



# ILLUMINATE

The World's Premiere Film Festival for Conscious Cinema

**Coming to SANTA BARBARA, California in 2024**

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**IN PERSON: April 5-7 • VIRTUAL: April 8-14**

# OUR MISSION

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- To **elevate consciousness** and inspire lasting personal, community and planetary transformation through cinema.
- To **pioneer the growth** of the emerging conscious film movement by supporting an upleveling of craft, quality and quantity of evolutionary media.
- To **lift up the next generations** of transformational filmmakers with mentoring and professional development through our Filmmaker Accelerator program.



# ABOUT US

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- Founded in Sedona in 2014, moving to Santa Barbara in 2024.
- Expanding our reach in response to the increasing interest in health, sustainability and spiritual content.
- Showcasing top tier films in the genre of transformational entertainment.
- Welcoming over 10,000 attendees in-person, at virtual screenings or on-demand each year.
- We are a 501(c)(3) sponsored organization.





# FILMS THAT LIGHT THE WAY

ILLUMINATE premiered films have gone on to achieve significant impact.

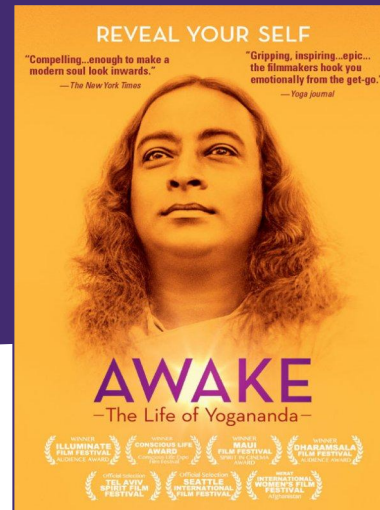
## HEALTH & WELLNESS



### HEAL

Reached #1 in iTunes documentaries, exposing millions to natural healing techniques

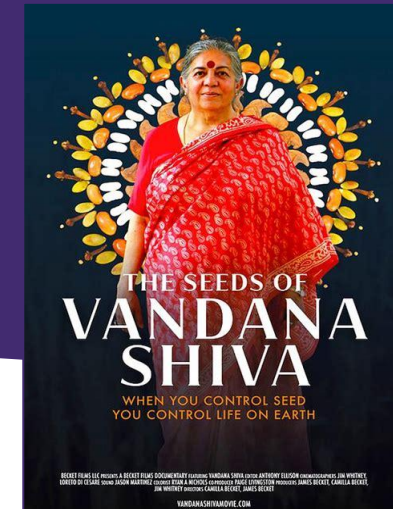
## SPIRIT & SOUL



### AWAKE: THE LIFE OF YOGANANDA

Reached \$1 million in box office sales in theatrical release and theatrical on demand release

## ENVIRONMENT & SOCIAL ACTION



### THE SEEDS OF VANDANA SHIVA

Won "Audience Favorite" and elevated a pioneering woman in the organic food movement

# 2024 FESTIVAL

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## IN PERSON SANTA BARBARA (April 5-7)

- Three days of **cutting-edge films**, filmmaker Q&As, workshops, world-class panels and parties at the **600-seat Lobero Theater** and adjacent venues.
- A weekend of red-carpet premieres, **partner-hosted festival celebrations**, featuring music, immersive experiences and holistic events.

## VIRTUAL (April 8-14)

- Seven days of **global virtual film screenings**, interviews, panels and gatherings.



# NEW FOR 2024

- **IllumiNATURE**, a new programming track featuring local and global films about Indigenous wisdom, the intelligence of nature, and regenerative agriculture.
- A coalition of **Indigenous Media Makers** on our IllumiNATURE advisory board and festival jury.
- The **ILLUMINATE Actor-Activist Award**, a sponsored award for a socially and environmentally engaged performer to present to an activist-hero of his or her choosing.
- Partnerships with local sustainability organizations to host a **single-use plastic free film festival**.



