



AUTHOR, LAWYER, & ACTIVIST BRYAN STEVENSON



ACTOR/DIRECTOR BRADLEY COOPER



ACTOR/DIRECTOR PAUL DANO



PRODUCER NICK BEDU &  
DIRECTOR OLIVIA LICHTENSTEIN



ACTOR BRUCE WILLIS & DIRECTOR M. NIGHT SHYAMALAN



ACTOR/DIRECTOR KAREN GILLAN

# 2020-2021 Philadelphia Film Society Sponsorship Opportunities

Member-supported, nonprofit committed to creating opportunities for diverse communities to experience power of film to inspire, educate, challenge and entertain.

- Achieves mission through extensive year-round programming, which includes first-run and curated film programs; majority takes place at Film Society’s two theaters: PFS Roxy and Philadelphia Film Center.
- Centerpiece is Philadelphia Film Festival, entering its 29th year. Delivers premieres; many films proceed to win awards and critical acclaim; diverse lineup of 120+ films from around world; attracts filmmakers, actors and industry guests.
- Further invests in local arts and culture community, exposing new generations to filmmaking and the organization through extensive outreach programming, including Albert M. Greenfield Student Screening Program, Philly Film Showcase, and Movies on the Block Community Partnership Pop-Up Screening Program.
- Raises awareness of film as important art form and economic driver, contributing to \$4 billion economic impact generated by arts organizations in Greater Philadelphia.



LA LA LAND, PFF25



DIRECTORS / ACTORS DAVEED DIGGS & RAFAEL CASAL WITH J. ANDREW GREENBLATT



GUESTS AT OPENING NIGHT, PFF26

Annual Visitors to Roxy & Philadelphia Film Center  
**117,800**  
Film Festival Attendees  
**20,000+**

Economic Impact  
Current Operations & Visitor Spending

|                            |          |
|----------------------------|----------|
| Direct Output              | \$6.8 M  |
| Indirect & Induced Output  | \$3.8 M  |
| Total Impact               | \$10.5 M |
| Total Employment Supported | 210      |





PAHOKEE, NON/FICTION

## AFTER HOURS

Bringing together odd, eerie, thrilling, and downright weird, home of cult classics.

## NON/FICTION

Compelling and provocative, contemporary documentaries encourage viewers to see the world through a different lens.

## THROWBACK THURSDAY QUIZZO

Put your movie and pop culture knowledge to test with pairing of trivia and nostalgic films.

## FILM ESSENTIALS

Cinema's greatest treasures as they were meant to be seen: on vivid 35mm and the biggest screen in Center City.

## PHILLY FILM SHOWCASE

Screening and discussion series dedicated to up-and-coming local filmmakers.



WAYNE'S WORLD, QUIZZO

## MADE IN USA

From lo-fi gems to new indie classics—a fresh perspective on today's America.



YES, GOD, YES, MADE IN USA

## WORLD VIEW

Best international titles, screening for first, and often only, time in Philadelphia.



GUESTS AT THE ANNUAL OSCARS PARTY &amp; SCREENING

## PFF SPRINGFEST

April, 2021

- Mid-year survey freshest cinematic marvels from international circuit—from American indie darlings and eye-opening documentaries to acclaimed foreign titles.
- Attendees get early jump on films that will dominate cinephile conversations for months to come.

## PFS YOUNG FRIENDS

- Host events large and small throughout year to cultivate the next generation of film lovers and philanthropists.

## PHILADELPHIA FILM FESTIVAL

October 23 - November 2

- Gathers 20,000 film lovers and scores of talented filmmakers for eleven exceptional days.
- Welcomes international guests, jurors, & visitors.
- Hosts parties & events throughout.

## OSCARS PARTY

April 25, 2021

- Celebrates brightest night in Hollywood on biggest screen in Center City.
- Welcomes hundreds; guests to walk red carpet, indulge in signature drinks, & participate in a silent auction.

## LUMIÈRE AWARD

- Named in honor of groundbreaking filmmakers Auguste and Louis Lumiere and given to individuals demonstrating a passion for filmmaking in Philadelphia.
- Previous recipients include M. Night Shyamalan, Bruce Willis, and Adam McKay.



