



2024 - 2025

GUIDEBOOK

**PREPARED FOR BCFF HOSTS AND PARTNERS
BY WINTER WILDLANDS ALLIANCE**



TABLE OF CONTENTS



2024-25 SEASON

- 20TH ANNIVERSARY
- PROGRAMS + TIMELINES
- HOST COST BREAKDOWN

IN-PERSON SCREENINGS

VIRTUAL SCREENINGS

HOW TO'S

- HOW TO: SAFETY AND ACCESSIBILITY
- HOW TO: SCALE TICKET COST + MARKETING
- HOW TO: SPONSOR COLLABS + RAFFLES

NEXT STEPS

BCFF COMMITMENT

WE BELIEVE IN THE POWER OF HUMANS AND THEIR SPIRIT.

OUR MISSION IS TO INSPIRE THE HUMAN-POWERED SPIRIT THROUGH STORIES OF ACTIVISTS, ADVENTURERS, AND THE OUTDOORS.

WE AIM TO INSPIRE ACTION, ENGAGE THROUGH KNOWLEDGE, AND BRING TOGETHER A COMMUNITY OF BACKCOUNTRY STORYTELLERS.

THANK YOU FOR BEING HERE SEASON AFTER SEASON.

WE ARE HERE WITH AND FOR YOU.

BACKCOUNTRY
FILM FESTIVAL

HONORING 20 YEARS

This year marks a special milestone—the 20th anniversary of the Backcountry Film Festival! For 20 years, we have been putting this program together as a celebratory and fundraising resource for our hosts: grassroots groups, SnowSchool sites, recreation and university clubs, and more.

As we look back on 20 years of inspiring films and storytelling, we are filled with gratitude for the incredible community of hosts who have made this journey possible. Whether you're a long-time partner or joining us for the first time, your commitment to sharing the magic of winter in the backcountry fuels our mission to protect and preserve these wild spaces.

Hosts are strongly encouraged to screen as many in-person screenings for their community / communities as possible. This Festival is a huge fundraising tool and now is the time to utilize in-person connection to celebrate our work and reason for being: winter!

Let's make the magic happen again this season! Thanks for being here.





HOST COST BREAKDOWN

If you are a grassroots group, SnowSchool site, Backcountry retail partner, sponsor, university, or other affiliate of Winter Wildlands Alliance -- you are considered a "member" and receive a discount on hosting.

If you need a customized package or have questions about how best to set up your screenings as a member or non-member, or questions on how to become a member: contact us today!

IN-PERSON SCREENINGS - MEMBERS

- \$350 EARLY GOAT (SUBMIT HOST APPLICATION BY 10/1/2024)
- \$400 MOUNTAIN GOAT (SUBMIT HOST APPLICATION AFTER 10/1/2024)

IN-PERSON SCREENINGS - NON-MEMBERS

- \$750 EARLY GOAT (SUBMIT HOST APPLICATION BY 10/1/2024)
- \$1000 MOUNTAIN GOAT (SUBMIT HOST APPLICATION AFTER 10/1/2024)

ADDITIONAL IN-PERSON SCREENINGS - ALL

- \$250 PER ADDITIONAL IN-PERSON SCREENING

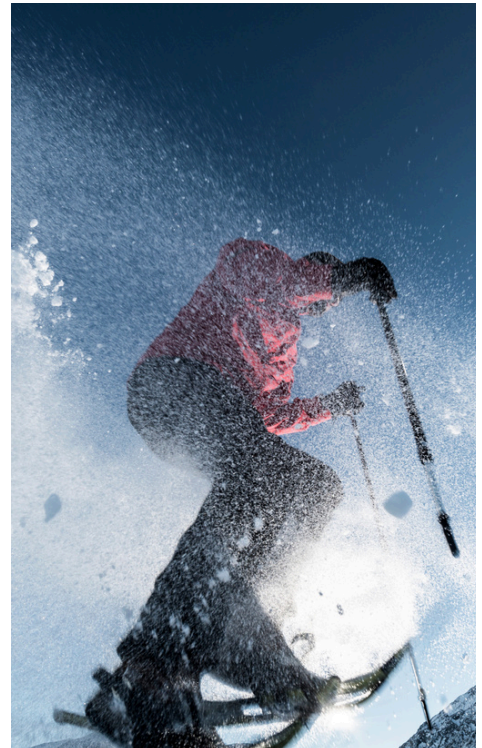
VIRTUAL SCREENINGS

- "80 HOST / 20 WWA" TICKET SPLIT PER SCREENING

OTHER OPTIONS

We embrace the grassroots vibe of our Festival and know that everyone has their own goals and story to tell. We'd love to work with you and set up a screening for your community.

Reach out to us today to discuss more!





