



# Sponsorship Opportunities

May 29 - 31, 2026

Experience cinema as it was meant to be seen at the Palm Springs 70MM Fest! This three-day celebration, May 29–31, features six iconic films presented at the Palm Springs Cultural Center’s Historic Camelot Theatre. The festival brings audiences together for a rare theatrical experience and a weekend dedicated to the beauty and spectacle of large format film.

## Friday, May 29

*Close Encounters of the Third Kind*

## Saturday, May 30

*2001: A Space Odyssey*  
*The Searchers*  
*Boogie Nights*

## Sunday, March 31

*Lawrence of Arabia*  
*West Side Story*

## A Rare Cinematic Experience

70mm is a wide-format film stock that is twice the width of standard 35mm film, delivering the best possible cinematic presentation with unmatched clarity, vibrant colors, and exceptional detail. Today, only a few dozen theaters in the United States are equipped to screen 70mm, making it a rare and highly sought-after cinematic experience.

## A Historic Landmark for 70mm Cinema

The Palm Springs Cultural Center’s Historic Camelot Theatre, opened in 1967, was purpose-built to showcase films in the spectacular 70mm format. Equipped with original projectors and a massive screen, the theater remains one of the best venues for 70mm presentations in California.

## Targeted Audience Outreach

The Palm Springs 70mm Fest offers sponsors meaningful visibility within a dedicated audience that shows up for curated cultural events. Attendees include film enthusiasts, arts patrons, and influential community members who actively support independent programming and invest in high-quality, unique experiences.

# Palm Springs 70MM Fest Sponsorship Tiers

Sponsors will be given prominent visibility, acknowledgement, and an opportunity for direct engagement with attendees. We greatly value our sponsors. Benefit packages can always be custom tailored to meet your business's specific objectives.

## Presenting Sponsor

**\$8,000**

- "Presented By" branding on all event materials and website
- Prominent logo display in NBC Palm Springs TV promos
- Screen advertisement included in the pre-show slide reel
- Ten All Access Passes, providing entry to all screenings
- Dedicated mentions in social media, e-blasts, press releases
- Opportunity to distribute branded materials to attendees
- Onstage acknowledgment during all screening introductions

## Marquee Sponsor

**\$5,000**

- Logo placement on all event materials and website
- Logo placement in NBC Palm Springs TV promos
- Eight All Access Passes, providing entry to all screenings
- Screen advertisement included in the pre-show slide reel
- Dedicated mentions in social media and e-blasts
- Onstage acknowledgment during all screening introductions

## Spotlight Sponsor

**\$3,000**

- Screen advertisement included in the pre-show slide reel
- Logo placement on select event materials and website
- Six All Access Passes, providing entry to all screenings
- Dedicated mentions in social media
- Onstage acknowledgment during all screening introductions

## Reel Sponsor

**\$1,500**

- Name or logo displayed on-screen before each film
- Four All Access Passes, providing entry to all screenings
- Name or logo listed on Festival website
- Onstage acknowledgment during the opening night screening or the sponsor's film of choice

## Community Sponsor

**\$500**

- Two All Access Passes, providing entry to all screenings
- Name or logo listed on Festival website
- Onstage acknowledgment during the opening night screening or the sponsor's film of choice





## Join Us in Celebrating the Art of Cinema

The Palm Springs 70MM Fest offers a rare opportunity to connect with an engaged, sophisticated audience while supporting a unique event that celebrates the timeless artistry of film. Your sponsorship highlights your commitment to supporting the arts and enriching the cultural landscape of Palm Springs.

## ...And Partner in the Passion for Film

For sponsorship inquiries or to customize a sponsorship package, please contact:

Lauren Wolfer, Palm Springs Cultural Center  
lauren@psculturalcenter.org  
(760) 831-6553

### Key Dates to Remember

Event Dates: May 29 - 31, 2026

Sponsorship Commitment Deadline: April 10, 2026

*to guarantee inclusion in all printed and promotional materials*