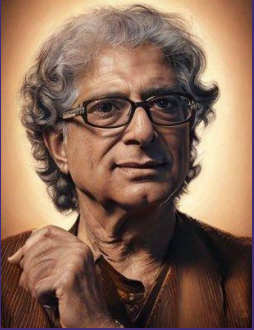
We Are Guardians, co-directed by Indigenous filmmaker Edivan Guajajara kicked off our virtual ILLUMINature initiative





# PAST PRESENTERS & HONOREES

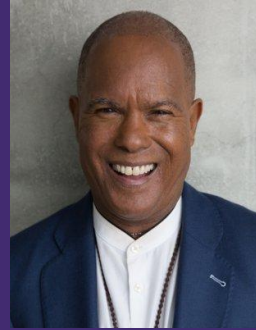
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Deepak  
Chopra



Marianne  
Williamson



Michael  
Beckwith



Joe  
Dispenza



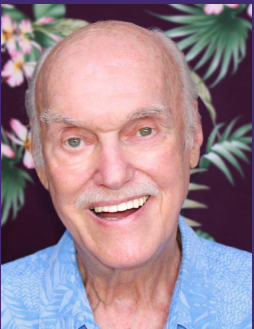
Lynne  
McTaggart



Vandana  
Shiva



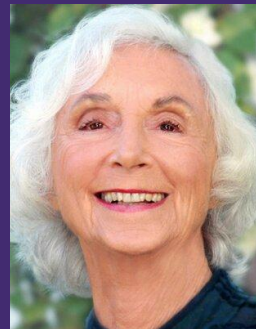
Gregg  
Braden



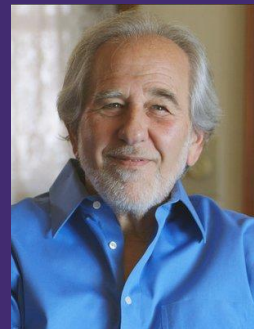
Ram  
Dass



Marrci  
Shimoff



Barbara  
Marx  
Hubbard



Bruce  
Lipton



Lisa  
Nichols



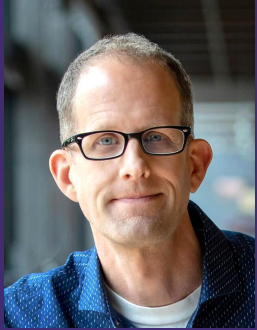
Bob  
Proctor



Lynne  
Twist

# PAST FILM INDUSTRY ILLUMINARIES

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Pete Docter  
*CCO, Pixar*



Gillian Anderson  
*Actor*



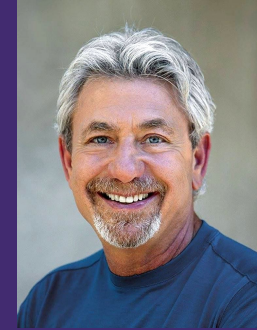
Christopher Vogler  
*Author/  
Screenwriter*



Regina Scully  
*The Artemis Foundation*



Geralyn Dreyfous  
*Impact Partners*



Louie Schwartzberg  
*Filmmaker*



Chaz Ebert  
*Publisher*

**Other notable Illuminaries include:** Richard Lorber, Simon Kilmurry, Richard Abramowitz, Scott Glosserman, Peter Broderick, Pedram Shoji, Corinne Bourdeau, Trina Wyatt, Sarah Mosses, Jeffrey Winter, Barnet Bain, John Raatz, Carla Gardini, Kirt Eftekhari, Mario Van Peebles, Norman Seef, Stephen Simon