IN-PERSON SCREENINGS

CONFIRMING YOUR HOST STATUS + EVENT DETAILS

You will fill out a host application and the BCFF team will confirm your host details based on what you provide us. From there, we will share the host contract for you to sign.

Upon signing the contract, you will receive an automated confirmation via email and we will share your invoice in response to that email with instructions on how to pay your host fee.

Once you have paid your host fee, you will receive another automated confirmation via email that gives you access to the film file links, media toolkit with all promotional materials, and any other necessary items to kickstart your event plans.

HOST EXPECTATIONS

As a representative of our Festival in your mountain town, we expect you to create a dynamic and exciting event that benefits your organization or local backcountry community.

All hosts are required to share attendee information after their in-person event (first name, last name, and email) so we can offer attendees the option to opt-in to our Backcountry Film Festival communications. This helps us grow our community and continue to build the Festival brand so all of our events are more and more successful season-after-season. If you do not share your attendee information, you will lose future host privileges.

FILM FILES

As of Oct 25, film files will be available for download via the Google Drive media kit. We do not provide the films in any other format, so you are responsible for downloading and getting them onto DVD/Blu-Ray if needed.

MATERIALS PROVIDED

Promo materials will be provided for your use including film still shots and descriptions, the Festival trailer, additional customizable Festival images for social media, press releases, programs, and more.



VIRTUAL SCREENINGS

SCREENING PLATFORM - BCFF WEBSITE

Your event will get a custom "backcountryfilmfestival.org/HOST" URL that will host a customized viewing page for your virtual attendees. Attendees will get access to this page only after they purchase a ticket or RSVP for free.

The viewing page will host the 2024-25 program embedded via Vimeo alongside any of your local sponsor logos, brand language and content, a pre-recorded organizational introductory video to introduce the screening, and any relevant call to action's.

STREAMING PLATFORM - VIMEO

- Familiar and easy to use for viewers.
- Streams to computers, Apple/Android TVs, Roku devices, Amazon Fire, and Chromecast ([read more here](#)).
- Streaming link/page available for as long as you want March through June.

TICKETING PLATFORM - EVERYACTION

We will use the same platform as last year to process ticket sales for virtual screenings. Every week, ticket sales information will be shared with you via email as promotion runs and while the screening is live. After your virtual event closes, we will share the attendee list via spreadsheet and a final profit breakdown. From there, a check will be cut for 80% of the net profit and mailed to you.

MATERIALS PROVIDED

In addition to the customized viewing page, event page on the WWA website calendar, and ticket link, promotional materials will be provided for your use (including film still shots and descriptions, Festival poster, the Festival trailer, additional customizable Festival images for social media, press releases, programs, and more).

HOSTING COST EXPLANATION

Similar to last season, we are not charging a licensing fee in order to set up a virtual screening; instead, we will sign a "net ticket income split agreement" (80% host + 20% BCFF/WWA) that encourages mutual success. If you are wanting to host a virtual screening for free, we charge \$500 to set it up and manage.

HOW TO: SAFETY

At Winter Wildlands Alliance, we prioritize science-based decisions to ensure the well-being of our event attendees. Our commitment to protecting public health and creating welcoming spaces is part of our mission, ensuring we can continue gathering for years to come. As a nonprofit, we also require that our screenings remain free of any political affiliations.

If we feel an event goes against these values, we have the absolute right to dissolve our agreement and partnership.



PUBLIC HEALTH

Encourage staff and attendees to stay home if they are feeling unwell or exhibiting symptoms of COVID-19 or other contagious infections. We recommend promoting vaccination and providing hygiene products, such as hand sanitizer and face masks, to help prevent the spread of germs.

ACCESSIBILITY

Ensure your venue is accessible to everyone, including those with mobility challenges, by providing ramps, elevators, and appropriate seating. Enhance communication accessibility by offering sign language interpreters if possible.

As a host, you're responsible for co-creating a welcoming environment for all identities and offering necessary accommodations for people with disabilities. Please prioritize these efforts and clearly communicate your commitment to making the event a safe, inclusive space for everyone.



HOW TO: TICKETS + MARKETING

HOW TO: SCALE TICKET COST

For in-person events, we encourage you to only set an individual ticket amount unless your in-person event is directed or capable of managing group ticket sales. We see success for individual tickets in the \$10-25 range.

For virtual events, we encourage you to set an individual ticket amount and a household/family ticket amount. Last year, we saw success with the \$5-20 range for individual tickets and the \$20-50 range for household tickets.

There are lots of ways to amplify the value of your ticket, so get creative and thoughtful to what would provide value for your community.

HOW TO: MARKETING (COMMUNICATION IS KEY)

It is important your community knows you are hosting and that they buy tickets to your screening to benefit their local backcountry community, especially with the increase in events (in-person and virtual).

