

INVITATION TO SPONSOR

The Porch Festival

With Movies & Meaning

- A Storytelling Community of
• Courage, Creativity, and the
Common Good, Creating Space for
Transformation

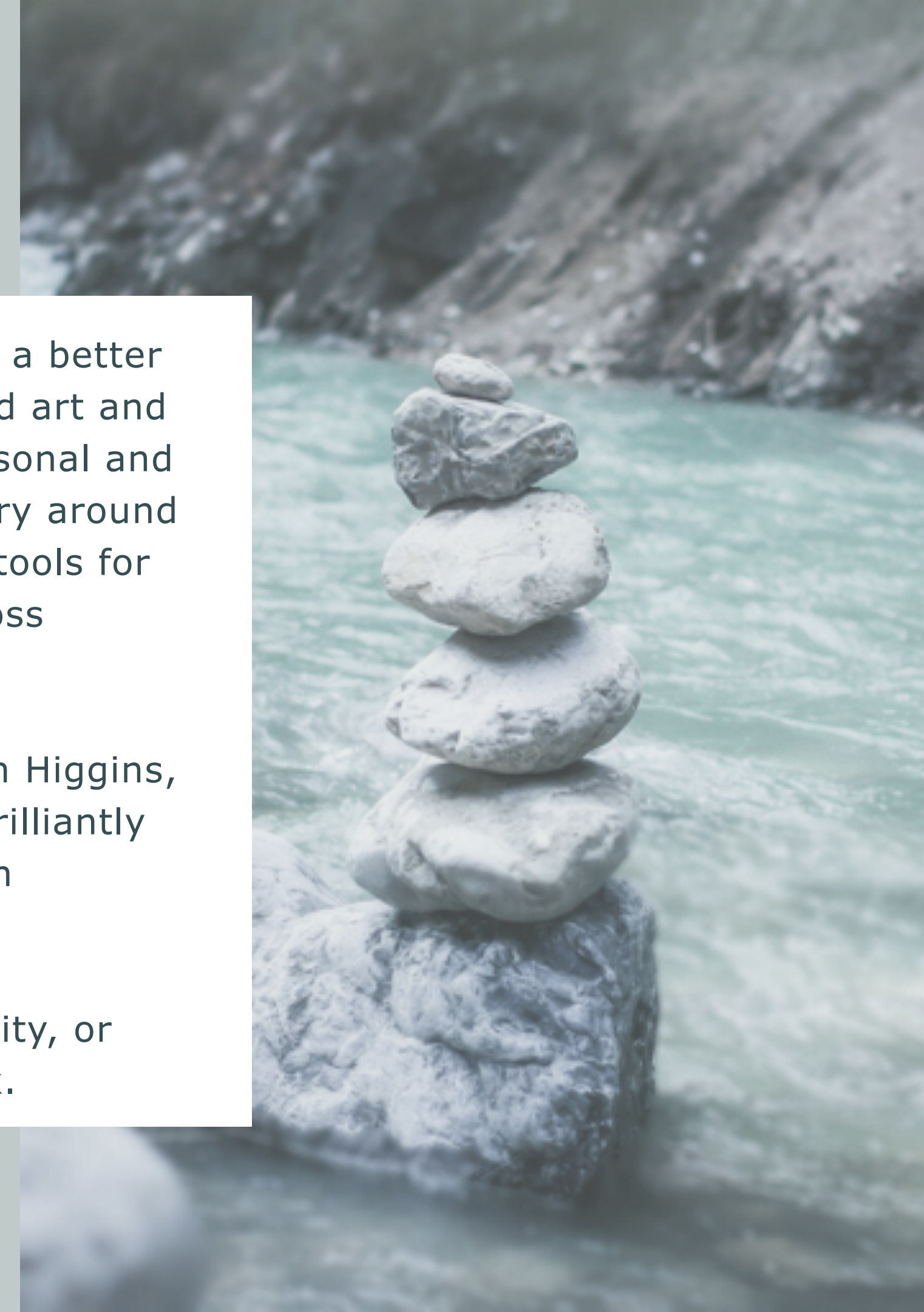
THE PORCH FESTIVAL
2023

WHO WE ARE

The Porch Festival with Movies & Meaning builds a better world through telling better stories. We gather around art and activism - joined by people who want to heal our personal and cultural wounds as a diverse community, laugh and cry around the “campfire experience” of great movies, and gain tools for constructive, respectful, and thoughtful dialogue across boundaries.

