



WILD & SCENIC[®] FILM FESTIVAL

WHERE ACTIVISM GETS INSPIRED



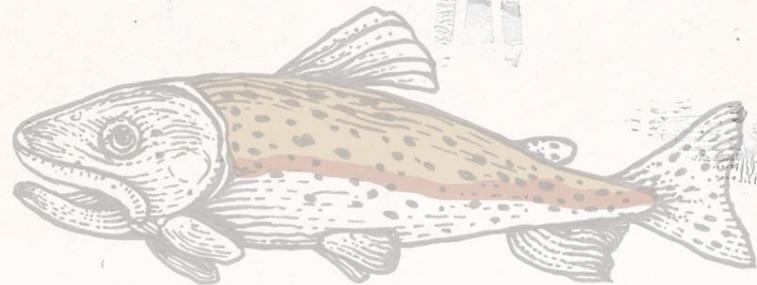
PRESENTED BY



ALLIANCE

for the Chesapeake Bay

WHERE ACTIVISM GETS INSPIRED



The Chesapeake Bay watershed is massive, spanning 64k square miles. It's home to over 18 million people who each crave a connection to the outdoors. They find that connection through activities such as gardening, hiking, kayaking, biking, running, fishing, wildlife viewing, photography, and art; the possibilities are almost endless.

Here at the Alliance, we cherish these connections. It's why so many of us across the watershed show up day after day with a passion for clean lands and waters.

Since 2019, the Alliance has united and inspired over 3,400 attendees across Maryland, Pennsylvania, Virginia, and Washington, DC with an incredible collection of films hand-picked by our staff.

With award-winning films about nature, outdoor recreation, community activism, adventure, conservation, water, energy, climate change, wildlife, environmental justice, agriculture, and indigenous cultures, the festival is a natural extension of the Alliance's mission to improve the lands and waters of the Chesapeake Bay watershed.

FESTIVAL SUCCESS AND POTENTIAL

- Our 2024 and 2025 ticket sales showed a **59% increase** over the previous five years. Our audience is growing, and they enjoy WSFF!
- Our 2026 venue capacity offers the potential to engage **1,222 audience members in person and an unlimited number virtually!**
- 59% of WSFF ticket holders have been new audience members. **WSFF has consistently attracted new audience members to our brand and our sponsors.**





As a writer, I'm mesmerized by the power of art and storytelling. Events like Wild and Scenic are tributaries for conservation newcomers, carrying them downstream to deeper connections with the natural world and into confluences with others. It's wonderful sitting in a theater and watching these films surrounded by hundreds of like-minded community members. I leave in awe, knowing our community is going to be a better place tomorrow, thanks to the education and passion we take in as attendees. "

MICHAEL GARRIGAN,

Author, outdoorsman, and WSFF attendee

2026 WILD AND SCENIC FILM FESTIVAL

- Three Locations
 - April 1st, Annapolis MD
Main Theater at Maryland Hall
 - April 8th, Washington, DC
Miracle Theater
 - April 14th, Lancaster, PA
Penn Cinema
- Virtual viewing available
April 1st through April 21st
- Affordable \$5 tickets
- 90 minutes of films hand-picked by our team
- ***An exciting opportunity for our brands to align in support of and passion for clean water!***





UNITING BRANDS UNDER ONE GOAL

We're seeking passionate partners who are eager to help more people connect with nature and create a captivating experience presented by our brands.

Our ideal sponsors share the Alliance's dedication to clean water and our vision to create an accessible event for our Chesapeake communities.

WSFF is an essential part of our mission at the Alliance, and we're excited for the opportunity to **pave the way forward alongside like-minded partners.**

\$2K TRIBUTARY SPONSORSHIP PACKAGE (LIMITED TO 10 SPONSORS)

- Opportunity to include a video ad within our 2026 film program if video is received by February 23 deadline.
- Access to album of professional photography from 2026 events, showing your brand's support of the festival.
- Your logo and website link receive placement on WSFF web page, WSFF social media and marketing emails.
- Your logo will receive placement on all digital and print signage.
- 5 tickets for your team and partners to attend the regional WSFF(s) of your choice.



