



SIDEWALK FUNDRAISER

Bad Movie Marathon Sponsorship Opportunities



The Bad Movie Marathon is Sidewalk's most beloved and delightfully offbeat annual fundraiser - a 'round-the-clock weekend of hilariously terrible films, audience participation, and cinematic chaos, all for a good cause.

This unique event draws a passionate crowd of film fans who love to celebrate the "so bad it's good" side of cinema while supporting Sidewalk's mission to champion independent film and filmmakers. Sponsorship offers fun, high-visibility opportunities to connect with an engaged, energetic audience and align your brand with one of Birmingham's most iconic and entertaining fundraising events.

ABOUT

This event takes place in late January inside the Sidewalk Film Center + Cinema

- 10+ Competitors
- 70+ Films
- Heavy Social Media Activity
- 24/7 Livestream Viewing

CONTACT

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ON-SITE BENEFITS

	PRESENTING SPONSOR	STARTING + FINISH LINE SPONSOR	SWAG BAG SPONSOR	AID STATION SPONSOR
Logo Placement on Event Wearables	★			
Art Card (Static Graphic) in Between Films of BMM Event	★			
Logo Recognition on Marathon "Finish Line" Photo Backdrop	★			
Logo Recognition on all Sidewalk Bad Movie Marathon Graphics	★	★	★	★
Logo on BMM Marketing Materials	★	★	★	★
30 second Commercial Spot in Between Films of BMM event	★			
Opportunity to Place Branded Materials in Swag Bag	★	★	★	★
Logo Recognition on Swag Bag	★		★	
Logo Recognition Starting Line/Finish Line Banner	★	★		
Logo Recognition at "Aid Station" (Runner's Snack Cart)	★			★
Advertisement in Monthly Cinema Program Guide (avg 1,000 distributed monthly)	★			
Logo Recognition on Monthly Cinema Postcard (avg 1,000 distributed monthly)	★			

MEDIA & ONLINE

Logo Recognition and Link on all Sidewalk BMM E-mail Newsletters	★	★	★	★
Recognition on all Social Media Posts Related to Sidewalk's BMM	★	★	★	★
Logo Recognition and Link on Sidewalk Bad Movie Marathon Site	★	★	★	★

Sidewalk Film Center + Cinema is a 501(c)(3) non-profit.