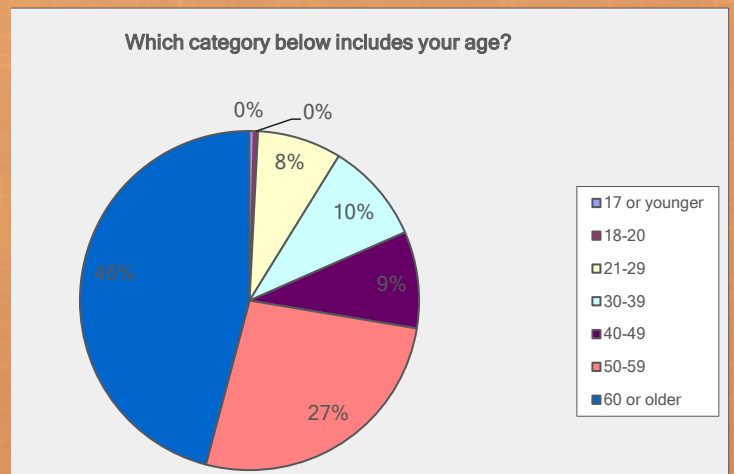
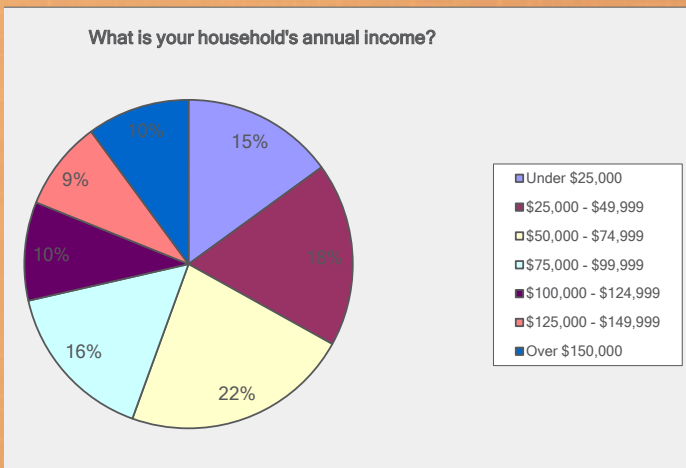
**99%** of attendees rate their experience at Wild & Scenic as excellent or good

**60%** female and **40%** male

**88%** of attendees have a 4-year college degree, and 52% of those attendees have an advanced degree

**46%** of attendees are 41-60 years of age; 36% are over 30-40 years of age

**80%** of the January Nevada City Festival attendees live in the Northern California region. 10% come from the San Francisco Bay Area, 9% from Southern California and the remainder from across the world.



**6,000+**  
Facebook Fans



**9,500**  
E-mail list subscribers

**35,000**  
people attend a Wild & Scenic event annually



# Business Sponsor Benefit Summary

	\$10,000	\$5,000	\$2,500	\$1,000	\$500
<u>Product Distribution/Booth Presence</u>					
6' table at Fest HQ	✓	-	-	-	-
<u>Advertising</u>					
Ad in main program	1/2 Page	1/4 Page	1/8 Page	-	-
Banner at Festival (provided by sponsor)	✓	✓	-	-	-
Logo on promotional poster	✓	✓	✓	-	-
Logo/Name in main program	✓	✓	✓	✓	✓
Logo/Name in mini program	✓	✓	✓	✓	✓
Logo/Name in Festival Slide Show	✓	✓	✓	✓	✓
Website: Logo placement on website with hyperlink	✓	✓	✓	✓	✓
<u>Hospitality</u>					
Festival Pass	4	2	2	2	1
Private Opening Party Tickets	4	2	2	-	-
Gala Party Tickets	6	4	2	-	-
<u>Plus</u>					
2015 Commemorative Poster Signed by Filmmakers, framed	✓	✓	✓	-	-
2015 Commemorative Poster, framed	-	-	-	✓	✓
Annual Membership to SYRCL	✓	✓	✓	✓	✓
Tax Deductible Portion of Donation	\$8,750	\$4,150	\$1,850	\$800	\$375

Individuals interested in supporting the Film Festival should refer to SYRCL's Emerald Circle; our major gifts society who receive Film Festival perks as well as year-round recognition.

# The Buzz About Wild & Scenic



*The mission of Patagonia is to inspire and implement solutions to the environmental crisis, and film is one of the best ways we know to inspire people to get involved. Patagonia supports the Wild & Scenic On Tour because it takes the best environmental films made each year and shares them with a rapidly increasing circle of people who leave the theater committed to finding solutions to the crisis we all face.*

*-Rick Ridgeway, VP Environment and Production at Patagonia*

*In January, I made a pilgrimage to Nevada City, California, to the Wild and Scenic Film Festival. I say pilgrimage because it was like visiting a holy city where the practiced religion is a blend of art and caring for the Earth. It was amazing. The films were phenomenal, but the real treat of this festival is meeting the filmmakers. 75% of the films were represented by at least one of the filmmaking team. That's a lot of conversations with people bringing stories back from the front lines. Inspirational doesn't quite cut it. I left with more ideas for films, and more contacts for making them than I could possibly shoot.*

*-Eric Warren, filmmaker*



*Mixing Oil & Water, 2015 Official Selection*



*It was an extraordinary experience, I enjoyed every minute of it, and I can't tell you how grateful I am. From what I saw, it was flawlessly organized, superbly put together, and came off beautifully.*

*-Kevin Fedarko, author, The Emerald Mile*

# Let's Talk!

Melinda Booth, Festival Director

[melinda@syrcl.org](mailto:melinda@syrcl.org)

530.265.5961 x202

313 Railroad Ave. #101

Nevada City, CA 95959

[www.WildandScenicFilmFestival.org](http://www.WildandScenicFilmFestival.org)



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