

2022

PHILADELPHIA ENVIR●NMENTAL FILMFESTIVAL

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PHILADELPHIA
FILM
SOCIETY

April 2022

SPONSORSHIP BENEFITS

PHILADELPHIA ENVIRONMENTAL FILMFESTIVAL

Platinum Sponsor

\$25,000

- Named as Presenting Sponsor of Festival
- Opportunity to present an award during Festival
- Opportunity to introduce select films
- Ability to run a 30-second advertisement before all films
- Prominent placement of full page ad in program guide
- Prominent logo placement on the cover of program guide and on the sponsorship recognition page
- Prominent logo placement on all on-site signage, including on stage
- Ability to sponsor free or discount community screenings during Festival
- Logo placement in Festival trailer, shown before each screening
- Recognition on social media
- 15 All-Access Badges and 25 tickets

Defender Sponsor

\$10,000

- Sponsorship of three Festival films
- Ability to run a 15-second advertisement before sponsored films
- Full page ad in program guide
- Logo placement on the cover of program guide
- Logo placement on all on-site signage, including on stage
- Logo placement in Festival trailer, shown before each screening
- Recognition on social media
- 8 All-Access Badges and 15 tickets to sponsored films

Steward Sponsor

\$5,000

- Sponsorship of two Festival films
- Static slide advertisement shown before sponsored films
- Logo placement on the cover of program guide
- Logo placement in Festival trailer, shown before each screening
- Recognition on social media
- 1/2 page ad in program guide
- 6 All-Access Badges and 10 tickets to sponsored films

Environmental Sponsor

\$2,500

- Sponsorship of one Festival film
- Static slide advertisement shown before sponsored film
- Logo placement in program guide
- Logo placement in Festival trailer, shown before each screening
- Recognition on social media
- 1/4 page ad in program guide
- 4 All-Access Badges and 6 tickets to sponsored film

Conservationist Sponsor

\$1,000

- Name or logo placement in program guide
- Name or logo placement in Festival trailer, shown before each screening
- Recognition on social media
- 2 All-Access Badges and 4 tickets

Philadelphia Film Festival Marketing Metrics

In 2022, Philadelphia Environmental Film Festival will have the full marketing power of the Philadelphia Film Society behind the promotion of the Festival.

FACEBOOK

22,400+
Page Likes

23,800+
Page Followers

720,000+
Avg. Post Impressions
per Month

INSTAGRAM

7,100+
Followers

35,000+
Avg. Post Impressions
per Month

TWITTER

6,600+
Followers

25,100+
Avg. Post Impressions
per Month

EMAIL

42,000+
Subscribers

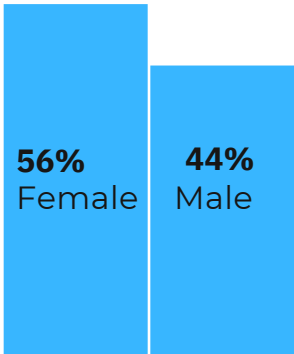
15.7%
Open Rate Avg.

WEBSITE

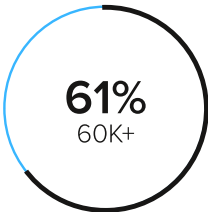
814,000+
Page Views

642,000+
Unique Page Views

gender

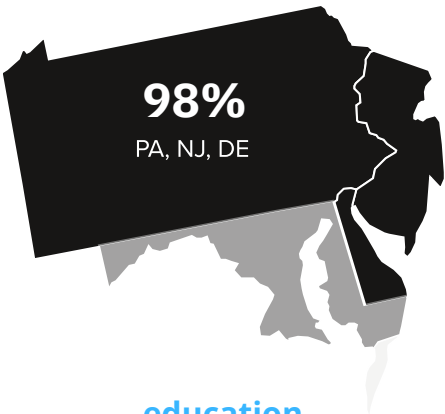


income

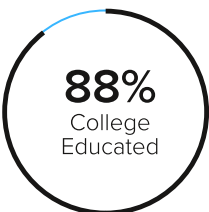


AUDIENCE

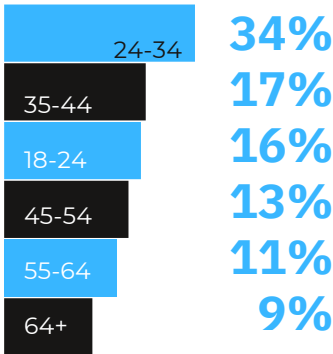
zip codes



education



age



*Metrics from 2020 Philadelphia Film Festival

2020 PHILADELPHIA FILM FESTIVAL PUBLICITY OVERVIEW

THE RESULTS

7 Press Releases
30 Press Badges
110+ Breaks
10 Interviews

PRINT

15 Print Features & Mentions

The Philadelphia Inquirer



BROADCAST

10+ Radio/Television Features & Mentions



ONLINE

125+ Online Features & Mentions

30+ Features, 20+ Mentions, 25+ Reviews, 50+ Press Social Media Mentions



**PHILADELPHIA
ENVIRONMENTAL
FILMFESTIVAL**

**PHILADELPHIA
FILM
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FOR SPONSORSHIP INQUIRIES
sponsorship@filmadelphia.org
267-239-2941

For updates visit **FILMADELPHIA.ORG**