



2026 SPONSORSHIP · SOCIETY & FESTIVAL

One Marquee. Two Stages.

On screen all year with the Bozeman Film Society — and center stage at the inaugural Bozeman Film Festival. One sponsorship covers both.



FESTIVAL · OCT 8-11, 2026



BOZEMAN, MONTANA



KEEP 'EM FLICKERING SINCE 1978



THE STRUCTURE

One organization. Two stages.

The Bozeman Film Festival is presented by the Bozeman Film Society — the same nonprofit, the same 501(c)(3). One gift; two ways your name lights up the screen.

THE SOCIETY • SINCE 1978

The year-round screen

The engine that keeps the lights on — arthouse and independent screenings all year, affordable tickets, and the institution that has carried film in Bozeman for nearly five decades.

- 48 years on screen
- Local, loyal, year-round audience
- Affordable community access

THE FESTIVAL • OCT 8-11, 2026

The flagship event

Montana's new cultural anchor — four days of bold cinema across three historic downtown venues, launched on the Society's 50-year legacy.

- 4 days • 3 venues • 2 signature parties
- A destination, travel-driving event
- Founding-year sponsor positions open

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 REACH

The audience you reach.

Loyal year-round film lovers at home — plus a destination festival crowd already booking from across the country.

■
48
Years of the
Society

■
175
Festival passes
sold

■
10
U.S. states
represented

■
500,000+
Regional brand
reach

■
2,000,000+
Filmmakers via
FilmFreeway

Booking before a single 2026 ad runs.

7 of those 10 states sit outside our paid ad markets — organic, coast-to-coast pull, plus two countries (US, AU).

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.



175

Passes already held



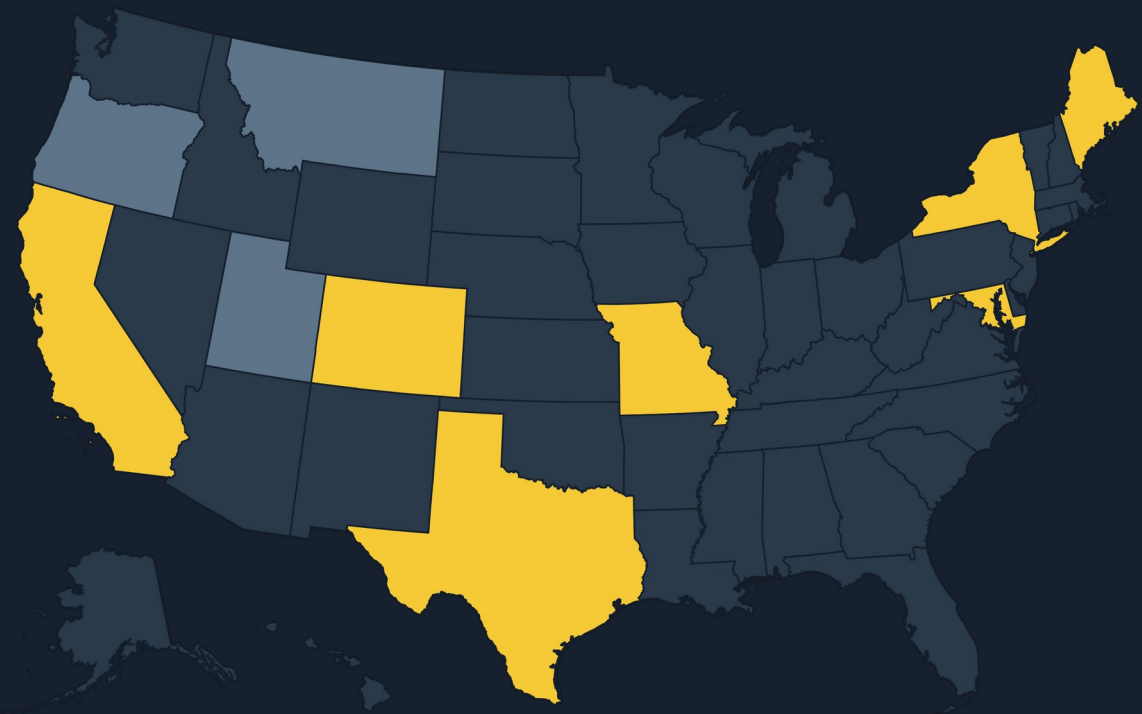
10

U.S. states represented



2

Countries represented (AU, US)



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

Passholders beyond our ad markets (7)

Within current ad markets (3)

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.



