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Dear AVFS Supporter,

February 22, 2021

We hope this note finds you well as we continue to navigate this challenging time. **We love our local businesses!**

It's almost time for the **7th Annual Alexander Valley Film Festival (AVFF)** which will take place **April 23-May 2, 2021**. Yep, we're moving out of fire season to spring, and we would love your continued support.

While we were sheltering, we had some meaningful conversations about the hows and whys AVFS exists for the Northern Sonoma County community. We made some decisions that will guide our progress forward in service to our community:

- We will continue to connect our community through film with a renewed commitment to **diversified programming**. Our first springtime festival - April 23-May 2, 2021 - will reflect stories from and about people from varying backgrounds and life experiences. We'll be mostly virtual once more, and we have taken steps to address the needs of blind and deaf patrons with assistive technologies.
- Since 2015, we've worked to **make access to film and media literacy more equitable for students in public schools**. Our new [AV Cart program](#) is in digital classrooms across the county as we speak. Students watch a free film outside of class and then meet with a subject-area expert during one or more virtual class sessions. This month, we paired INSIDE OUT with a visit from an EMDR therapist!
- Our Diversity/Equity/Belonging/Access Committee meets regularly. The Board of Directors resolved to use our **Equity Statement to drive our decisions in every area of who we are and what we do**. [You can read the full statement here](#).

We will invite, listen, and program with community partners to **create a film society where we all belong**.

If this resonates with you, please see the attached for all of our Festival Sponsorship opportunities!

Thank you for your amazing support.

Warm regards,

Kathryn Hecht  
*Executive Director*

Claire O'Neill  
*Board Chair*



## 7<sup>th</sup> Annual Alexander Valley Film Festival

April 23-May 2, 2021 ~ VIRTUALLY with live events from Petaluma to Cloverdale

Film Festival sponsors enjoy extensive benefits in exposure and brand recognition. Here are some numbers to consider:

- **15,000+** people visit our website over the course of the year
- **25,000+** customers receive direct marketing messaging from us each week via our newsletter, Facebook and Twitter (this is our reach plus this year's collaboration with Film Fest Petaluma)
- **100,000+** local customers reached through **online paid advertising**

A donation from you will not only make AVFF 2021 a special event for local residents, but you will also help us prepare for the world beyond COVID.

Please feel free to reach out with any questions to Executive Director Kathryn Hecht at [kathryn.hecht@avfilmsociety.org](mailto:kathryn.hecht@avfilmsociety.org) or at 707.893.7150.

Many thanks for your consideration!

### AVFF 2021 Corporate Sponsor Packages

#### **Friend - \$250**

- Logo/name on our website for a year

#### **Lead - \$500**

- One (1) All-Access pass
- Logo/name in slideshow for 2021 drive-ins
- Logo/name on our website for a year

#### **Partner - \$1,000**

- Two (2) All-Access passes
- Sponsorship recognition at panel or Q&A
- Screen ad in slideshow for 2021 drive-ins
- Logo/name on our website for a year

#### **Supporter - \$2,500**

- Two (2) All-Access passes
- 30-second spot for 2021 drive-ins
- Sponsorship recognition at panels/Q&As
- Screen ad in slideshow for 2021 drive-ins
- Logo/name on our website for a year

#### **Patron - \$5,000**

- Four (4) All-Access passes
- Logo on patron portal for all films
- 30-second spot for 2021 drive-ins
- Sponsorship recognition at panels/Q&As
- Screen ad in slideshow for 2021 drive-ins
- Logo/name on our website for a year



# 7<sup>th</sup> Annual Alexander Valley Film Festival

[CLICK HERE TO MAKE A GIFT ONLINE](#)

**Or fill out and return the form below**

Individual/Organization: \_\_\_\_\_  
(Please print name exactly as you would like it to be)

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

**CHOOSE LEVEL OF SPONSORSHIP**

- Friend \$250
- Lead \$500
- Partner \$1,000
- Supporter \$2,500
- Patron \$5,000

I do not wish to sponsor, but please accept this charitable donation of \$ \_\_\_\_  
TOTAL \$\_\_\_\_\_

Visa    MC    AMEX    Check on its way (made payable to Alexander Valley Film Society)

Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CCV: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

To ensure timely marketing recognition, please send your sponsor form and payment to the address below or scan and email to [sponsorship@avfilmsociety.org](mailto:sponsorship@avfilmsociety.org) no later than March 26, 2021.

Through the transformative power of film, the Alexander Valley Film Society (AVFS) brings global perspectives into our community, builds partnerships to broaden our impact, and educates, empowers and engages students of all ages. The Alexander Valley Film Society federal tax ID number is 47-2085577.