



32ND ANNUAL PHILADELPHIA FILM FESTIVAL

11 DAYS. 100+ FILMS. MADE FOR PHILLY.

OCTOBER 19-29, 2023



THIS IS THE PHILADELPHIA FILM SOCIETY

Philadelphia Film Society (PFS) is a 501(c)(3) member-supported nonprofit arts organization that creates opportunities for diverse communities to experience film through initiatives that inspire, educate, challenge and entertain. PFS is the region's foremost resource for film presentation and education and is committed to presenting film as a transformative and powerful medium for artistic expression and a catalyst for strengthening community. As the producer of the Philadelphia Film Festival and creative force behind the Philadelphia Film Center, PFS Bourse, and the PFS East Theaters, PFS raises awareness of film as an important art form in Philadelphia and serves as a vital piece of the city's arts and culture community. For more information, visit Filmadelphia.org.

THIS IS THE PHILADELPHIA FILM FESTIVAL

Every October, the Philadelphia Film Society hosts the Philadelphia Film Festival which gathers more than 25,000 dedicated film lovers and scores of talented filmmakers for eleven exceptional days of cinematic splendor. Throughout the year, PFS's artistic team scours the world's most prestigious film festivals – from Sundance to Berlin, Cannes to Toronto – for the year's most highly anticipated, critically acclaimed, and thought-provoking films. The Festival presents these films alongside exclusive events with actors, directors, and industry guests; VIP receptions; and much more that highlight Philadelphia as a place where film is flourishing. As a world-class film festival, PFF represents a major contribution to the cultural life of the city and region. It presents, on average, more than 100 films and draws industry guests and panelists, and fosters an interactive community of film professionals and supporters.



PAST GUESTS

Alexander Payne

Charlie Kaufman

Damien Chazelle

Darren Aronofsky

David O. Russell

Felicity Jones

Jason Reitman

Joel Edgerton

John Leguizamo

Jonathan Demme

Kasi Lemmons

Kerry Washington

Laurence Fishburne

Lee Daniels

M. Night Shyamalan

Mark Duplass

Nick Nolte

Paul Dano

Peter Hedges

Rian Johnson

Robert Zemeckis

Todd Haynes

Will Forte

William H. Macy

PAST FESTIVAL FILMS



Birdman



Black Swan



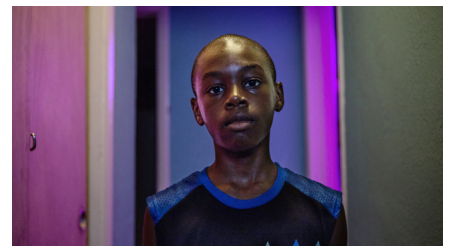
I Am Not Your Negro



**If Beale Street
Could Talk**



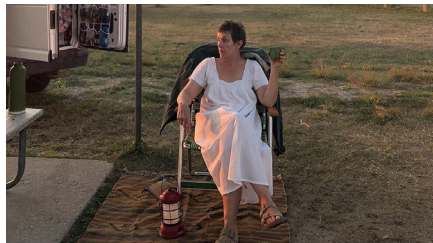
The Irishman



Moonlight



Murderball



Nomadland



Oldboy



Parasite



Roma



**Silver Linings
Playbook**

BY THE NUMBERS

32 consecutive years celebrating the Philadelphia Film Festival

25,000+ Festival attendees through our doors

100+ new and innovative film titles

3,000+ students served through Festival Field trips annually

11 years of Festival Field Trips

49 schools participating in Festival Field Trips

MARKETING METRICS

*from Q2 of 2023



365,090 page views
286,977 unique page views



60K+ subscribers
40% average open rate



24K+ followers
220K+ avg. post impressions per month



15K+ followers
321K+ avg. post impressions per month

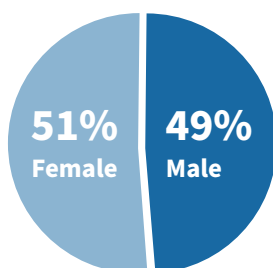


7.2K+ followers
20K+ avg. post impressions per month

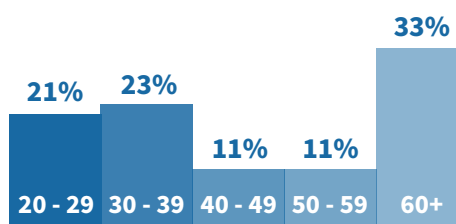
DEMOGRAPHICS

*from July 2022

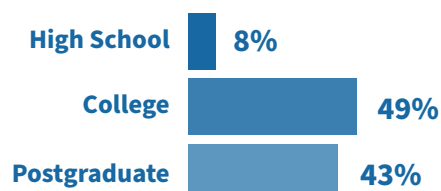
GENDER



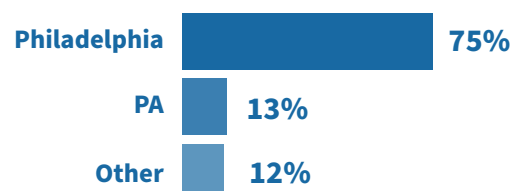
AGE GROUP



EDUCATION



LOCATION



PUBLICITY & ASSETS

THE RESULTS

11 Press Releases | 81 Press Badges
4 Red Carpets | 170+ Breaks | 5 Influencer Partnerships
106,390+ Total Potential Reach | 595,200+ Total Median Value

PRINT

9 print features & mentions

The Philadelphia Inquirer



BROADCAST

60+ radio & television features & mentions



ONLINE

81+ of online features & mentions

VISIT
PHILADELPHIA®



VOICE
PHILLY



THE
Hollywood
REPORTER

VARIETY

PHILADELPHIA FILM FESTIVAL

SPONSORSHIP LEVELS & BENEFITS

All levels of sponsorship receive logo or name recognition in the Festival trailer shown before each film, in the Program Guide, and on the Festival landing page on PFS website.

