Because Nature Will Blow Your Mind

NatureTrack Film Festival

March 20-22, 2020
Los Olivos California

Igniting passion for nature through film

Exhilarating Adventures
Compelling Stories
Astounding Documentaries

SPONSORSHIP KIT
NatureTrack Film Festival is a three-day celebration of nature and outdoor adventure through film. Held in beautiful Los Olivos, CA in the heart of Santa Barbara wine country, the festival showcases dozens of national and international filmmakers’ works to the thrill and delight of thousands of attendees.

Located at the gateway to the Los Padres National Forest, Los Olivos offers visitors and filmmakers charming small-town experiences along with award-winning wineries, unique shops and galleries, and world-class dining – all within walking distance! Los Olivos is the perfect location to mix and mingle while enjoying phenomenal outdoor-inspired films.

Connecting Kids with Nature

NatureTrack Film Festival raises much-needed funds for outdoor field trips that transport students from indoor classrooms to “natural” classrooms, where learning comes alive as all their senses are engaged. More than 4,000 times a year, NatureTrack gives K-12 students from a wide variety of socio-economic backgrounds and circumstances the opportunity to discover the wonders of nature. Even though all NatureTrack field trip locations are right in students’ “backyard,” many would never have a chance to experience these amazing places without NatureTrack. This community need is what gave rise to NatureTrack and the NatureTrack Film Festival – sharing nature through outdoor field trips and incredible films.

Nature is awesome!

Celebrate with us by becoming a sponsor today!
We invite you to become a Sponsor and show that your company has joined the movement in shaping a healthy and sustainable future.

When you sponsor the NatureTrack Film Festival, you will receive great recognition for your brand.

- Establish your company’s commitment to the community through a successful, highly regarded (and growing!) event
- Enhance your company’s branding with logo placement on Festival posters, flyers, ads, and online
- Enjoy an exhibit space for face-to-face marketing with a large group of enthusiastic outdoor consumers
- Communicate an image-building message to a receptive audience
As a Sponsor, your brand will have an impact: our films resonate with festival-goers as they explore nature in search of their own powerful and inspiring stories...and when they emerge from the trail, they'll remember the businesses that helped set them on their journey.

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**GENDER**

- Male: 56.8%
- Female: 43.2%

**AGE**

- 18-24: 5.5%
- 25-34: 22%
- 35-44: 16%
- 45-54: 19%
- 55-64: 18.5%
- 65+: 19%

**GEOGRAPHIC**

- California: 87%
- Other States: 6%
- International: 7%

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**A STORY OF GROWTH**

**Tripled Attendance from 2018 to 2019!**

- In 2018, we filled 1,000 seats. In 2019, we tripled that number by filling more than 3,000 seats!
- Website visits - 9,000+ annually
- Social media followers - 850+ and growing!

“I thoroughly enjoyed myself this weekend... thanks for an incredible slate of nature films to educate, inspire, and nourish. I’m looking forward to next year!” - Guest Lisa Blanton
SPONSORSHIP OPPORTUNITIES

WE’RE AS CRAZY ABOUT NATURE AS WE ARE ABOUT PROVIDING VALUE TO OUR SPONSORS!

VENUE SPONSOR: $10,000

• 8 All-Access Sponsor Passes
• 20 individual tickets to film-blocks
• 8 invitations to Spotlight events & receptions
• Booth space at Festival
• Logo on Festival tickets and passes
• Logo on front cover of Festival program
• Full-page color ad in Festival program in premium position
• Home page recognition on Festival website (logo or banner)
• Logo on Festival posters (250 distributed)
• Logo on Festival flyers (5,000 distributed)
• Logo on screen wash before and after films
• Sponsor mention in press releases
• Social media post on Facebook and Instagram
• VIP Swag Bag – full of goodies, our way of saying thanks!