DR. BHAVNA VASWANI &amp; DIRECTOR M. NIGHT SHYAMALAN WITH J. ANDREW GREENBLATT





THE BREADWINNER

## ALBERT M. GREENFIELD STUDENT SCREENING PROGRAM

- Hosts hundreds of students each year in the renovated Greenfield Education and Community Screening Room.
- In addition to free screening, includes a detailed curriculum packets and option engage in PFS-led activities.



STUDENTS AT A FESTIVAL FIELD TRIP

## FESTIVAL FIELD TRIPS

- Invites school groups to enjoy specially selected films on the big screen.
- Provides teachers with curriculum prompts to frame themes and discussion.

## MOVIES ON THE BLOCK

- Free, outdoor, pop-up partners with neighborhood stakeholders in every corner of Philadelphia.

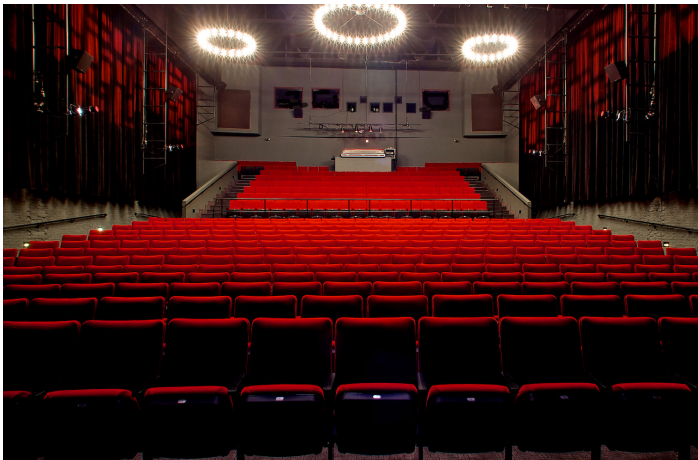


MOVIES ON THE BLOCK SCREENING



GUESTS AT A MOVIES ON THE BLOCK SCREENING





MAINSTAGE, PHIALDELPHIA FILM CENTER



AUDITORIUM 1, PFS ROXY

**Philadelphia Film Center**  
1412 Chestnut Street  
[Mainstage](#)  
[Greenfield](#)  
[Education & Community](#)  
[Screening Room](#)

**PFS Roxy**  
2023 Sansom Street  
[Auditorium 1](#)  
[Auditorium 2](#)

**Bourse Theater**  
400 Ranstead Street  
[Auditorium 1](#)  
[Auditorium 2](#)  
[Auditorium 3](#)  
[Auditorium 4](#)  
[Auditorium 5](#)

**PFS Virtual Theater**  
[Brings first run and retro titles to audiences at home, expanding the reach and viewership of acclaimed cinema.](#)

CAPACITY

450  
96

75  
77

122  
133  
142  
160  
200



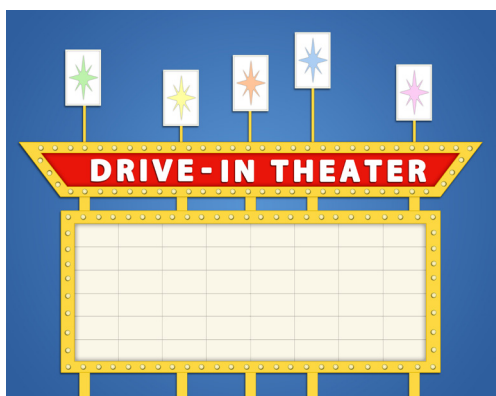
CAFE COUNTER, PHILADELPHIA FILM CENTER



GREENFIELD SCREENING ROOM



GREENFIELD SCREENING ROOM



Presented some of the most recognized and celebrated films including

*12 Years a Slave*  
*The Artist*  
*Birdman*  
*Green Book*  
*The Hurt Locker*  
*Moonlight*  
*Spotlight*  
 and more

## ABOUT

**October 23 - November 2**  
**11 Days. 120+ Films.**

- Throughout the year, artistic team scours prestigious film festivals worldwide - from Sundance to Cannes to Toronto.
- Presents 120+ films and draws 60+ industry guests and panelists, connecting brands with executives, celebrities, and patrons of the arts with shared passion for cinema.
- 2020 Festival will use innovative hybrid of virtual screenings and Drive-In experiences to continue bringing the best in independent cinema to Philadelphia audiences.
- Sponsors receive customized brand exposure across platforms, including the Festival website, during guests & industry Q&As, and special screenings.
- Each year, PFF sees an increase in audience attendance and participation.