# OUR AUDIENCE

## Demographics

**11%** are 25-44  
**46%** are 45-64  
**42%** are aged 65+

**75%** are female

**70%** live in US  
**14%** in Europe or Australia  
**12%** in Canada or Mexico  
**3%** in South America or Asia

**28%** of households  
make more than  
\$100K/year



**83%** have college degrees  
**43%** have masters degrees  
**10%** have doctorates

**84%** prefer organic food  
**33%** vegetarian, **29%** vegan

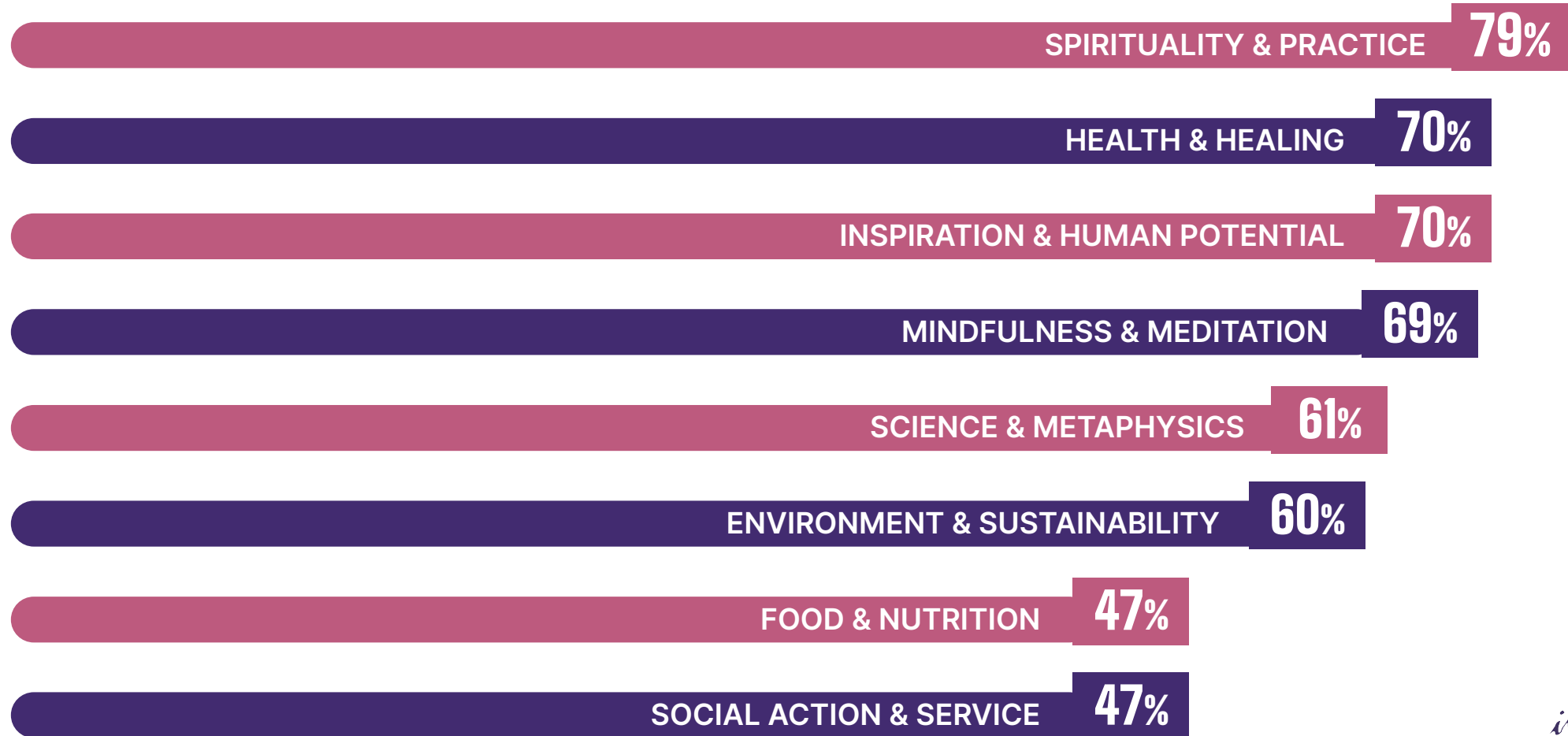
**61%** own a home  
**32%** rent a home

**19%** have 2 or more  
children living  
at home

# OUR AUDIENCE

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## Interests



# OUR AUDIENCE

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In the next 18 months our audience will...

