

2026
Wild and Free
Film Festival



WILD & FREE
FILM FESTIVAL

Presented by



Acura Santa Barbara



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About the Festival



Wild & Free Film Festival (WAFFF) is an emerging regional film festival dedicated to outdoor, adventure, and environmentally conscious storytelling. Following a successful inaugural launch in 2025, WAFFF enters its second year with expanded programming, growing audience demand, and increasing engagement from local and regional partners.



WILD & FREE
FILM FESTIVAL

In 2026, WAFFF will present three signature events and a multi-venue flagship festival weekend in Goleta, strengthening its role as a cultural gathering point for the city while attracting filmmakers and audiences from across Santa Barbara County, Southern California, and beyond.

Rooted in bold storytelling and a strong sense of place, WAFFF is building toward a sustainable, year-round festival model designed to serve the community while creating meaningful, long-term partnership opportunities.

2025 Performance Highlights

Building Momentum in Goleta & the Santa Barbara Region



450,000+ Total Audience Touchpoints

Across email, social, web, and earned media during the 2025 festival cycle.

Wild & Free enters its second year with proven traction, measurable audience growth, and expanding regional visibility, positioning 2026 for scaled economic and cultural impact across Goleta and the greater Santa Barbara region.



190,000+ Social Media Views

111,000+ Paid Campaign Views
16,000+ Direct Audience Reach
Instagram Following +500%
2,700+ Website Visits Driven from Ads

50,000+ Email Deliveries

38% Average Open Rate
18,000+ Unique Opens
1,300+ Engagement Clicks

9,000+ Website Visits

wildandfreefilm.org
Driving regional discovery and ticket sales.

Earned Local Press Coverage

Multiple editorial features supported by strategic digital placements

300+ Outdoor Movie Night Attendees

15+ Nonprofit Village Participants
Family-focused community activation at Elings Park

2,500+ In-Person Attendees

3-Day Festival
Sold Out Opening & Closing Nights
30+ Films Presented

Wild & Free Film Festival is a 501(c)(3) nonprofit organization.

EIN 41-2669203

2026 Signature Programming

Kendal Mountain Festival On Tour Presented by WAFFF April, 2026

An exclusive one-night curated screening from **Kendal Mountain Festival** — one of the world's leading outdoor and adventure film festivals — bringing international storytelling directly to Goleta.



"We use mountains as a metaphor. The mountain is your challenge, whatever it might be, from climbing Everest to an urban run. We want to engage people and show that everyone can overcome challenges, explore the wild, and find joy in the outdoors. Adventure is for all of us."
Jacqui Scott, CEO Kendal Mountain Festival.



Giant Outdoor Family Movie Night October, 2026

A large-scale outdoor screening at Elings Park featuring live music, local food vendors, nonprofit activations, and community programming, drawing families from across the Santa Barbara region and Southern California.



2026 Flagship Festival Weekend

Wild and Free Film Festival

November, 2026

Camino Real Cinemas, Goleta

Featuring 30+ films, filmmaker panels, special guests, curated hospitality experiences, sponsor activations, and awards celebrations.

The 2026 festival anchors WAFF's expanding regional footprint, positioning Goleta as a destination for outdoor and environmental storytelling.



We believe in the power of partnerships.

Join a growing cultural destination event rooted in Goleta and built for the wider region.



After a strong inaugural year, Wild & Free returns with momentum and a clear long-term vision. Grounded in community and dedicated to outdoor, adventure, and environmental storytelling, WAFFF is positioned to grow into the West Coast's premier natural world film festival and a defining cultural event for Goleta and the greater Santa Barbara region.

2026 sponsors will be recognized as strategic regional partners in this next phase of growth, aligned with a festival expanding its reach, impact, and visibility across Goleta and the greater Santa Barbara region.

Economic Impact & Regional Momentum

Community Rooted. Destination Driven.

Headquartered in Goleta, Wild & Free Film Festival is emerging as a regional cultural anchor to serve both community and commerce while elevating the region's national profile.

2026 Regional Programming Footprint

3 Events | 3,500+ Attendees

- Spring Screening (April)
- Outdoor Community Movie Night (October)
- 3-Day Flagship Festival Weekend in Goleta (November)

2026 Projected Direct Visitor Impact

\$150,000+

in New Regional Economic Activity

Driven by visiting filmmakers, industry guests, and audiences traveling from across Southern California and beyond.

