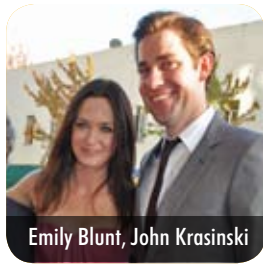




Tim Robbins



Alfre Woodard



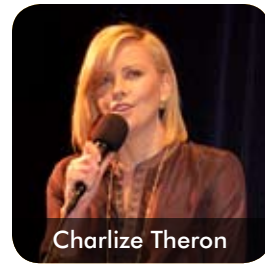
Emily Blunt, John Krasinski



Annette Bening



Josh Brolin



Charlize Theron



Jason Schwartzman, Claire Danes



Emile Hirsch, Sean Penn

SPONSORSHIP AT THE MILL VALLEY FILM FESTIVAL

CALIFORNIA FILM INSTITUTE
CHRISTOPHER B. SMITH RAFAEL FILM CENTER
CFI EDUCATION



Allen Coulter, Adrien Brody



David Lynch



Helen Mirren



Ang Lee



Dakota Fanning



Forest Whitaker



Jason Reitman



Edward Norton



Uma Thurman



John Logan, Leonardo DiCaprio



Clive Owen



Woody Harrelson



James McAvoy, Joe Wright

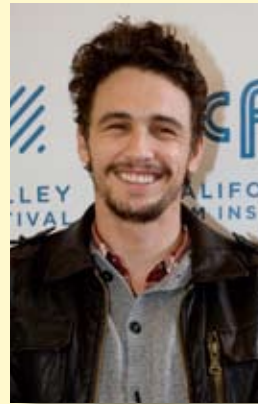


Ben Affleck



Mill Valley Film Festival

Set in one of the world's most desirable locations, and the nation's most affluent regions, the prestigious Mill Valley Film Festival is an eleven-day celebration of the finest international films, tributes and galas.



A hot stop on the Oscar circuit, the Mill Valley Film Festival attracts the most talented and celebrated industry elite.

USA TODAY MAGAZINE calls the Mill Valley Film Festival, *“one of the industry’s heavy hitters, drawing big names, big crowds and big movies during its two week run.”*

RECENTLY SEEN AT THE MILL VALLEY FILM FESTIVAL

James
Franco

Woody
Harrelson

Clive
Owen

Annette
Bening

Uma
Thurman

Edward
Norton

Emily
Blunt

John
Woo

Jason
Reitman



Connect with an Influential Audience

The Marin county demographic is one of the MOST sought after markets in the U.S., with the largest per capita income and one of the highest retail spending in the nation.

- **160,000** year round attendance
- **40,000** Mill Valley Film Festival attendance
- **120,000** Smith Rafael Film Center annual attendance
- **75%** of audience is between the ages of 35-64
- **78%** of festival audience is Marin County based
- **85%** of audience is college educated
- **\$1.1 MM** average Marin home value
- **\$275,000+** Marin median income
- **19** national markets reached through film distribution

70% of 1,245 respondents said
they would be more likely to support
businesses that sponsor CFI
~ Recent Survey



VIP Access

Enjoy the rich and personalized film industry entertainment packages and VIP access for your clients, partners and staff.



Achieve Immersive Brand Experiences

Showcase your brand through product placement, brand immersion and on-site activation.

