



ebertFEST

ROGER EBERT'S FILM FESTIVAL

2025

SPONSORSHIP OPPORTUNITIES



Be part of a beloved festival that has hosted such guests as Guillermo del Toro, Oliver Stone, Richard Linklater, Tilda Swinton, Andy Davis, Shailene Woodley, Ava DuVernay, Frank Oz, Jason Segel, Malcolm D. Lee, Brie Larsen, Nancy Allen, Virginia Madsen, and many more!

APRIL 23–26, 2025

The Virginia Theatre • Downtown Champaign, IL

ebertfest.com • [@ebertfest](https://twitter.com/ebertfest)



College of Media
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

"[Ebertfest] feels intimate. It feels personal. There is an excitement when Chaz stands up to introduce a film and it's like she's speaking to friends and family. I feel included, not just a face in the crowd.... I can't forget how I've gone from a secret stranger in the crowd to now having friends I'm privileged to know and see each year."

-Diane, from Northern California

75%

Attendees Shop At
Local Businesses

4.3/5

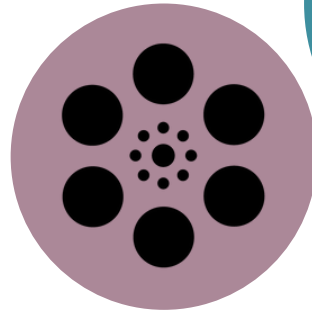
Overall
Satisfaction with
Ebertfest

2,500+

Local Jobs
Supported

\$7.5 M+
Economic Impact
Over 25 years

\$450,000+
Local Taxes
Generated



"One of the main reasons that I keep coming back for each new Ebertfest adventure is the connection to people who have become important to me over these years.... I often tell people: there's a unique gravitational pull to this festival; once you've been a part of it, you'll probably be back."

-Joe, from Chicago

"Through our relationship with the festival, sponsored films, discussions, and concurrent art events, we have been able to elevate the conversation about the stigma associated with mental health and substance use disorders and developmental disabilities, to foster a more inclusive community."

-Lynn, Alliance for Inclusion and Respect

200%+
Social Growth From
2023-2024



55%
New Residents Say
Arts & Culture
#1
Area of Interest

EBERTFEST SPONSORSHIP OPPORTUNITIES

Bronze
\$1,000+

2 Festival Passes to All Screenings **Name on Festival Website**
Name in Festival Program *Tax-deductible amount: \$600*

Silver
\$1,800+

2 VIP Passes to All Screenings
VIP Benefits
Tax-deductible amount: \$1,400

Gold
\$3,500+

4 VIP Passes to All Screenings
VIP Benefits
Tax-deductible amount: \$2,700

Platinum
\$5,000+

6 VIP Passes to All Screenings
VIP Benefits
Tax-deductible amount: \$3,800

Emerald
\$8,500+

8 VIP Passes to All Screenings
VIP Benefits
Tax-deductible amount: \$6,900

Film Circle
\$15,000+

12 VIP Passes to All Screenings **VIP Benefits**
Social Media Partnership **1 Full Page Ad in Festival Program**
Tax-deductible amount: \$12,600

College of Media Educational Sponsorship
\$3,000 (One Available)

Full VIP Festival Experience for up to 20 College of Media Students **2 VIP Passes to All Screenings**
1 Full Page Ad in Festival Program
Tax-deductible amount: \$1,400

Ebertfest Sponsor Program Advertising VIP Benefits

1/4 Page (3.5 x 4.75") - \$150
1/2 Page (7.25 x 4.75") - \$250
Full Page (7.25 x 9.75") - \$450

Advertising without Sponsorship:
advertise@illinimedia.com

VIP Seating in Virginia Theatre
Invitation to Opening Night Gala
Invitation to Mid-Fest Party
Invitation to Wrap Party

VIP Lunch and Dinner
Name in Festival Program
Name on Festival Website

Non-tax-deductible amount of each sponsorship equivalent to \$200 x the number of passes

Please contact **Molly Cornyn** at **ebertfest@illinois.edu** or **217-333-1590** for any sponsorship or festival questions.