

POCAHONTAS REFRAMED

— FILM FESTIVAL —

Sponsorship Opportunities

About the Festival

Representation matters. It matters because it impacts how we interact with our fellow Americans, the way that we educate our children, and it shapes our path forward as a democracy. Storytelling and filmmaking have suffered from a dearth of representation of important groups that influenced American democracy, notably Native Americans. Native culture is rich, steeped in history and multifaceted, yet mainstream films do not often capture this nuance.

The Pocahontas Reframed Film Festival honors the contributions of Native Americans and aims to raise awareness about Native American language, cultures and societies through films that share Native American perspectives. The festival, which is the only one of its kind on the East Coast, brings together producers, directors, authors, cineastes and actors who share a passion for film, and features experiential learning opportunities for the entire public.

In 2020, we partnered with Virginia Museum of Fine Arts (VMFA) and launched our first virtual festival. We received over 25,000 website page views, 693 film hours watched, 2,716 film views, and reached 21 countries. This year, to carry on our tradition within the Richmond community and continue to share native films to the world, we are pleased to offer a live in-person festival, taking place at the VMFA's Leslie Cheek Theater, in conjunction with a virtual festival.



Digital Sponsorship Opportunities

Comprehensive Logo Placement:

- Sponsor logo and link on homepage and sponsorship page
- Sponsor logo on **all** outbound email blasts
- Recognition in **all** print marketing materials

Social Media:

- **3** mentions on all platforms (Facebook, Instagram and Twitter)

Video Testimonial:

- Opportunity for company/organization representative video displayed on website explaining why their company supports the festival

Press:

- Recognition in press efforts

Live Sponsorship Opportunities

Logo Placement:

- Logo placement on any in-person signage

Festival Program:

- 1 dedicated full-page ad in program for all donations of \$10,000 or more

Event Tickets:

- **6** VIP tickets

Onscreen:

- Recognition in pre-trailer scroll before all films

Speaking:

- Opportunity for company/organization representative to introduce a film or panel

Sponsorship Levels

Premiere	\$15,000 or more
Star	\$10,000
Leading	\$5,000
Supporting	under \$5,000

The Festival will work with all Sponsors to tailor opportunities to meet your needs.