ATTEND A HEALTH/WELLNESS  
OR SPIRITUAL RETREAT

51%

USE A HEALTH-BASED APP

32%

BUY ENERGY-EFFICIENT  
PRODUCTS

39%

BUY OR SELL A HOME

16%

PURCHASE A CAR

10%



93%

TRAVEL

75%

ENGAGE IN MEDITATION,  
HIKING/NATURE & READING

68%

GET BODYWORK/  
MASSAGE THERAPY

74%

PURCHASE  
SUPPLEMENTS

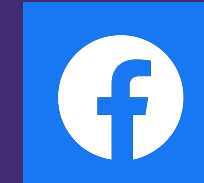
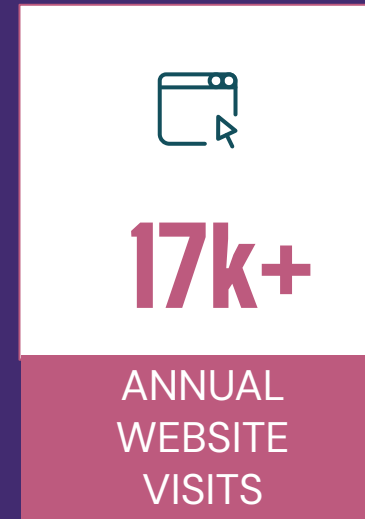
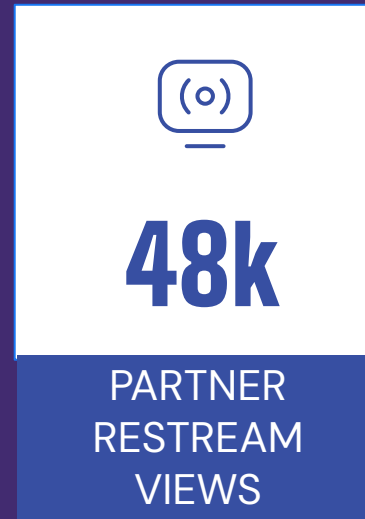
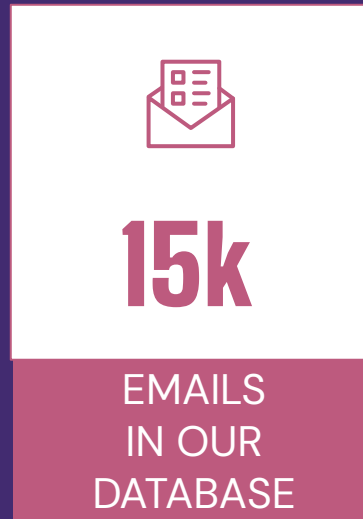
43%

TAKE ONLINE COURSES  
FOR WELLBEING



# OUR DIGITAL REACH

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**10k+**  
FACEBOOK  
FOLLOWERS



**2k+**  
INSTAGRAM FOLLOWERS

- **Open rate** on our emails is typically **36%** with an **8% click through rate**.
- **Our audience wants to hear from us**, and **know the companies we work with**.
- **60%** of our attendees **would change a purchase based on sponsorship** of this event.

# OUR MEDIA PRESENCE

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2,000,000+ impressions across television, radio, web and print.



“ILLUMINATE is a top 24 festival to revitalize your soul.” - *Huffington Post*



# WHAT PEOPLE ARE SAYING ABOUT US

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“Amidst the explosion of self-transformation technologies, ILLUMINATE aptly introduces the moving image as a compelling tool for empowered living.”

- Martha Beck, *The Oprah Magazine*

“The stories conveyed in ILLUMINATE’s line-up of films have the power to foster a revolution of the heart and a higher image of human potential.”

- Sandra De Castro Buffington, Founder and President of StoryAction

“I have attended numerous film festivals, and can honestly say this is the best organized and most soulful festival I have ever been a part of. Everyone from the staff and volunteers to the panelists, filmmakers, attendees and people in the community are fully committed to its success.”

- Kevin May, Executive Producer, Hi-Fly'n Productions





Are you ready to connect with passionate seekers of personal & planetary wellbeing from around the world?



# SPONSORSHIP TIERS

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<p>PRESENTING SPONSOR</p> <p><b>\$75,000</b></p>	<p>FESTIVAL SPONSOR</p> <p><b>\$50,000</b></p>	<p>PREMIERE SPONSOR</p> <p><b>\$25,000</b></p>
<p>PRINCIPAL SPONSOR</p> <p><b>\$10,000</b></p>	<p>CONTRIBUTING SPONSOR</p> <p><b>\$6,500</b></p>	<p>SUPPORTING SPONSOR</p> <p><b>IN KIND DONATION</b></p>

# SPONSORSHIP

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For all tiers of sponsorship, we offer you and your brand these ways to be seen:



Logo on Promotional Event Poster (digital and printed, multiple)



Logo in E-newsletter blasts (multiple)



Logo on printed and/or downloadable Festival Guide (multiple)



Logo/link on ILLUMINATE Website - Sponsor page (multiple/grid)



Logo on ILLUMINATE Website - Rotating Highlight Sponsor



Logo on Signage at Venues / Events (multiple/grid)