ALLIANCE FOR THE BAY
WILD & SCENIC FILM FEST



PRESENTED BY



ALLIANCE
for the Chesapeake Bay



**YOUR
BRAND
HERE**

SPECIAL
EVENT

\$10K PRESENTING SPONSORSHIP PACKAGE (ONLY 1 AVAILABLE)

- The Alliance will partner with your team to highlight your commitment to restoring the lands and waters of the Chesapeake Bay through a collaborative story on the **Alliance blog**.
- Exclusive speaking opportunity, for up to 5 minutes, at any or all of our three 2026 WSFF events to welcome guests and launch the film program.
- Opportunity to table at any or all of our three 2026 WSFF events to engage with our festival attendees. We look forward to finding a partner who is interested in sharing their passion and products with attendees through demonstration, samples, and tabling activities.
- Opportunity to include a video ad within our 2026 film program if video is received by February 23 deadline.
- Access to album of professional photography from 2026 events, showing your brand's support of the festival.
- Your logo and website link receive top billing on WSFF web page, WSFF social media and marketing emails.
- Your logo and website link will be included as a sponsor of the Alliance's newsletter for 12 months, reaching a highly engaged audience of 16K subscribers. In 2024 and 2025 combined, our newsletter had an average open rate of 55.8% and an average click rate of 4.28%.
- Your logo will receive placement on all digital and print signage, with a full spread ad in event program.
- 20 tickets for your team and partners to attend the regional WSFF(s) of your choice.



PARTNER WITH THE TEAM THAT PARTNERS WITH CLEAN WATER!

- In 2023 and 2024, our team planted over 360K trees, creating 1,217 acres of new forests across the Chesapeake Bay watershed.
- Alliance staff established 221 projects on local farms in 2023 and 2024, reducing pollution before it reaches our streams and downstream neighbors.
- In 2024, our team of monitoring volunteers gathered and tracked water quality data at 1,299 sites, driving critical decision-making for our work.
- Our staff rallied over 6,000 volunteers in 2023 and 2024, empowering all who live, work, and play in our Chesapeake communities to take action through trash cleanups, tree plantings, education, and forums.



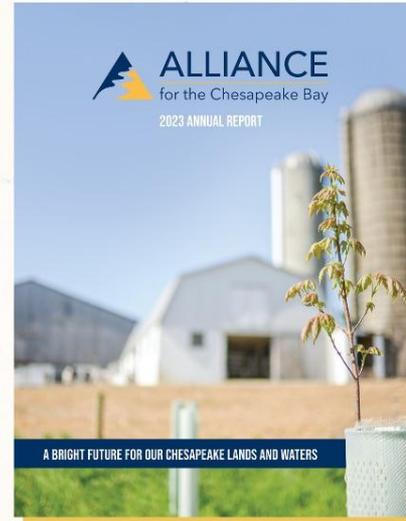
ALLIANCE

for the Chesapeake Bay



ACTION-ORIENTED IMPACT FOR OUR FORESTS, FOR OUR STREAMS, FOR OUR FUTURE

Our team works tirelessly to bring much-needed solutions across the Chesapeake Bay watershed. We're proud of our impact, and we would love to share it with you! Travel around the watershed to learn more about four of our recent projects in our **2025 Impact Video** or browse our **Annual Report** to get a glimpse of our exciting progress.





The moving picture, especially when combined with the right music and sound design, has a way of moving people unlike any other storytelling medium. As a professional who makes a living creating content and an avid outdoorsman who cares deeply about the health of our environment, it's important to me that festivals like Wild and Scenic continue to reach and transform the hearts and minds of attendees. "

SEAN HEISEY,

Founder of Midland Media,
outdoorsman, and WSFF attendee



2026 FILM
SELECTION
SNEAK PEAK



One of my favorite things about the Alliance is that our work is truly unique and it's making a BIG difference. Combine that with the most passionate team that I've ever met, and throw in the grit that comes with 55 years of history working in our watershed. What you have is one heck of an opportunity for good storytelling.

I have the pleasure of continuously working alongside our staff to capture and tell these stories with authenticity and enthusiasm. My team and I are thrilled to chat with you to learn about your goals and determine what a successful relationship looks like for our brands.

I hope I have the opportunity to stand in a crowded theater alongside you this April!

amiller@allianceforthebay.org
717-324-7820



A handwritten signature of Adam Miller in white ink, written in a cursive style.

ADAM MILLER
COMMUNICATIONS DIRECTOR



THANKS FOR YOUR TIME!



ALLIANCE
for the Chesapeake Bay



YOUR
BRAND
HERE