## HIGHLIGHTS

### Drive In Theaters

This year, in response to the need for social distancing in the time of COVID-19, we're approaching part of the Festival with a new twist on an old classic: a drive-in theater! We are partnering with The Navy Yard to bring back the big screen with room for 200 cars and the potential for 750+ attendees for each screening.

### Post Screening Discussions

Give Film audiences unique behind-the-scenes look into creative process.

### Virtual Audience Engagement

Engage with audiences and patrons in new and exciting ways, as PFF keeps the Festival experience alive, even at a distance.

### Official Jury Awards

Juries of industry professionals honor Festival films with official awards for outstanding narratives, docs, shorts, and more.

Backed by extensive  
print, radio, television,  
outdoor and online  
media buy of  
**\$800,000+**

## BY THE NUMBERS

7

### PFF28 WELCOMED

**50**  
filmmakers  
**20,000+**  
attendees

**200**  
screenings  
**120+**  
films

### MARKETING METRICS

**5,700+**  
Instagram followers

**6,500+**  
Twitter followers

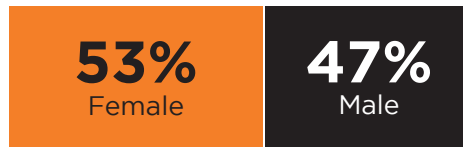
**22,000+**  
Facebook likes

**49,000+**  
E-mail List subscribers

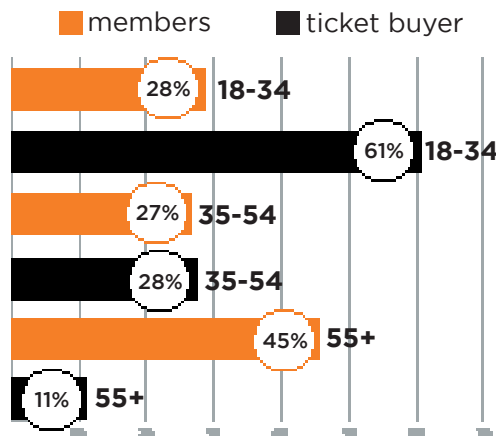
**2,000,000+**  
print/broadcast  
impressions

### AUDIENCE

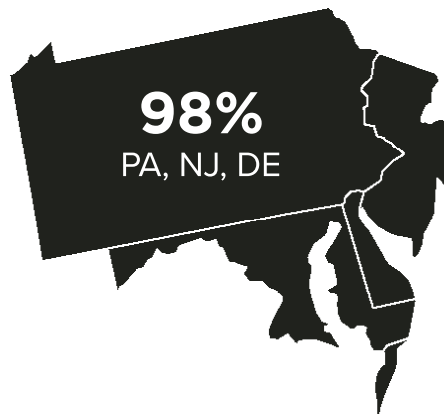
#### gender



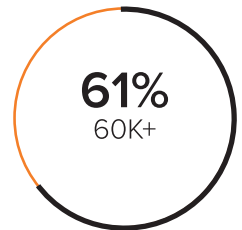
#### age



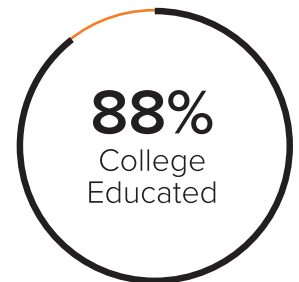
#### zip codes



#### income



#### education



Guide Print Run

**30,000**

Mini Guide Print Run:

**10,000**



## MEDIA RECAP | PRESS FOR PFF28



**19**

Print Features  
& Mentions

including

*The Philadelphia Inquirer*



**35+**

Broadcast Features  
& Mentions

including



**600+**

Online Features  
& Mentions

including



**50**

Influencers Invited

Potential  
Influencer Reach  
**380,000+**

Total Potential Reach  
**223,000,000+**

## FILMADELPHIA.ORG WEB TRAFFIC

PFF29  
Unique Visitors\*  
**104,000+**

Year-Round  
Page Views  
(avg. per month)  
**50,500+**

PFF29  
Total Page Views\*  
**157,000+**

Year-Round  
Unique Visitors  
(avg. per month)  
**36,700+**



## INTERNAL SIGNAGE AT VENUES

All On-Screen Advertising plays before every first-run film at the Philadelphia Film Center & PFS Roxy Theater.