At Scale 3–5 Year Growth Horizon

10,000+ Annual Attendees

60% Local | 40% Visiting

\$500,000–\$750,000+ Annual Visitor Spending

WAFFF is building toward a multi-venue flagship weekend anchored by high-impact premieres, live music, filmmaker panels, a curated vendor village, and coordinated regional activation, establishing the Santa Barbara region as a leading West Coast destination for outdoor and environmental storytelling.

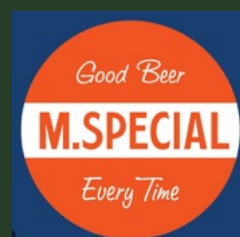
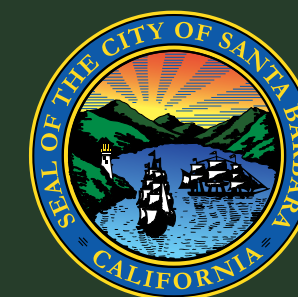
Wild & Free Film Festival proudly calls Goleta, California, home — affectionately known as “The Goodland.” Nestled in Santa Barbara County, the region is celebrated for its world-class hospitality, cuisine, and wine culture. Just two hours north of Los Angeles and Hollywood, Goleta offers a rare blend of natural beauty and direct proximity to the entertainment industry — making it an ideal setting for a destination cultural event with regional, national, and international reach.



Thank you to the partners and supporters who helped make our inaugural festival possible.



Acura Santa Barbara



Jill & Scott Seltzer



Travis Vassallo

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Sponsorship Tiers & Benefits

Presenting Sponsor



Santa Barbara Acura



The Presenting Sponsorship is the highest and exclusive level of partnership with the 2026 Wild & Free Film Festival. As the official “Wild & Free Film Festival presented by [Brand],” your company will receive dominant, festival-wide brand integration across all marketing materials, digital platforms, press communications, venues, and on-screen programming throughout the year.

This partnership includes priority logo placement, verbal recognition at all major events, category exclusivity, a dedicated video feature across festival screen programming, premier visibility at Outdoor Movie Night at Elings Park, and ten VIP festival passes with premium hospitality access. This level represents the most comprehensive brand partnership opportunity within WAFFF’s 2026 programming.

Signature Event Partner - \$15k

As a Signature Event Partner, your brand receives official naming rights to both primary festival theatres during the Wild & Free Film Festival weekend, creating sustained visibility across all festival screenings. This partnership includes elevated venue signage, premium on-screen recognition before screenings, category exclusivity, prominent logo placement, and eight VIP festival passes.



Sponsorship Tiers & Benefits

Hollister Sponsor - \$10k

As a Hollister Sponsor, your brand receives high-visibility, festival-wide recognition across key marketing materials, digital platforms, on-site signage, and on-screen recognition throughout the festival weekend. This partnership includes prominent logo placement, category exclusivity, verbal recognition at select events, and six VIP festival passes with hospitality access.



Ellwood - \$5k

The Ellwood Sponsorship offers meaningful brand visibility as a supporting partner of a designated festival program, venue, or special event. This level includes logo placement across select marketing materials, on-site recognition, and four VIP festival passes.



Sponsorship Tiers & Benefits

Haskell's- \$2,500

The Haskell's Sponsorship provides targeted brand visibility through alignment with a designated festival program, venue, panel, or special event. This level includes logo placement across select materials and two VIP festival passes for full access to the Wild & Free experience.

Goodland – \$1k

The Goodland Sponsorship offers supporting-level brand visibility within the festival experience, including logo placement across select materials and one VIP festival pass.



Evergreen \$500

The Evergreen Supporter level is intended for individuals and small businesses who wish to champion Wild & Free's mission. Supporters receive acknowledgment across select festival materials and recognition as community backers of the festival.

Products & Services – In Kind

WAFFF welcomes select in-kind partners whose products or services enhance the festival experience. Brand visibility is customized and proportionate to the contribution.

Custom Brand Integration Opportunities

WAFFF develops strategic brand partnerships that extend beyond traditional logo placement. We collaborate with select partners to design meaningful integrations aligned with festival programming, audience experience, and long-term regional impact.



Join Us in 2026

We're building long-term, values-aligned partnerships with brands and organizations who believe in community, storytelling, and meaningful regional impact. Let's design something that supports your philanthropic, marketing, and growth goals.

Contact: Gareth Kelly
Executive Director & Founder
(805) 235-8672

Email: gareth@wildandfreefilm.org
www.wildandfreefilm.org

Wild & Free Film Festival
Goleta, California
November 13–15, 2026