Founded by Irish storyteller and peace activist Gareth Higgins, The Porch Festival with Movies & Meaning is both a brilliantly fun and inspirational way to spend a weekend, and an opportunity to participate in making a better world.

Read on for more on how your organization, community, or business might be the perfect fit to share in our work.



THE PORCH FESTIVAL 2023

WHY WE ARE

In a time where fear and division is so much of what we talk about, when so many of our cultural stories are about separation, decline and collapse, how can we tell a story that takes the truth seriously but carries us humbly towards hope? And can we allow ourselves a bit of laughter and beauty along the way?



THE PORCH FESTIVAL 2023

WHAT WE DO

Since 2015 **Movies & Meaning** has screened extraordinary films in beautiful environments, gathering distinguished filmmakers, artists, and activists. And since 2016 **The Porch** has published writing that helps transform our relationship with story, asking how we can discern and tell more truthful & helpful stories, even as we reimagine our relationship to storytelling itself.

In the past seven years we've hosted over 1,000 people converge to make new friends, be astonished by the big screen, and find fuel for the journey of living more whole in uncertain times.



THE PORCH FESTIVAL 2023

WHO COMES WITH US

Past guest speakers include:

Godfrey Reggio

Director of *Koyaanisqatsi*

Alice Walker

Pulitzer Prize-Winning Author of *The Color Purple*

Richard Rohr

Contemplative Activist and Teacher,
Author of *Breathing Underwater*

Mira Nair

Golden Globe-Winning Filmmaker of
Mississippi Masala and *Queen of Katwe*

Rodrigo Garcia

Co-creator of HBO's *In Treatment* and
Director of *Last Days in the Desert*

Jessica Helen Lopez

Albuquerque Poet Laureate

James McLeary

Pioneer of the Transformational Prison Program
known as *The Work*



THE PORCH FESTIVAL 2023

"FILLED ME WITH HOPE THAT I WASN'T ALONE IN THE
WORLD. I FELT RESURRECTED...
I YEARN FOR MORE OF THAT TYPE OF COMMUNITY."



Godfrey
Reggio



Alice
Walker



Richard
Rohr

THE PORCH FESTIVAL 2023

"WHAT BROUGHT ME BACK WAS THE WONDERFUL FEELING OF COMMUNITY, THE EUPHORIA THAT COMES FROM KNOWING I'M NOT ALONE IN MY SPIRITUAL, SOCIAL, AND POLITICAL VIEWS, AND THE GUIDEPOSTS THAT HELP ME FIND THE NEXT DIRECTION I SHOULD GO."



Mira
Nair



Rodrigo
Garcia



Jessica Helen
Lopez



James
McLeary

THE PORCH FESTIVAL 2023

WHAT WE'RE PLANNING

On Thursday, March 9, through Sunday, March 12, 2023, at various venues in and near downtown Asheville, NC, we'll gather for an event that is becoming a second home for people who love stories, community, and the common good.



THE PORCH FESTIVAL 2023



SPEAKERS

& EVENTS

To Be Announced -
from keynotes to
panel discussions,
workshops, concerts,
and a closing
community picnic.

THE PORCH FESTIVAL 2023

ETHICAL COMMITMENT

We are committed to The Porch Festival with Movies & Meaning being good for the earth, for the people who attend and participate, and for those who share in its ownership.

We seek the common good, we prioritize historically marginalized voices (women, people of color, indigenous people, immigrants, and LGBTQ+ people), and are committed to ecologically sustainable, fair trade, living wage and/or fair exchange policies for employees contractors, and volunteers. We offer festival participation to anyone, regardless of ability to pay.



Festival Needs

The five previous iterations of The Porch Festival/Movies & Meaning have each cost between \$20,000 to \$30,000 to host, in addition to many hundreds of hours of volunteer support. Due to the current economic climate and our desire to make the festival accessible to anyone regardless of ability to pay, we would ideally cover all costs for the 2023 festival in advance through sponsorship. We will work with whatever resources are available, but a budget of \$50,000 would allow substantial advertising and the possibility of bringing in more folks with wisdom and gifts to share, and sharing those gifts with a larger number of people. We aspire to make tickets available on a pay-what-you-can-afford basis, and *The Porch* leadership is committed to covering any remaining costs. We are seeking friendly sponsors from our community, who support what we are doing, and want to participate alongside us.

