



Campaign 20/20 Donor Levels & Benefits

Donation Type	Financial Level	Recognition
Legacy Founder	(≥ \$75,000 in 2020)	<ul style="list-style-type: none"> • Permanent Digital Slide before all screenings on first card with other Legacy Founders in order of donation size • Permanent Recognition as Legacy Founder on web page with other Legacy Founders in order of donation size (with link to corporate or personal info) • Permanent recognition in every programme on Legacy Founder page in order of donation size • Option to receive an award for philanthropy or support of the arts at the awards ceremony • Verbal thanks by MC, ED, or Managing Director at every: opening night screening, closing night screening, and awards celebration • Verbiage to use in the above recognition where possible thanked for “Launching the festival for next 20 years” • Option to join an annual Legacy dinner with the WFF special guests in attendance • Annual VIP Cocktail reception where Legacy Founders and subsequent Legacy Patrons welcome new Legacy Patrons to the fold – with special WFF guests in attendance if applicable • Tax receipt for full donation amount • 2 X Insider Pass for life if 75K or above in 2020
Legacy Patron	(≥ \$75,000 after 2020)	<ul style="list-style-type: none"> • Permanent Digital Slide before all screenings on 2nd card with other Legacy Patrons in order of donation size • Permanent Recognition as Legacy Patron on web page (below or after Legacy Founder page) with other Legacy Patrons in order of donation size (with link to corporate or personal info) • Permanent Recognition in every programme on Legacy Patron page in order of donation size • Option to receive an award for philanthropy or support of the arts at the awards ceremony • Verbal thanks by MC, ED, or Managing Director at every: opening night screening, closing night screening, and awards celebration subsequent to the donation

		<ul style="list-style-type: none"> • Option to join an annual Legacy dinner with the WFF special guests in attendance • Annual VIP Cocktail reception where Legacy Founders and subsequent Legacy Patrons welcome new Legacy Patrons to the fold – with special WFF guests in attendance if applicable • Tax receipt for full donation amount • 2 X Insider Pass for 10 years from donation
Patron	≤ \$74,000 – \$51,000	<ul style="list-style-type: none"> • Permanent Digital Slide before all screenings on 3rd card with other Patrons in order of donation size • Permanent Recognition as Patron on web page (below or after Legacy Patron page) with other annual Patrons in order of donation size (with link to corporate or personal info) • Permanent Recognition in every programme on Patron page in order of donation size • Verbal thanks by MC, ED, or Managing Director at the: opening night screening, closing night screening, and awards celebration <i>in the year of the donation</i> • Option to join a Legacy dinner with the WFF special guests in attendance <i>in the year of the donation</i> • Tax receipt for full donation amount • 2 X Ambassador Pass for 5 years from donation
Patron	\$50,000	<ul style="list-style-type: none"> • Digital Slide before all screenings on 3rd card with other Patrons in order of donation size <i>in the year of the donation</i> • Recognition as Patron on web page (below or after Legacy Patron page) with other Patrons in order of donation size (with link to corporate or personal info) <i>in the year of the donation</i> • Recognition in the programme on Patron page in order of donation size <i>in the year of the donation</i> • Verbal thanks by MC, ED, or Managing Director at the: opening night screening, closing night screening, and awards celebration <i>in the year of the donation</i> • Option to join a Legacy dinner with the WFF special guests in attendance <i>in the year of the donation</i> • Tax receipt for maximum allowable amount • 2X Ambassador Pass for 5 years from donation
Patron	\$25,000	<ul style="list-style-type: none"> • Digital Slide before all screenings on 3rd card with other Patrons in order of donation size <i>in the year of the donation</i> • Recognition as Patron on web page (below or after Legacy Patron page) with other Patrons in order of donation size (link to corp or personal info) <i>in the year of the donation</i> • Recognition in the programme on Patron page in order of donation size <i>in the year of the donation</i> • Verbal thanks by MC, ED, or Managing Director- at the: opening night screening, closing night screening, and awards celebration <i>in the year of the donation</i> • Option to join a Legacy dinner with the WFF special guests in attendance • Tax receipt for maximum allowable amount • 2X Ambassador Pass for 5 years from donation