PRESENTING SPONSOR: $7,500

• 6 All-Access Sponsor Passes
• 16 individual tickets to film-blocks
• 6 invitations to Spotlight events & receptions
• Booth space at Festival
• Full-page color ad in Festival program
• Logo on Festival website
• Logo on Festival posters (250 distributed)
• Logo on Festival flyers (5,000 distributed)
• Logo on screen wash before and after films
• Sponsor mention in press releases
• Social media post on Facebook and Instagram
• VIP Swag Bag – full of goodies, our way of saying thanks!

EAGLE SPONSOR: $5,000

• 4 All-Access Sponsor Passes
• 10 individual tickets to film-blocks
• 4 invitations to Spotlight events & receptions
• Booth space at Festival
• Half-page color ad in Festival program
• Logo on Festival website
• Logo on Festival posters (250 distributed)
• Logo on Festival flyers (5,000 distributed)
• Logo on screen wash before and after films
• VIP Swag Bag – full of goodies, our way of saying thanks!
**CONDOR SPONSOR:** **$2,500**  
- 2 All-Access Sponsor Passes  
- 4 individual tickets to film-blocks  
- Quarter-page color ad in Festival program  
- Logo on Festival website  
- Name on Festival posters (250 distributed)  
- Name on Festival flyers (5,000 distributed)  
- Name on screen wash before and after films  
- VIP Swag Bag – full of goodies, our way of saying thanks!

**RAVEN SPONSOR:** **$1,000**  
- 4 individual tickets to film-blocks  
- Eighth-page color ad in Festival program  
- Name recognition on Festival website  
- Name on Festival flyers (5,000 distributed)  
- Name on screen wash before and after films  
- VIP Swag Bag – full of goodies, our way of saying thanks!

**QUAIL SPONSOR:** **$500**  
- 4 individual tickets to film-blocks  
- Name recognition in Festival program  
- Name recognition on Festival website

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### SPONSOR PACKAGES & BENEFITS

<table>
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<th>VENUE</th>
<th>PRESENTING</th>
<th>EAGLE</th>
<th>CONDOR</th>
<th>RAVEN</th>
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About NatureTrack

NatureTrack provides cost-free outdoor field trips for school-aged students on local trails and beaches. Field trips are led by dedicated and enthusiastic volunteer docents who enjoy sharing their knowledge and love of nature with students. Our mission is to encourage students to embrace the natural world with respect and wonder. Founded in 2011, NatureTrack has provided thousands of outdoor experiences for local students, playing a key role in developing the next generation of environmental stewards.

Join Us!

We’re ready to help you succeed! To secure a sponsorship position at the 2020 NatureTrack Film Festival, or for more information, please contact:

Sue Eisaguirre
sue@naturetrackfilmfestival.org | 805.886.2047
PO Box 953 | Los Olivos CA 93441
SPONSOR LEVEL
My Donation will be □ Monetary □ In-Kind: (Describe) ________________________________

□ $10,000 Venue Sponsor □ $2,500 Condor Sponsor
□ $7,500 Presenting Sponsor □ $1,000 Raven Sponsor
□ $5,000 Eagle Sponsor □ $500 Quail Sponsor

Logo and ads must be submitted at 300dpi, CMYK or grayscale. Logo preferred format: .eps. Ad preferred format: .pdf. Submit logo and ad files to service@searlecreative.com. Ad and logo due by February 17, 2020 at the latest.

BUSINESS / ORGANIZATION INFORMATION
Business/organization as you would like it to appear: ________________________________
Short tag line for business/organization: _______________________________________
__________________________________________________________
Business website URL: __________________________________________
Business street address: __________________________________________
Business mailing address: _________________________________________
Business phone: __________________ Business email: _______________________

CONTACT INFORMATION
Contact Name: __________________________________________________________
Contact phone: __________________ Contact email: _________________________

PAYMENT INFORMATION
Credit Card: □ Visa □ Mastercard □ Amex
Name: (As it appears on card) _______________________________________________
Card Number: ___________________________________________________________
Expiration Date: ___________ Security Code: ______________
Check: #: ______________ (Make check payable to NatureTrack)

Mail form and payment to: NatureTrack | PO Box 953 | Los Olivos CA 93441
NatureTrack is a 501(c)(3) Tax ID 45-3040646