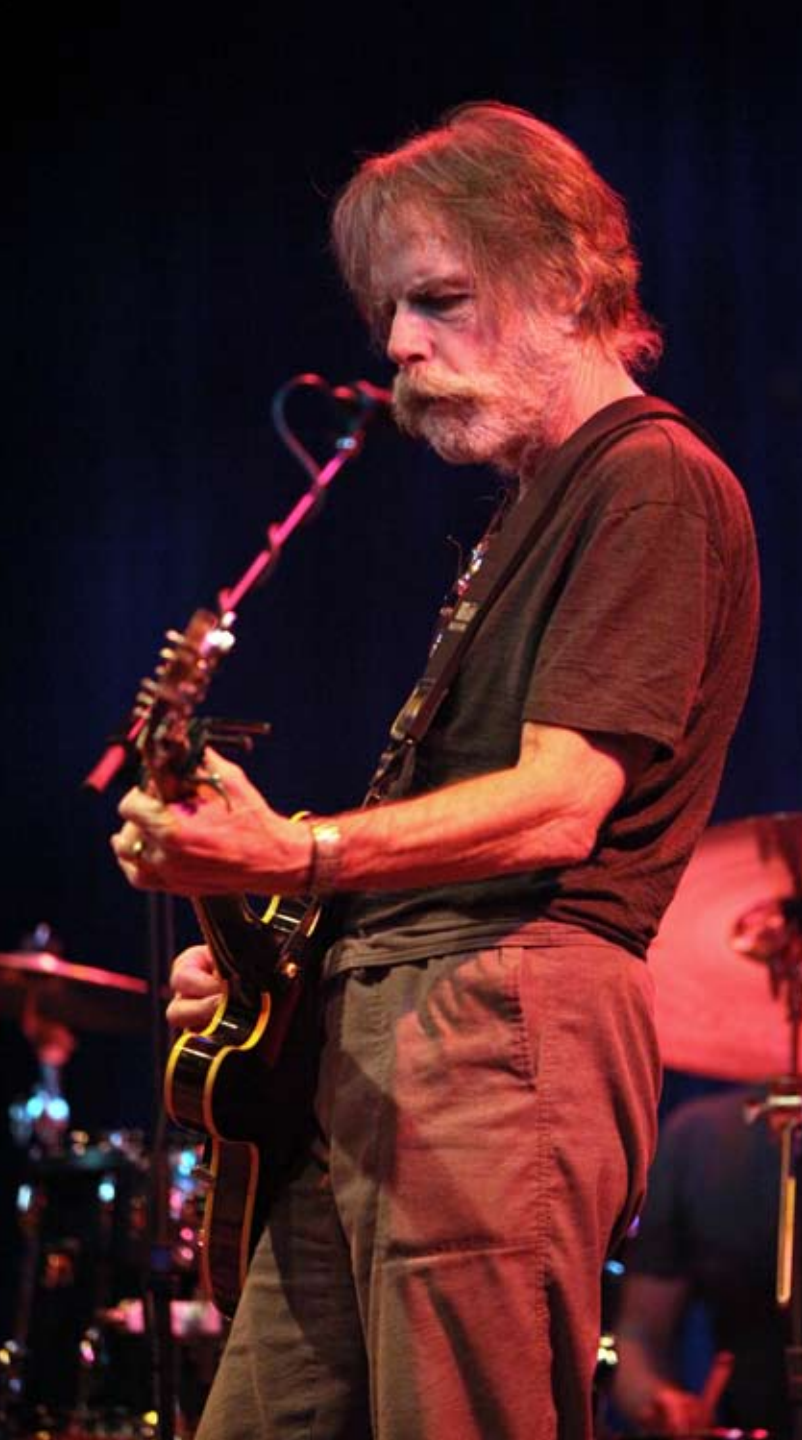




Receive High Value Promotion

Extensive and tailored high-value promotion in Festival collateral

- **12,000** tickets printed
- **40,000** recognition board impressions
- **60,000** programs distributed
- **105,000** e-blast impressions
- **32,000** trailer impressions
- **2,000,000** website hits
- **2,000,000** magazine impressions
- **90,000+** calendars printed



Customize Your Sponsorship

Sponsors can choose from a number of initiatives suited to their social, environmental, educational and community goals.

FILM & MUSIC:
Film programs that center around music and incorporate live performances.



The Children's FilmFest:
A series of international cinematic experiences for young film-goers and their parents.



Customize Your Sponsorship

THE CFI GREEN INITIATIVE: A multi-year initiative aimed at educating audiences and significantly reducing carbon footprint.



ACTIVE CINEMA: A program committed to showcasing films with socially relevant subject matter while inspiring grassroots change.





Continued year-round exposure...

One of the few nonprofit theaters in the United States, the Christopher B. Smith Rafael Film Center offers twelve months of internationally acclaimed screenings in a state-of-the-art, three-screen, Art Deco cinema.

The Smith Rafael Film Center serves over 120,000 patrons year-round. The Smith Rafael has received such recent notable guests as Helen Mirren, Leonardo DiCaprio, Marion Coutillard, Baz Lurhmann, Matthew Broderick and Charlize Theron.

RECENTLY SEEN AT THE SMITH RAFAEL FILM CENTER

Amy **Adams** Lars Ulrich Kathryn **Bigelow**
Peter **Weir** Sean **Penn** Francis Ford **Coppola**






CFI Education

Using film as a personalized educational tool, CFI Education programs reach across social and economic boundaries to support teachers and encourage youth toward critical thinking, media literacy and a sophisticated worldview.

CFI Education provides free programs to over 6,500 children and teachers each year from schools throughout the Bay Area's rich and diverse communities.





Receive a Customized Proposal

Sponsorships range
from \$10,000 to \$250,000.

In the spirit of a true partnership, we
work closely with companies to create
individually tailored and targeted
sponsorship packages.

FOR A DETAILED PROPOSAL, CONTACT:

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CORPORATE DEVELOPMENT MANAGER
Office: 415.526.5840
Cell: 415.336.3344
dlouie@cafilm.org