JCC Mizel Arts and Culture Center Presents

2022 Festival
Sponsorship Packet

Reel Abilities
Film Festival

Denver

In-Person: August 24-27
Virtual: August 24-31

Bringing Community Together Through the Power of Film and Cultural Events
The JCC Mizel Arts and Culture Center illuminates the human experience through creative and cultural programs in the performing, visual, and literary arts for the Jewish community and the community at large.

Our annual events include exhibitions, concerts, films, author appearances, theatrical performances, and literary and film festivals.

**About the 2022 - 2023 Festival Season**

The JCC Mizel Arts and Culture Center is back, and with it a season filled with something for everyone. In-person events, hybrid offerings, and virtual appearances reflect the lessons we've learned through the pandemic and allow us to expand our audience and our visibility while providing our usual excellent programs.
FESTIVAL FEATURE
AUGUST 2022

ReelAbilities Film Festival presents diverse and thought-provoking cinematic content by, for, and about people with various disabilities, bringing communities together with post-screening discussions, panels, and supplemental engagement opportunities.

- We aim for all ReelAbilities materials to meet WCAG-AA standards, to be accessible for folks using screen readers and other assistive technologies
  - Accessibility of film content
  - Films with have Open Captioning and Audio Description (if available)

- All spoken word content (introductions, Q&As, panels, etc.) will have live ASL interpretation
COMMUNITY PARTNERSHIPS

We are committed to engaging Community Partners for all of our festival programming. These partnerships strengthen content, deepen community engagement, and enhance our demographic reach, all while supporting the missions and values of the Mizel Arts and Culture Center.

• Community Partners are encouraged to help promote co-branded events via email, websites and social media marketing, in addition to print marketing when available. Coordinated campaign strategies allow consistent marketing leading up to and imminently preceding an event.
• Community Partners engage in cross-promotional marketing to elevate JCC programs and Partner programs.
• Community Partners engage in program collaborations to enhance film screenings and activate stimulating dialog and experiences for patrons.

The Benefits
• Name or logo recognition on website, brochure and ticket sale platform
• Name or logo recognition on promotional pre-roll
• Community Partners are invited to host or contribute to a resource table throughout ReelAbilities Denver Film Festival
• Access to two tickets to Opening Night Reception of Film Festival
• Complimentary tickets for core attendees; discounted tickets for Partner networks or Members

BECOME A PARTNER
Secure your sponsorship today by contacting our Development Office at development@jccdenver.org or 303.316.6312.
Thank you for collaborating with the Mizel Arts and Culture Center and ReelAbilities Denver. Your support encourages the dissemination and activation of inclusion. By elevating diverse voices through arts and culture programming, and supporting the work and passions of those in the disability community, its advocates and allies, we are working towards dismantling stigma associated with disabilities. In learning from and alongside our Community and Partners, we strive to bring informed and cutting-edge artistry to the forefront of our programming.

**2022 ReelAbilities Festival Lineup Overview**

- Eight – Ten screenings of films that speak directly to specific disability communities, co-presented by Community Partners, with supplemental content to further engage these identified communities (panel, Q&A, workshops)

- Sponsor support will be essential in developing accessible resources, including ASL at Live Events, Open Captioning of Pre-Recorded/Film Content, Audio Description Files, Hardware/Software for Virtual Accessibility

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### SPONSORSHIP BENEFITS

## INDIVIDUAL & ORGANIZATIONAL

<table>
<thead>
<tr>
<th></th>
<th>$10,000</th>
<th>$6,000</th>
<th>$3,000</th>
<th>$1,500</th>
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<tbody>
<tr>
<td></td>
<td>Executive Producer</td>
<td>Director</td>
<td>Screenwriter</td>
<td>Cinematographer</td>
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<td><strong>EVENT OPPORTUNITIES</strong></td>
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<tr>
<td>Host Resource Table at Festival (if applicable)</td>
<td>✓</td>
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<tr>
<td>Pre-Sale Ticket Access</td>
<td>✓</td>
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<tr>
<td>Free Film/ Event Tickets OR all access pass (for qualifying levels)</td>
<td>Fourteen tickets -OR- Two passes</td>
<td>Ten tickets -OR- Two passes</td>
<td>Eight tickets</td>
<td>Six tickets</td>
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<td>Verbal Recognition at event</td>
<td>✓</td>
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<td>Opportunity to introduce Film/ Event</td>
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<td>Dedicated pre-roll slide in-person*</td>
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<td>Tickets Opening Night Reception</td>
<td>Six</td>
<td>Six</td>
<td>Four</td>
<td>Two</td>
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<td><strong>MARKETING OPPORTUNITIES</strong></td>
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<tr>
<td>Logo/Name on Film Festival Home Page*</td>
<td>✓</td>
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<tr>
<td>Sponsor general funds of the festival OR individual festival film</td>
<td>✓</td>
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<tr>
<td>Logo/Name in Print Brochure*</td>
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<tr>
<td>Logo/Name on Event WebPage</td>
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<td>Logo/Name on Targeted emails (organizational sponsors only)</td>
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<td>Dedicated Facebook Posts (organizational sponsors only)</td>
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<td>Ad in Print Brochure*</td>
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<td>Logo/Name on Outdoor Digital Billboard</td>
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*Deadlines apply per event.

### Pre-roll specs:
- Deadline: August 8
- File Type: .mov, .mp4
- Time: :30 seconds

### Logo specs:
- Deadline: June 17
- File Type: High resolution PDF or EPS files only

### Ad specs:
- Deadline: June 17
- File Type: .jpg, .png, PDF
- URL: your website address

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**BECOME A SPONSOR**

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As a registered 501(c)(3) non-profit organization under the regulations of the Internal Revenue Service, all contributions to this organization are tax-deductible to the extent provided by law.
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