THE PORCH FESTIVAL 2023

SPONSORSHIP PACKAGES

Other Benefits Can Be Negotiated

CONTRIBUTOR OPPORTUNITY

At the Contributor level we invite a contribution of \$500 cash or in-kind, or a combination of both cash and in-kind support. In-kind offerings can include promotional support for the festival, accommodation for guest speakers, transportation support (including air miles), food and refreshments, or other services. In-kind support can directly serve the festival's needs, or be made available to our silent auction during the event itself. For instance, a CPA could offer \$250 cash and \$250 worth of accounting services to be auctioned at the festival; an artist might donate a painting; a musician might be willing to offer a house concert to the highest bidder, with the proceeds going to support The Porch Festival with Movies & Meaning's mission of creating a better world through telling better stories, and making the festival accessible to anyone, regardless of financial circumstances.

THE PORCH FESTIVAL 2023

SPONSORSHIP PACKAGES

Other Benefits Can Be Negotiated

CONTRIBUTOR
\$500 CASH AND/OR IN-KIND
+ PROMOTING

- 1 Festival Pass
- Logo linked on website, and all festival emails

SPONSOR
\$1,000 CASH AND/OR IN-KIND
+ PROMOTING

- 2 Festival Passes
- Logo linked on website and all festival emails
- 1 table in DWT lobby
- 1 book or merchandise (to be agreed) made available

PATRON
\$5,000 CASH AND/OR IN-KIND
+ PROMOTING

- 5 Festival Passes
- Logo linked on website and all festival emails
- 1 table in DWT lobby
- 3 books or merchandise (to be agreed) made available Distribution of your literature or swag to each attendee
- Logo displayed on slideshow before film showings

THE PORCH FESTIVAL 2023

SPONSORSHIP PACKAGES

Other Benefits Can Be Negotiated

BENEFACTOR
\$10,000 CASH AND/OR IN- KIND
+ PROMOTING

Only 5 Available

- 10 Festival Passes
- Logo linked on website and all festival emails
- 1 premium table in DWT lobby
- 5 books or merchandise (to be agreed) made available Distribution of your literature or swag to each attendee
- 1 product promotion in festival email newsletter
- Logo displayed on slideshow before film showings

MAJOR
\$15,000 CASH AND/OR IN- KIND
+ PROMOTING

Only 3 Available

- 15 Festival Passes
- Logo linked on website and all festival emails
- 1 premium table in DWT lobby
- 10 books or merchandise (to be agreed) made available Distribution of your literature or swag to each attendee
- 2 product promotions in festival email newsletter
- Logo displayed on slideshow before film showings

PREMIER
\$25,000 CASH AND/OR IN- KIND
+ PROMOTING

Only 1 Available

- 25 Festival Passes
- Logo linked on website and all festival emails
- 1 premium table in DWT lobby
- 15 books or merchandise (to be agreed) made available
- Distribution of your literature or swag to each attendee
- 3 product promotions in festival email newsletter
- 1 exclusive promotional mailing to festival email list
- Logo displayed on slideshow before film showings

THE PORCH FESTIVAL 2023

COMMUNITY PARTNERS

Other Benefits Can Be Negotiated

PROMOTING PROMOTE THE FESTIVAL

- 1 Festival Pass
- Logo linked on website and all festival emails

SCHOLARSHIPS PURCHASE FULL PRICE PASSES*

- 1 Festival Pass
- Logo linked on website and all festival emails
- Table in DWT lobby

*for those who would otherwise be unable to afford it

LOGISTICS IN KIND DONATIONS*

- 1 Festival Pass per major item
- Logo linked on website and all festival email

*donations of services or equipment as needed

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CUSTOM PACKAGES AVAILABLE

Please Contact Us to Discuss:
community@moviesandmeaning.com

THE PORCH FESTIVAL 2023

10,000+

Email Addresses on Our List
with Steady Growth

THE PORCH FESTIVAL 2023



51%

email open rate
(More than twice industry standard)

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**“I CANNOT IMAGINE A MORE INSPIRING WAY TO
SPEND 3-4 DAYS THAN BEING WITH LIKE-
MINDED AND LIKE-HEARTED PEOPLE WITH A
TRUSTWORTHY GUIDE IN GARETH AND FRIENDS.”**



TEAM

GARETH HIGGINS

Creative Director

BRIAN AMMONS

Community Convenor

ERNIE GREGG

Creative Administrator

THANK
YOU!

We appreciate everything you do to make extraordinary things happen in the world!