



PARTNERSHIP OPPORTUNITIES

2024



PRESENTED BY



ARC'TERYX

The VIMFF connects our global outdoor community with international filmmakers and speakers, so that we can inspire, entertain and bring mountain adventure to our viewers.

Our programming offers award winning films, presentations, workshops, unique events & more! February 2023 marked our 26th Anniversary and we celebrated with our outdoor community in many special ways.



[The VIMFF 2023 Trailer >>](#)

SUCCESSES & CHANGES IN 2022 AND 2023



GIVING BACK

VIMFF continues to directly support our cinematographers and film creators, with direct screening royalties, totaling \$16K+ this past festival season



FESTIVAL GROWTH

Our Fall Series, February Festival, & Summer Festival experienced a combined growth of 32% vs. the previous festival season, with 12.5K+ tickets sold across the three events



NON-PROFIT FUNDRAISING

We raised \$7K+ for our close non-profit partners: POW Canada, Colour the Trails, Mountain Mentors, & Indigenous Women Outdoors, to help continue to fund their visions



VIEWER FLEXIBILITY

In addition to our in person shows, our online platform enabled our audience to stream VIMFF content, supporting 2.3K+ additional ticket sales

COMMUNITY INITIATIVES IN 2022 AND 2023



New Voices Film Grant

VIMFF in partnership with Colour the Trails awarded two BIPOC filmmakers \$10K each towards their filmmaking dreams in 2023, with their films debuting this coming festival season.



Filmmaker Awards

VIMFF awarded 9 additional prizes across the festival season to highlight key successes and stories, with the prize purse exceeded \$7.5K+



Women's Climbing Program

Our climbing program has seen continued success in 2023, with 182 applications and 12 participants, equipping these individuals with direct access to climbing resources, guides, and detailed instruction



Photography Competition

Our annual photography competition brought in 76 creatives, with 300+ photos to be considered for our cash and hero image prizes, with the winner being used all across 2024 VIMFF assets.



FESTIVAL REACH IN 2022 AND 2023

12500+
tickets sold

In Person Shows
(10.5K+)

Online Shows
(2.3K+)

110 films
screened

Number of
In-Person Shows
(37)

Number of
Online Shows
(21)

4,881,000+
Minutes
Watched

Total Video
Views
(200K+)

Total Workshop
Views
(2.2K+)

3,613,000

Total Digital Ad
Reach

660,000

Website Visits

497,000

Total Organic
Social Reach



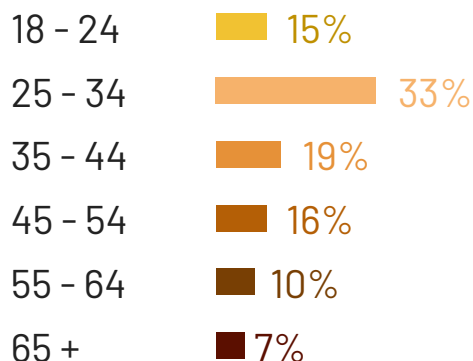
DEMOGRAPHICS IN 2022 AND 2023

GENDER



64%
are returning
viewers

AGE



36%
are new
viewers

Online Audience:

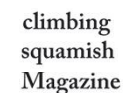
58%
Canada

22%
US

20%
Other (50 countries
reached)



MEDIA COVERAGE IN 2022 AND 2023



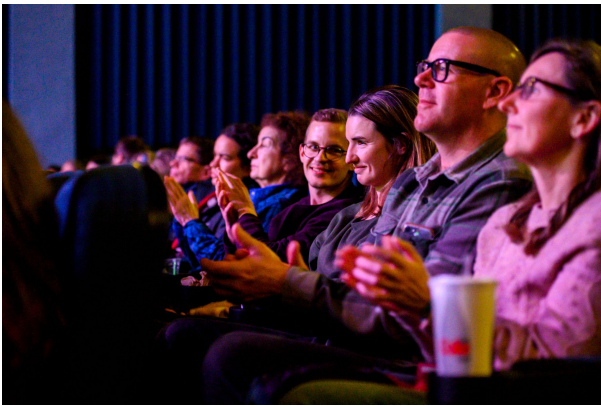


2024 VIMFF PROGRAMMING

In 2024, we plan to continue supporting our filmmakers through both in-person and online programming. This hybrid format allows us to connect with our viewers both virtually and locally during our **February Festival**, **Summer Festival** and **November Fall Series**. We are looking forward to another year of growth and mountain culture celebration!

Now, there are more ways than ever to engage with the VIMFF audience:

- Film program partner
- Photography competition
- Volunteer partner
- Giveback partner
- Grant partner
- In-person show partner
- Custom staff events
- Custom activations
- Workshop presenter
- Sampling opportunities
- Audience giveaways
- Digital marketing contests
- Let's get creative!





Let's get Creative!

Why settle for the ordinary? Let's work together to create something truly unique that is perfect for your brand and our audience.

We look forward to partnering with you in 2024!

