



WILD & SCENIC[®] FILM FESTIVAL

where activism gets inspired



2022 SPONSORSHIP OPPORTUNITIES

ABOUT THE 2022 WILD & SCENIC FILM FESTIVAL

Since 2019, the Alliance has brought communities in Maryland, Pennsylvania, Virginia, and Washington, DC together by hosting the Wild & Scenic Film Festival in all four regions on the same night. **In the peak of winter, the Film Festival provides warmth, inspires action, and raises hope.**

The 4th Annual Wild & Scenic Film Festival brings together incredible selections of films that inform, energize, and ignite solutions and possibilities to restore the earth and human communities while creating a positive future for the next generation.

And this year's virtual film program is bound to awe and inspire.

Film Festival attendees can expect to view films that celebrate our planet and share inspiring stories about conservation, adventure, activism, and fun. The Alliance's CEO, Kate Fritz will reflect on the Alliance's 50th Anniversary in 2021 and share insights on Alliance goals as we look forward to the next 50 years of watershed restoration. The Film Festival will also take time to showcase important program and project updates across the Alliance's four program areas of [Forests](#), [Agriculture](#), [Green Infrastructure](#), and [Stewardship & Engagement](#).

The Alliance's **virtual** Wild & Scenic Film Festival on January 13, 2022 will bring together **viewers across the Chesapeake Bay watershed (and beyond!)** and create a groundswell of action towards healthier lands, waters, and communities across the watershed as we **look forward to the next 50 years of watershed restoration.**

FILM FESTIVAL SPONSORSHIP IMPACT

By sponsoring the Wild & Scenic Film Festival, your brand will reach dedicated and energetic communities across the Chesapeake Bay watershed. Since 2019, the Alliance's Film Festival has brought together over 800 attendees of all ages who are passionate about conservation efforts to restore local rivers, streams, and wildlife habitats.

Examples of the projects you can support are:

- Planting trees and managing forests
- Implementing conservation landscaping practices to reduce polluted runoff
- Installing best practices on rural farmlands that improve local water quality
- Educating and engaging communities of how they can get involved in environmental stewardship
- Build more resilient communities and landscapes

We hope you will support the Alliance and our efforts to inspire communities to be a part of improving the lands, rivers, and streams of the Chesapeake Bay watershed by becoming a 2022 virtual Wild & Scenic Film Festival sponsor!



\$500 Equips
1 community
scientist
to collect
local water
quality data

\$1.5k

Restores half
an acre of native
meadow and
pollinator
habitat.



— **\$3k** —

Installs 10 rain barrels
capturing roughly 77k
gallons of stormwater per
year in the Chesapeake
Bay watershed!



— **\$5k** —

Develops conservation plans
for 5 local farmers to better
manage their farms.



— **\$10k** —

Designs and plants 2 acres of streamside riparian forest
buffer including 3 years of maintenance to ensure the
success of young trees!



YOUR IMPACT

After 50 years of long-term committed action we're working to make an even bigger impact by **engaging new communities**, **planting more trees**, and **reducing greenhouse gas emissions**.

Your sponsorship dollars will go directly towards supporting the Alliance's work in Forests, Agriculture, Green Infrastructure, and Stewardship & Engagement.

It's supporters like you that empower us to improve the lands and waters of the Chesapeake Bay as we look forward to the next 50 years.

SPONSORSHIP LEVELS + BENEFITS

Sponsorship packages are listed below. Additional and/or customized benefits can be discussed between sponsors and their Alliance contact.

GREAT BLUE HERON - \$10,000+

- Enhanced logo placement in virtual film program, website, marketing emails, program booklet
- Two social media posts on main Alliance channels; or one social media post plus one shared Facebook/Instagram boosted post (created on the Alliance's channels with the sponsor tagged in the post)
- Employee engagement and team building day - stream clean up, tree planting, or virtual lunch and learn event, etc.
- 8 complimentary tickets to the virtual Wild & Scenic Film Festival

OSPREY - \$5,000

- Logo placement in film program, website, marketing emails, program booklet
- One social media post on main Alliance channels; or one shared Facebook/Instagram boosted post (created on the Alliance's channels with the sponsor tagged in the post)
- 6 complimentary tickets to the virtual Wild & Scenic Film Festival

BROOK TROUT - \$3,000

- Logo placement in virtual film program, website, program booklet
- One social media post on main Alliance channels
- 4 complimentary tickets to the virtual Wild & Scenic Film Festival

HELLBENDER - \$1,500

- Logo placement in virtual film program, website, program booklet
- Shared sponsor thank-you social media post
- 3 complimentary tickets to the virtual Wild & Scenic Film Festival

BLUE CRAB - \$500

- Name placement in film program, website, program booklet
- 2 complimentary tickets to the virtual Wild & Scenic Film Festival

All sponsors will receive a social media toolkit and promotional content to share with your followers and internally with employees.

ABOUT THE ALLIANCE

The Alliance for the Chesapeake Bay (the Alliance) is a regional nonprofit organization whose mission is to bring together communities, companies, and conservationists to improve our lands and waters.

The Alliance implements local programs that work to connect people to their local rivers and streams and become directly involved in local restoration efforts. The Alliance was founded in 1971 and has offices in Annapolis, MD, Lancaster, PA, Washington, D.C., and Richmond, VA.



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