We encourage you to utilize every promotional tool you have: set up a Facebook event and make us a co-host, add to every local events calendar you can, post flyers in all the coffeeshops, send direct invites and email blasts, make phone calls, put ads in your local newspaper, ask community partners to spread the word, and make it an event people are excited about.

For virtual screenings, we recognize that you don't have the stage and a mic to share your mission, current projects, and other opportunities with attendees. For any virtual screening, we're happy to include a 1-5 minute intro video on your virtual screening page to fill that space. Please coordinate with the BCFF team on how best to do this.



HOW TO: SPONSORS + RAFFLES

NATIONAL SPONSORS

This year's program is sponsored by Sierra Nevada, Flylow Gear, YETI, Backcountry Magazine, Hyperlite Mountain Gear, Wolf Creek Ski Area, mountainFLOW eco-wax, Endurance Conspiracy, Gravity Haus, Osprey, WNDR Alpine, and Rocky Talkies.

These companies have already donated to Winter Wildlands' Backcountry Film Festival; please do not contact any of these companies for additional sponsorships or donations to your Backcountry Film Festival events.

Sierra Nevada Brewing Co. will donate beer cans for you to sell at your event and double your fundraising power. The form to submit for this donation can be found in the media kit.



RAFFLE PRIZES

If we have the ability to send raffle packages, we will let confirmed hosts know and it will be first-come-first-serve as supplies last.

We encourage you to work with local partners to allocate raffle packages and/or individual prizes for your in-person and virtual screenings. We also encourage you to look into setting up an online raffle that serves as an extra promotional tool, still engages your local partners, and provides extra fundraising opportunities. Please check with your local laws regarding online raffle sales as it is considered gambling.

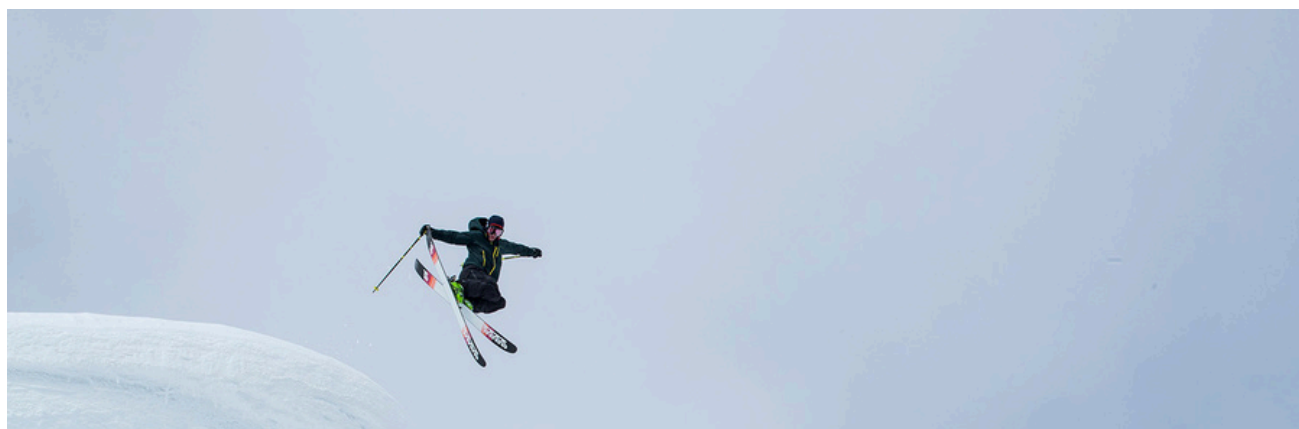


NEXT STEPS

Consider how these programs and timelines might fit with your organizational calendar, strategy, and vision. Map out what questions you would have internally as well as for our team. Identify how you will measure the success of your event so you have direction and purpose.

LET'S DO THIS:

- [SUBMIT YOUR HOST APPLICATION HERE](#). OUR TEAM WILL BE IN TOUCH WITH YOU WITHIN 1-2 WEEKS OF YOUR SUBMISSION TO FINALIZE YOUR EVENT DETAILS.
- IF YOU HAVE ALREADY SUBMITTED YOUR APPLICATION AND/OR HAD A ONE-ON-ONE, YOU WILL RECEIVE AN EMAIL WITH NEXT STEPS SPECIFIC TO YOUR CONVERSATION.



THANK YOU + DIG DEEP

We appreciate you all being patient as we continue to navigate the ever-changing events world together. We continue to be enthusiastic about what new opportunities we have to create impactful and exciting film screenings for our hosts and attendees.

We hope we can be a guiding force and resource as we dig deep and push to the next peak.

KEEP WINTER WILD!