Patron	\$10,000	<ul style="list-style-type: none"> • Digital Slide before all screenings on 3rd card with other Patrons in order of donation size <i>in the year of the donation</i> • Recognition as Patron on web page (below or after Legacy Patron page) with other Patrons in order of donation size (link to corp or personal info) <i>in the year of the donation</i> • Recognition in the programme on Patron page in order of donation size <i>in the year of the donation</i> • Option to join a Legacy dinner with the WFF special guests in attendance • Tax receipt for maximum allowable amount • 2X Ambassador Pass for 5 years from donation
Patron	\$5,000	<ul style="list-style-type: none"> • Digital Slide before all screenings on 3rd card with other Patrons in order of donation size <i>in the year of the donation</i> • Recognition as Patron on web page (below or after Legacy Patron page) with other Patrons in order of donation size (link to corp or personal info) <i>in the year of the donation</i> • Recognition in the programme on Patron page in order of donation size <i>in the year of the donation</i> • Tax receipt for maximum allowable amount • 2X Ambassador Pass for 5 years from donation
Patron	\$2,500	<ul style="list-style-type: none"> • Digital Slide before all screenings on 3rd card with other Patrons in order of donation size <i>in the year of the donation</i> • Recognition as Patron on web page (below or after Legacy Patron page) with other Patrons in order of donation size (link to corp or personal info) <i>in the year of the donation</i> • Recognition in the programme on Patron page in order of donation size <i>in the year of the donation</i> • Tax receipt for maximum allowable amount • 2 Premium Passes for year of donation
Patron	\$1,000	<ul style="list-style-type: none"> • Digital Slide before all screenings on 3rd card with other Patrons in order of donation size <i>in the year of the donation</i> • Recognition as Patron on web page (below or after Legacy Patron page) with other Patrons in order of donation size (link to corp or personal info) <i>in the year of the donation</i> • Recognition in the programme on Patron page in order of donation size <i>in the year of the donation</i> • Tax receipt for maximum allowable amount • 2 x Opening and Closing Screening and Party tickets for year of donation
Patron	\$500	<ul style="list-style-type: none"> • Recognition in the programme on Patron page in order of donation size <i>in the year of the donation</i> • Tax receipt for maximum allowable amount • 6 x film tickets for year of donation
Patron	\$250	<ul style="list-style-type: none"> • Recognition in the programme on Patron page in order of donation size <i>in the year of the donation</i> • Tax receipt for maximum allowable amount • 2 x film tickets for year of donation



Standing for Story since 2001

Our Story:

Founded in 2001, the Whistler Film Festival Society (WFFS) is a charitable, non-profit organization incorporated under the British Columbia Society Act.

WFFS is dedicated to advancing the art and business of film by providing programs that focus on the discovery, development and promotion of talent culminating with a must attend festival for artists, the industry and audiences in Whistler each December.

WFFS fulfills its mission through producing:

- A highly respected and recognized 5-day international film festival (WFF) and 3-day industry summit that draw industry, audiences and global exposure for Canadian talent;
- Supplemental year-round film and event programming that enriches community life beyond the festival;
- Market-driven, domestic talent development and promotion programs with proven impact; and
- Film and talent programming that nurtures gender parity, inclusivity and diversity.

Our Programs:

Sundance, Telluride, Whistler: ski towns seem to attract film festivals. Renowned as 'Canada's coolest film festival', the Whistler Film Festival has been recognized as 'one of the Canadian film industry's liveliest gathering outside of TIFF', 'one of the top seven film festivals in the world to attend' and 'one of ten of the most amazing film festivals worth attending' in North America, and is one of Whistler's signature cultural events.

WFF is the only Canadian film festival with a prestigious *Variety* Partner Program, hosting the *Variety* 10 Screenwriters to Watch from 2011 to 2018, and is among the most competitive festivals on the continent for securing and screening award season contending films including *The Irishman*, *Roma*, *If Beale Street Could Talk* and *Mary Queen of Scots* among many others.

2020 marks the 20th year of operation for the Whistler Film Festival, with the festival taking place from December 2 to 6. WFF will draw over 13,000 film fans and filmmakers to North America's premiere mountain resort for five days to experience films from Canada and around the world and connect with the people who made them, and to honour artists of our time, complemented by epic events, innovative industry initiatives and talent development programs.

WFF's Content Summit connects filmmakers and dealmakers through interactive sessions, and directly connects to its slate of 10 talent programs designed to provide creative and business immersion experiences for over 50 Canadian artists, including screenwriters, producers, directors, actors and musicians, to advance their projects and craft leading up to and during the festival. WFF Talent Programs include the *Producers Lab*, *Screenwriters Lab*, *Indigenous Filmmaker Fellowship*, *Power Pitch*, *Doc Lab*, *Women in Focus Mentorship*, *Music Showcase* and *Stars to Watch*. WFF also collaborates with four industry organizations by hosting specific third party initiatives at WFF's

Summit including the *Women in the Director's Chair Industry Immersion* (since 2014), *Women in Film & Television Film Market Preparation Mentorship* (since 2012), and the *MPPIA Short Film Award Pitch* with the Motion Picture Production Industry Association and Creative BC (since 2007).

