PHILADELPHIA ENVIRONMENTAL FILMFESTIVAL

April 2022
## Sponsorship Benefits

### Philadelphia Environmental Film Festival

**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

**Environmentalist 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.

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>INSTAGRAM</th>
<th>TWITTER</th>
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<tbody>
<tr>
<td>22,400+ Page Likes</td>
<td>7,100+ Followers</td>
<td>6,600+ Followers</td>
</tr>
<tr>
<td>23,800+ Page Followers</td>
<td>35,000+ Avg. Post Impressions per Month</td>
<td>25,100+ Avg. Post Impressions per Month</td>
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<tr>
<td>720,000+ Avg. Post Impressions per Month</td>
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<table>
<thead>
<tr>
<th>EMAIL</th>
<th>WEBSITE</th>
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<tbody>
<tr>
<td>42,000+ Subscribers</td>
<td>814,000+ Page Views</td>
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<tr>
<td>15.7% Open Rate Avg.</td>
<td>642,000+ Unique Page Views</td>
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</tbody>
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AUDIENCE

gender

56% Female
44% Male

zip codes

98%
PA, NJ, DE

income

61%
60K+

education

88%
College Educated

audience age

34%
24-34

17%
35-44

16%
18-24

13%
45-54

11%
55-64

9%
64+

*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  pw  pgn

BROADCAST
10+ Radio/Television Features & Mentions

abc  10 philly live  fox29 philadelphia  kwy

ONLINE
125+ Online Features & Mentions
30+ Features, 20+ Mentions, 25+ Reviews, 50+ Press Social Media Mentions

Hollywood Reporter  Philadelphia magazine  Philadelphia Style  BSR

yahoo news  cinema seventy-six  voice cor  phindie
FOR SPONSORSHIP INQUIRIES
sponsorship@filmadelphia.org
267-239-2941

For updates visit FILMADELPHIA.ORG