**15 Sec Video Spots**  
played before trailers

**30 Sec Video Spots**  
played before trailers

**Static Slide**  
appears 7 times during pre-show

### Additional Opportunities

Mid-Blast & Footer eBlast banners

Materials Displayed at Philadelphia Film Center & PFS Roxy Theater

**EACH LEVEL BELOW INCLUDES:**

- Logo in Festival trailer, shown before each screening
- Logo on Sponsor page in program guide
- Recognition at sponsored screenings
- Link on web page

|                                  |   |
|----------------------------------|---|
| <b>Contributing<br/>\$10,000</b> | <ul style="list-style-type: none"> <li>• Sponsor of a PFF29 Centerpiece &amp; SpringFest film</li> <li>• On-Screen Static ad shown in pre-roll before Sponsored SpringFest Film</li> <li>• Ticket discounts to Year-Round Film Series</li> <li>• Ticket packages for PFF29, SpringFest, and Oscars Party &amp; Screening</li> <li>• Dedicated full color panel ad, with hyperlink, in an eBlast during PFF29</li> </ul>   |
| <b>Official<br/>\$25,000</b>     | <ul style="list-style-type: none"> <li>• Presenting Sponsor PFF29 category</li> <li>• 15 sec ad shown before each screening in sponsored category</li> <li>• Logo on signage at the Navy Yard Drive-In</li> <li>• Sponsor of SpringFest with category exclusivity</li> <li>• Logo Placement on PFF29 Landing Page</li> <li>• Ability to use venue for private screening throughout year</li> <li>• Ticket packages for PFF29, SpringFest, and Oscars Party &amp; Screening</li> <li>• Logo placement in Official Sponsors Slide on Homepage Carousel</li> <li>• Logo placement, with hyperlink, in footer of daily PFF29 daily eBlasts</li> <li>• Acknowledgement on social media</li> </ul>  |
| <b>Lead<br/>\$50,000</b>         | <ul style="list-style-type: none"> <li>• Lead Sponsor, with category exclusivity, PFS's Year-Round Film Series, PFF29, SpringFest, and Oscars Party &amp; Screening</li> <li>• 15 sec ad, shown before each screening during PFF29 and SpringFest</li> <li>• On-screen static ad shown before Year-Round Film Series</li> <li>• Full Size Static Image in Homepage Carousel on Filmadelphia.org</li> <li>• Logo Placement on PFF29 Landing Page</li> <li>• Prominent Logo Placement - with hyperlink - on PFF29 website</li> <li>• Logo placement in footer of daily PFF29 eBlasts</li> <li>• Ability to use PFS venues twice annually for private screenings</li> <li>• Ticket packages for PFF29, SpringFest, and Oscars Party &amp; Screening</li> <li>• Acknowledgement on social media throughout the festival</li> </ul>  |
| <b>Presenting<br/>\$100,000</b>  | <ul style="list-style-type: none"> <li>• Presenting Sponsor, with category exclusivity, of PFS's Year-Round Film Series, PFF29, SpringFest, and Oscars Party &amp; Screening</li> <li>• Banner signage bookending the screen at the Navy Yard Drive-In</li> <li>• 15 sec ad during PFF29, SpringFest, and Year-Round Film Series</li> <li>• Dedicated eBlast leading up to PFF29</li> <li>• Full Size Static Image in Homepage Carousel on Filmadelphia.org</li> <li>• Logo Placement on PFF29 Landing Page</li> <li>• Premium Logo Placement - with hyperlink - on PFF29 website</li> <li>• Logo placement in footer of daily PFF29 eBlasts</li> <li>• Quarterly dedicated email blasts</li> <li>• Ability to use PFS venues up to quarterly for private screenings</li> <li>• Premier ticket packages for PFF29, SpringFest, and Oscars Party &amp; Screening</li> <li>• Acknowledgement on social media throughout the festival</li> </ul> |



# PHILADELPHIA **FILM** FESTIVAL

11 Days. 120+ Films. Made for Philly.

FOR SPONSORSHIP INQUIRIES

[sponsorship@filmadelphia.org](mailto:sponsorship@filmadelphia.org)

For updates visit **FILMADELPHIA.ORG**