Sponsor Material displayed on promo tables in VIP Lounge



Pre-Show Slides (still images) ads, and logo only for in kind

**WHAT ARE WE MISSING?  
THAT'S FOR YOU TO DECIDE...**



# UNIQUE SPONSORSHIP OPPORTUNITIES



**ALL ACCESS PASSHOLDER PARTY**



**INDUSTRY RECEPTION**



**OPENING or CLOSING NIGHT SCREENING**



**NAMED AWARD**



**ANOTHER CREATIVE ENGAGEMENT**

SPONSORSHIP TIERS	PRESENTING SPONSOR	FESTIVAL SPONSOR	PREMIERE SPONSOR	PRINCIPAL SPONSOR	CONTRIBUTING SPONSOR	SUPPORTING SPONSOR
Limited to:	1	2	6	8	10	15
TIER	\$75,000	\$50,000	\$25,000	\$10,000	\$6,500	In Kind Donation
Oasis Lounge branding (All Access & Industry Lobero Hub)	✓					
Company Name on signage outside all venues	✓					
“Presented by” language on select Festival materials	✓	✓				
Logo on MainStage signage (single)	✓	✓				
Sponsor Banner signage (single) and at Registration	✓	✓				
Pre-Show Commercial 15 seconds, festival, & 10 secs Yr-round	✓	✓				
Video on Website (1)	✓	✓				
Main stage presentation (upon request content approved))	✓	✓				
Opportunity to speak at start of event	✓	✓	✓			
Opportunity to introduce speaker (or play video message)	✓	✓	✓			
Banner Ad in Virtual Screening Room (footer, year round)	✓	✓				
Digital Ad on film screening page (year round)	✓	✓				

	PRESENTING SPONSOR	FESTIVAL SPONSOR	PREMIERE SPONSOR	PRINCIPAL SPONSOR	CONTRIBUTING SPONSOR	SUPPORTING SPONSOR
Acknowledged at Fall Gala Fundraiser	✓	✓	✓			
Presenting rights for single Screening/Activation/Section/VIP Event Add-on	✓	✓	✓			
"From Our Sponsors" Premiere Digital Promo Opportunity	✓	✓	✓			
Logo on select media Print Advertisements (multiple) and Event Poster	✓	✓	✓			
Logo/link on ILLUMINATE Website - Major Sponsor section	✓	✓	✓			
"From Our Sponsors" Premiere Digital Promo Opportunity	✓	✓	✓			
Lead or Email Capture Opportunity	✓	✓	✓			
Logo on Digital footer in virtual screening room (multiple, festival)	✓	✓	✓	✓		
Category Exclusivity	✓	✓	✓	✓		
One Dedicated Sponsor Eblast	✓	✓	✓	✓		
Digital Ad on film screening page (festival, limited spots)	3	3	2	1		
Corporate Profile on Website	✓	✓	✓	✓		
VIP Festival All-Access Pass (includes in-person & virtual)	4	4	3	2	2	Opening Night



	PRESENTING SPONSOR	FESTIVAL SPONSOR	PREMIERE SPONSOR	PRINCIPAL SPONSOR	CONTRIBUTING SPONSOR	SUPPORTING SPONSOR
All Access/Ticket Vouchers to Virtual Screening	12	12	10	8	6	4
Partner Spotlight in Newsletter Blast	✓	✓	✓	✓	✓	✓
Sponsor Press Releases	✓	✓	✓	✓	✓	✓
Video post on Social Media (Facebook & Instagram, LinkedIn)	✓	✓	✓	✓	✓	✓
Acknowledgement on SM (Facebook & Instagram & LinkedIn) 1 per week, 8 weeks before festival	✓	✓	✓	✓	✓	✓
Pre-Show Commercial 15 seconds, festival, & 10 seconds year round	✓	✓	✓	✓	✓	✓
Verbal Recognition at Screenings (from stage or in video)	✓	✓	✓	5 Screenings	5 Screenings	3 Screenings



# LET'S CONNECT!

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We're excited to hear about your goals and how we can help you achieve them!



**Jenny Hayden**

Head of Corporate Partnerships

E: [jenny@illuminatefilmfestival.com](mailto:jenny@illuminatefilmfestival.com) | P: (818) 642-0918





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