Nature Track FILM FESTIVAL

OCTOBER 11-13, 2024
GOLETA CALIFORNIA

SPONSORSHIP OPPORTUNITIES

naturetrackfilmfestival.org
Celebrate Nature With Us – Become a Sponsor Today!

About the NatureTrack Film Festival

In 2023, NTFF celebrated its 5th anniversary festival at the Fairview Theater in Goleta for what was its biggest festival to date! In 2024 we hope to build on that success by delivering more world-class films, events, and increased value for all our sponsors and strategic partners as well as welcoming an increased number of festival attendees to the wider Santa Barbara region famous for its world-class hospitality and communities full of nature enthusiasts and film lovers. Not forgetting our roots, the festival will also host a ‘Best of the Fest’ event in Los Olivos.

NatureTrack Film Festival (NTFF) is a three-day celebration of nature and outdoor adventure through film and has showcased hundreds of national and international filmmakers’ works to the thrill and delight of thousands of attendees.

All proceeds from NTFF will support NatureTrack and its mission to foster a lifelong fascination with nature and inspire respectful stewardship of our natural world.

40+ films playing on 2 screens over a 3-day unforgettable festival * Prime Goleta venue located in a vibrant business center * Best of the Fest in Los Olivos to follow * Panel events and discussions with prominent industry figures * Opening night film and reception, networking, VIP lounge, happy hours, parties, awards ceremony, and closing night reception!!!

NatureTrack – Fostering a Lifelong Fascination with Nature

NatureTrack Film Festival is a program of the NatureTrack Foundation, a nonprofit organization in Santa Barbara County that hosts cost-free outdoor field trips and events on local beaches and trails for K-12 students and wheelchair users of any age. NatureTrack transports participants from indoor classrooms to “natural” classrooms, where learning comes alive and wheelchair users are given access to natural areas that were once inaccessible to them. NatureTrack gives thousands of participants from various socio-economic backgrounds and circumstances the opportunity to engage with the outdoors, with all their senses, in a way they may not have the chance to in their everyday lives. As an extension of NatureTrack’s mission to inspire passion for Nature, the NatureTrack Film Festival was born, bringing education through art and the outdoors together by showcasing inspiring and thought-provoking films to the community.

SOME OF OUR PAST SPONSORS

[Images of sponsors logos]
Join Us in the Adventure!

*We invite you to become a sponsor and highlight your company’s commitment to shaping a healthy and sustainable future.*

<table>
<thead>
<tr>
<th>BRAND EXPOSURE</th>
<th>Your brand promoted and integrated across our festival’s PR materials, online content, social media channels and during film screenings.</th>
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</thead>
<tbody>
<tr>
<td>EXPAND YOUR AUDIENCE</td>
<td>Activate your brand to new and diverse groups of attendees passionate about the outdoors.</td>
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<tr>
<td>BUILD NEW PARTNERSHIPS</td>
<td>Become a strategic partner of our long-lasting NatureTrack community, making new connections with other organizations, groups, and individuals in our network.</td>
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**MEDIA PARTNERS**

*Montecito media group*  
*NEWS CHANNEL 3*  
*VOICE MAGAZINE*  
*Independent*  
*Noozhawk*  
*Edhat*

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**A Story of Growth**

*Our 5th anniversary festival and the first in Goleta was our biggest festival yet!*

The 2023 festival saw consistent engagement of over 6,000 people across all our direct communications channels comprised of our social media channels, our new email newsletter, and our in-person festival attendance in both Goleta and Los Olivos. We screened over 40 films from over 13 different countries, hosted multiple parties and filmmaker panels, and were thrilled to have 20 filmmakers attend the festival in person representing their films.

Through our indirect communications and direct marketing efforts across local news outlets and publications, including Cox Communications TV ad campaign and Santa Barbara Independent newspaper marketing campaigns as well as our frequent ads in the Montecito Journal, Voice Magazine, Noozhawk, and Edhat, news of our festival reached over 50,000 local area residents.

By partnering with the NatureTrack Film Festival sponsors receive increased brand visibility, and brand recognition as well as deepening sponsors’ connections and commitment to the community.
Sponsorship Opportunities

PRESENTING SPONSOR - $15,000

- Logo on ads, website, official program, social channels, press releases, banners, screen wash before all screenings, and all other festival materials
- Email newsletter sponsored by
- Your logo visible in all areas of the festival
- Full-page ad in the festival program in prominent location
- “NTFF Audience Award presented by…”
- Shout-out on festival’s social media with a unique post
- Frequently mentioned in press about the festival
- 8 VIP passes (includes priority access to opening night reception, all films in Santa Barbara and Los Olivos, panels, closing night reception + awards ceremony, access to VIP lounge) and NTFF sponsor swag bag
- Highlight/Feature in Festival email Newsletter

CONDOR SPONSOR - $10,000

- Logo on ads, website, official program, social channels, screen wash before all screenings, and other festival materials
- Half-page ad in the festival program in prominent location
- Shout-out on festival’s social media with a unique post
- Highlight/Feature in Festival email Newsletter
- 6 VIP passes (includes priority access to opening night reception, all films in Santa Barbara and Los Olivos, panels, closing night reception + awards ceremony, access to VIP lounge) and NTFF sponsor swag bag

MORE OF OUR PAST SPONSORS
Sponsorship Opportunities

**EAGLE SPONSOR - $7,500**
- Logo on website, official program, social channels, screen wash before all screenings, and other festival materials
- Half-page ad in the festival program
- Shout-out on festival’s social media
- 4 VIP passes and NTFF sponsor swag bag

**RAVEN SPONSOR - $5,000**
- Logo on website, official program, social channels, screen wash before all screenings, and other festival materials
- Quarter-page ad in the festival program
- Shout-out on festival’s social media
- 2 VIP passes and NTFF sponsor swag bag

**QUAIL SPONSOR - $2,500**
- Logo in official festival program, on website, and screen wash before all screenings
- Shout-out on festival’s social media
- 2 tickets to opening & closing night receptions
- 2 individual tickets (access to any film screening) and NTFF sponsor swag bag

**SPARROW SPONSOR - $1,000**
- Name in official festival program, on website, included in screen wash before all screenings
- 2 tickets to opening night film + reception

**HUMMINGBIRD SPONSOR - $500**
- Name in official festival program, on website, included in screen wash before all screenings
- 1 ticket to opening night film + reception

**Additional Sponsorship Opportunities**
Theatre naming rights, event and party sponsorship, filmmaker panel sponsorship, email newsletter sponsorship, awards sponsors, and more. Sponsorship packages can be customized to suit any budget. Please contact Gareth Kelly to discuss.

**In-Kind Donations**
In-kind donations are non-cash gifts made to a nonprofit organization, including products, services, time, expertise, lodging and more. We have numerous in-kind needs to make the festival successful, therefore we are happy to tailor a package of benefits, perks, festival visibility, and marketing based on what your business has to offer and its approximate value. Please reach out to Gareth Kelly to discuss further. Examples of in-kind donations are beer, wine, hotel rooms, catering, merchandise, etc.
# Sponsorship Opportunities at a Glance

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<th>PRESENTING</th>
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<td>All-access VIP passes (includes Los Olivos)</td>
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naturetrackfilmfestival.org | instagram.com/naturetrackfilm | facebook.com/naturetrackfilm

**THANK YOU!**

If you have any questions or would like to discuss any of our sponsorship opportunities please contact our Managing Director: Gareth Kelly | gareth@naturetrackfilmfestival.org | 805-235-8672