AUTHOR, LAWYER, & ACTIVIST BRYAN STEVENSON

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
ABOUT

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.

Annual Visitors to Roxy & Philadelphia Film Center
117,800

Film Festival Attendees
20,000+

Economic Impact
Current Operations & Visitor Spending

<table>
<thead>
<tr>
<th>Output Type</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Output</td>
<td>$6.8 M</td>
</tr>
<tr>
<td>Indirect &amp; Induced Output</td>
<td>$3.8 M</td>
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<tr>
<td>Total Impact</td>
<td>$10.5 M</td>
</tr>
<tr>
<td>Total Employment Supported</td>
<td>210</td>
</tr>
</tbody>
</table>
AFTER HOURS
Bringing together odd, eerie, thrilling, and downright weird, home of cult classics.

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

MADE IN USA
From lo-fi gems to new indie classics—a fresh perspective on today’s America.

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

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

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

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

FILMADELPHIA.ORG
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.

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.

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, & vistiors.
• Hosts parties & events throughout.

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.

PFS YOUNG FRIENDS
• Host events large and small throughout year to cultivate the next generation of film lovers and philanthropists.
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.

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.
VENUES

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.
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.

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

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.
BY THE NUMBERS

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

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

53% Female
47% Male

age

members ticket buyer

18-34 28% 18-34 61%
35-54 27% 35-54 28%
55+ 11% 55+ 45%

income

61%
60K+

education

88%
College Educated

zip codes

98%
PA, NJ, DE

Guide Print Run
30,000
Mini Guide Print Run:
10,000

FILMADELPHIA.ORG
MEDIA RECAP | PRESS FOR PFF28

19 Print Features & Mentions
including The Philadelphia Inquirer, metro, pgn, DAILY NEWS, kwy

35+ Broadcast Features & Mentions
including NBC, abc, FOX 29, CBS, 6abc, VARIETY, IMDb, yahoo!, AL DÍA NEWS

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+
PFF29 Total Page Views* 157,000+
Year-Round Page Views (avg. per month) 50,500+
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
## Sponsorship Benefits

### 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

<table>
<thead>
<tr>
<th>Level</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>Contributing</strong></td>
<td><strong>$10,000</strong></td>
</tr>
<tr>
<td></td>
<td>• Sponsor of a PFF29 Centerpiece &amp; SpringFest film</td>
</tr>
<tr>
<td></td>
<td>• On-Screen Static ad shown in pre-roll before Sponsored SpringFest Film</td>
</tr>
<tr>
<td></td>
<td>• Ticket discounts to Year-Round Film Series</td>
</tr>
<tr>
<td></td>
<td>• Ticket packages for PFF29, SpringFest, and Oscars Party &amp; Screening</td>
</tr>
<tr>
<td></td>
<td>• Dedicated full color panel ad, with hyperlink, in an eBlast during PFF29</td>
</tr>
<tr>
<td><strong>Official</strong></td>
<td><strong>$25,000</strong></td>
</tr>
<tr>
<td></td>
<td>• Presenting Sponsor PFF29 category</td>
</tr>
<tr>
<td></td>
<td>• 15 sec ad shown before each screening in sponsored category</td>
</tr>
<tr>
<td></td>
<td>• Logo on signage at the Navy Yard Drive-In</td>
</tr>
<tr>
<td></td>
<td>• Sponsor of SpringFest with category exclusivity</td>
</tr>
<tr>
<td></td>
<td>• Logo Placement on PFF29 Landing Page</td>
</tr>
<tr>
<td></td>
<td>• Ability to use venue for private screening throughout year</td>
</tr>
<tr>
<td></td>
<td>• Ticket packages for PFF29, SpringFest, and Oscars Party &amp; Screening</td>
</tr>
<tr>
<td></td>
<td>• Logo placement in Official Sponsors Slide on Homepage Carousel</td>
</tr>
<tr>
<td></td>
<td>• Logo placement, with hyperlink, in footer of daily PFF29 daily eBlasts</td>
</tr>
<tr>
<td></td>
<td>• Acknowledgement on social media</td>
</tr>
<tr>
<td><strong>Lead</strong></td>
<td><strong>$50,000</strong></td>
</tr>
<tr>
<td></td>
<td>• Lead Sponsor, with category exclusivity, PFS’s Year-Round Film Series, PFF29, SpringFest, and Oscars Party &amp; Screening</td>
</tr>
<tr>
<td></td>
<td>• 15 sec ad, shown before each screening during PFF29 and SpringFest</td>
</tr>
<tr>
<td></td>
<td>• On-screen static ad shown before Year-Round Film Series</td>
</tr>
<tr>
<td></td>
<td>• Full Size Static Image in Homepage Carousel on Filmadelphia.org</td>
</tr>
<tr>
<td></td>
<td>• Logo Placement on PFF29 Landing Page</td>
</tr>
<tr>
<td></td>
<td>• Prominent Logo Placement - with hyperlink - on PFF29 website</td>
</tr>
<tr>
<td></td>
<td>• Logo placement in footer of daily PFF29 eBlasts</td>
</tr>
<tr>
<td></td>
<td>• Ability to use PFS venues twice annually for private screenings</td>
</tr>
<tr>
<td></td>
<td>• Ticket packages for PFF29, SpringFest, and Oscars Party &amp; Screening</td>
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<tr>
<td></td>
<td>• Acknowledgement on social media throughout the festival</td>
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<tr>
<td><strong>Presenting</strong></td>
<td><strong>$100,000</strong></td>
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<tr>
<td></td>
<td>• Presenting Sponsor, with category exclusivity, of PFS’s Year-Round Film Series, PFF29, SpringFest, and Oscars Party &amp; Screening</td>
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<tr>
<td></td>
<td>• Banner signage bookending the screen at the Navy Yard Drive-In</td>
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<tr>
<td></td>
<td>• 15 sec ad during PFF29, SpringFest, and Year-Round Film Series</td>
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<td>• Dedicated eBlast leading up to PFF29</td>
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<td>• Logo placement in footer of daily PFF29 eBlasts</td>
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<tr>
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<td>• Quarterly dedicated email blasts</td>
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<td>• Ability to use PFS venues up to quarterly for private screenings</td>
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<tr>
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<td>• Premier ticket packages for PFF29, SpringFest, and Oscars Party &amp; Screening</td>
</tr>
<tr>
<td></td>
<td>• Acknowledgement on social media throughout the festival</td>
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PHILADELPHIA FILM FESTIVAL

11 Days. 120+ Films. Made for Philly.

FOR SPONSORSHIP INQUIRIES
sponsorship@filmadephilphia.org

For updates visit FILMADELPHIA.ORG