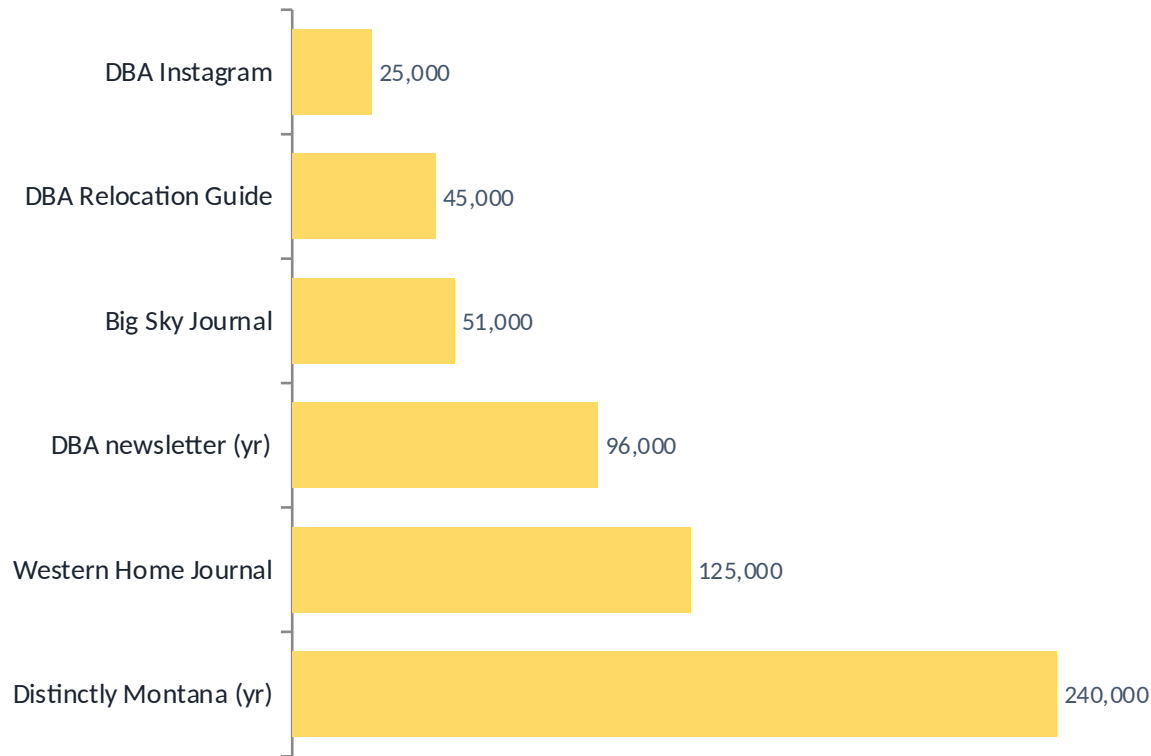
An early-adopting tastemaker

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



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

WHERE THE ADS RUN



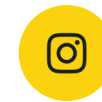
Print & digital periodicals

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

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 MODEL

One ladder. No confusion.

A single, simple framework — your one gift supports the year-round Society and, at the top tiers, the Festival too.

1

One gift, one invoice

A single annual ask, one payment, one thank-you.
No business is ever solicited twice in the same season.

2

Nothing changes for current sponsors

Long-time Society sponsors renew at the level and price they already know. Festival benefits are added value — never a downgrade.

3

The Festival rolls into the top tiers

At \$2,500 and up, your support reaches the Festival too — passes, on-screen credit, and activation layered on top of your season benefits.

Pick one level. Power both stages.

One relationship, one renewal — the year-round screen at home and the flagship event each October.

THE SPONSORSHIP LADDER

Season levels

Keep the year-round screen running. Pure Society support — renewing exactly as long-time sponsors already know it.

SUSTAINING

\$350

SEASON

- ✓ Logo on BFS reel (4 on shared screen)
- ✓ Logo + link on the website
- ✓ 6 BFS tickets

LEADING

\$650

SEASON

- ✓ Logo on BFS reel (3 on shared screen)
- ✓ Logo + link on the website
- ✓ 12 BFS tickets

SPOTLIGHT

\$1,250

SEASON

- ✓ Logo on BFS reel (2 shared on screen)
- ✓ Logo + link on the website
- ✓ 25 BFS tickets
- ✓ \$25 Ale Works gift card

Step up to \$2,500 or more and the Festival rolls in — see Season + Festival, next page. →

THE SPONSORSHIP LADDER

Season + Festival

At \$2,500 and up, the Festival rolls in — one gift, both stages. Season benefits plus on-screen credit, passes, and activation.

SUPPORTING

\$2,500

SEASON + FESTIVAL

- ✓ Top solo placement on BFS reel & site
- ✓ 35 BFS tickets · \$50 Ale Works

AT THE FESTIVAL

- ✓ Sponsor a festival panel
- ✓ 2 Yellowstone VIP passes

PRESENTING

\$5,000

SEASON + FESTIVAL

- ✓ Top solo placement on BFS reel & site
- ✓ Custom BFS ticket plan
- ✓ Logo on BFS posters · \$50 Ale Works

AT THE FESTIVAL

- ✓ Sponsor a film category
- ✓ Dedicated on-screen credit
- ✓ 3 Yellowstone VIP passes
- ✓ Filmmaker Meet & Greet

EXPERIENCE

\$10,000

SEASON + FESTIVAL

- ✓ Top solo placement on BFS reel & site
- ✓ Custom BFS ticket plan
- ✓ Logo on BFS posters · \$50 Ale Works

AT THE FESTIVAL

- ✓ Sponsor a signature party
- ✓ Opening & closing recognition
- ✓ Brand activation space
- ✓ 4 Yellowstone VIP passes
- ✓ Filmmaker Meet & Greet

MARQUEE SPONSOR

\$15,000+

SEASON + FESTIVAL

- ✓ Top solo placement on BFS reel & site
- ✓ Custom BFS ticket plan
- ✓ Logo on BFS posters · \$50 Ale Works

AT THE FESTIVAL

- ✓ Top billing “presented with”
- ✓ Stage & on-screen recognition
- ✓ Content collaboration
- ✓ 6 Yellowstone VIP passes
- ✓ Filmmaker Meet & Greet

IN-KIND · Custom

Hospitality, media, goods & services — a custom package built to your contribution.



BECOME A SPONSOR

Pick your level. Power both.

Long-time sponsors: nothing about your season support changes. Step up to \$2,500 or more and the Festival is simply rolled in — one gift, one invoice, both stages.



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bozemanfilmfestival.org



406-581-9704 · Keep 'Em Flickering since 1978