WFF 365 produces year round screening series and events including the *Adventure Film Series* and *Summer Cinema Series* in Whistler as well as fundraisers and industry engagements in Whistler and Vancouver.

Our Key Contribution Highlights:

WFF's impact to date has been significant for Whistler, British Columbia's entertainment industry and Canada's international reputation in this important art form. WFF's cultural strength, artistic calibre, industry value and impact are backed by key metrics and results.

Our Cultural Impact:

- **Since 2001**, WFF's programs and local cultural initiatives have served 162,000+ filmmakers and film fans, and established a community of 2,650+ filmmaker and industry alumni. Of the 1,464 films presented, hundreds launched at the Festival have gained critical recognition and acclaim, propelling Canadian content and our domestic talent worldwide. WFF has presented 160 awards and commissions valued at \$1.75+ million, and attracted and launched some of the top talent of our time.
- **Annually**, WFFS programs serve over 15,000 attendees, with the festival attracting over 12,600 attendees including 938 industry delegates, and 3,400 attendees through annual cultural activities.
- **To date**, WFFS has successfully delivered 81 dedicated talent programs for 452 Canadian artists with 326 projects, resulting in a **33% project progression conversion rate***: 42 completed projects (34 premiered at WFF), 11 in production and 56 in advanced development (*excludes 2019 results).
- Cumulatively, WFFS has organized **1,597+ 1:1 industry meetings** that have connected domestic creators with deal makers and mentors to advance their careers and projects.
- **In 2019**, WFFS presented 86 films (43 features/43 shorts) in 96 screenings with 214 filmmakers in attendance, 30 interactive Content Summit sessions with 60 industry guests, and 10 talent programs (7 original and 3 collaborations) with 26 faculty and 36 guests that supported 54 Canadian artists including 6 screenwriters, 31 directors, 13 producers and 4 actors to advance their projects and craft.
- Key topline festival results include:
 - 8 juried film competition sections with 15 awards and \$146,500 in prizes to be awarded (\$31,500 cash and \$115,000 in prizes) to support Canadian creators in their creative careers plus one \$41,000 pitch prize for producers (\$1,000 cash and \$41,000 production prize)
 - 71% films were Canadian (67% of the features (29 Features) 74% (32 shorts) of the shorts), more than another international Canadian film festival in that year
 - 25% of the films were from first time feature directors
 - 40% of films were directed or co-directed by women or non-binary individuals (30% of features and 48% of shorts)
 - 63% of Talent Program participants identified as women or non-binary and 66% were from BC
 - 257 scheduled Talent Program meetings and 297 scheduled industry Summit meetings between domestic creators and industry decision makers (broadcasters, distributors and financiers) were facilitated by WFFS to advance projects and careers.
 - WFF supported five female focused programs including its Women in Focus Series designed to address gender equity in media both on screen and behind the scenes.

Our Economic Impact:

- Over **\$21 million** has been invested in WFFS' affiliated programs to date, including \$12 million cash and \$9 million in contributed services and materials by cause-driven organizations and people. *This excludes 30,000 volunteer hours* generously donated by local festival supporters. This cumulative investment has generated proven cultural results with a significant economic ROI.
- In 2018, WFFS engaged Nordicity to conduct an economic impact assessment of our programs. Fiscal highlights attributed to WFFS' festival and talent programs on the provincial economy include:
 - **\$2.5 million GDP** impact and **43 jobs** as a result of the festival
 - **\$22.1 million GDP** impact and **350 jobs** created by the participants in the Talent Programs
 - **\$1.35 million** of incremental incomes earned by Talent Program participants (2014-2017)
 - **\$15.79 million** in incremental BC domestic production volume attributed to WFF's Talent Programs
 - **\$1.1 million** in incremental tourism spending during WFF's 5 day event.

Our Exposure:

- **To date**, WFFS has generated over **\$80 million worth of exposure** for Whistler, BC, Canada and domestic talent.
- **In 2019 alone**, WFFS' programs delivered **19.6 million marketing impressions** (17.5 million advertising and 2.1 million social/online) **valued at over \$335,327**, and the festival garnered a total of **413 pieces of press coverage, 2.41 million estimated coverage views from an online readership of 1.09 billion, and 29,300 social shares.**
- WFF was recognized as **'one of seven film festivals worth travelling to'** by Travel & Style and in 2018, USA Today named WFF as **'one of North America's top destination film festivals'**.
- WFFS' Founder and Executive Director Shauna Hardy Mishaw was recognized as **Canada's representative in Variety's 2019 International Women's Impact Report** that recognized 50 women from around the world for making an impact in showbiz (March 5 Edition).