TITLE • \$250,000

- Exclusive Festival Title Opportunity
- Logo on festival lanyards
- Presentation at the Festival Lounge
- Literature distribution at the membership table and at the Festival Lounge
- Logo on step and repeat
- Logo on top-tier of Festival webpage, e-blasts, printed program guide, film pre-roll, and signage
- Social media recognition
- 30-second spot before all Festival films
- Full page ad in digital program guide
- 20 Festival Badges
- 30 Festival Ticket Vouchers
- 15% ticket discount code for employees or members

PRESENTING • \$125,000

- Exclusive Festival Title Opportunity
- Presentation at the Festival Lounge
- Literature distribution at the membership table and at the Festival Lounge
- Logo on step and repeat
- Logo on top-tier of Festival webpage, e-blasts, printed program guide, film pre-roll, and signage
- Social media recognition
- 30-second spot before all Festival films
- Full page ad in digital program guide
- 10 Festival Badges
- 20 Festival Ticket Vouchers
- 15% ticket discount code for employees or members

**Contact us to
customize your
benefits to meet
the needs of your
organization!**

PRODUCING • \$50,000

- Presentation at the Festival Lounge
 - Literature distribution at the membership table and at the Festival Lounge
 - Logo on step and repeat
 - Logo on mid-tier of Festival webpage, e-blasts, printed program guide, pre-roll, and signage
 - Social media recognition
 - 15-sec spot before all films in one Festival category
 - 1/2 page ad in digital program guide
- (benefits continued on next page)**

PRODUCING • \$50,000 (CONTINUED)

- Four Festival Badges
- Eight Tickets to each film in the sponsored Festival Category
- 15% ticket discount code for employees or members

LEAD • \$25,000

- Literature distribution at the membership table and at the Festival Lounge
- Logo on step and repeat
- Logo on mid-tier of Festival webpage, e-blasts, printed program guide, pre-roll, and signage
- Social media recognition
- 15-sec spot before all films in one Festival category
- 1/2 page ad in digital program guide
- Two Festival Badges
- Six Tickets to each film in the sponsored Festival Category
- 15% ticket discount code for employees or members

CONTRIBUTING • \$10,000

- Logo on mid-tier of Festival webpage, e-blasts, printed program guide, pre-roll, and signage
- Social media recognition
- Static ad before three festival films
- 1/4 page ad in digital program guide
- Two Festival Badges
- 4 Tickets to each sponsored film
- 10% ticket discount code for employees or members

PATRON • \$5,000

- Listing in Festival webpage, e-blasts, printed program guide, pre-roll, and signage
- Social media recognition
- Static ad before two festival films
- Listing in digital program guide
- 6 Festival ticket vouchers
- 10% ticket discount code for employees or members

SUPPORTING • \$2,500

- Listing in webpage, e-blasts, printed program guide, pre-roll, and signage
- Social media recognition
- Static ad before one festival films
- Listing in digital program guide
- Two Festival ticket vouchers
- 10% ticket discount code for employees or members

32ND ANNUAL PHILADELPHIA FILM FESTIVAL

SPONSORSHIP LEVELS & BENEFITS

All levels of sponsorship receive logo or name recognition in the Festival trailer shown before each film, in the Program Guide, and on the Festival landing page on PFS website.

PFF SPONSORSHIP LEVELS & BENEFITS	TITLE \$250,000	PRESENTING \$125,000	PRODUCING \$50,000	LEAD \$25,000	CONTRIBUTING \$10,000	PATRON \$5,000	SUPPORTING \$2,500
Exclusive Title Sponsor	X						
Exclusive Presenting Sponsor		X					
Logo on festival lanyards	X						
Presentation at the Festival Lounge	X	X	X				
Literature distribution at the membership table and at the Festival Lounge	X	X	X	X			
Logo on step and repeat	X	X	X	X			
Logo or listing in PFF webpage, e-blasts, printed program guide, pre-roll, and signage	Top-tier	Top-tier	Mid-tier	Mid-tier	Mid-tier	Listing	Listing
Social media recognition	X	X	X	X	X	X	X
30-second spot before films	All festival films	All festival films					
15-sec spot before festival films			One film category	One film category			
Static ad before festival films					3	2	1
Ad in digital program guide	Full page	Full page	1/2 page	1/2 page	Small ad	Listing	Listing
Badges	20	10	4	2	2		
Tickets	30	20	8	6	4	6	2
Ticket discount code for employees or members	15% discount	15% discount	15% discount	15% discount	10% discount	10% discount	10% discount

As a sponsor, you support the access to film as an important art form and as a vital piece of the Greater Philadelphia's arts and culture community. Additionally, you will:

- Drive brand awareness throughout the Festival
- Generate positive PR and community good will
- Showcase your organization to a captured audience
- Benefit from an association to loyal Film Festival audiences
- Interact with potential prospects
- Reach diverse audiences that prioritize entertainment in Philadelphia
- Boost your social media profile

ADVERTISING INFO

DIGITAL ADS

With over 46,000 email subscribers and 814,000+ impressions throughout the the Film Festival, digital PFF ads can grow your audience and build brand awareness.

Dedicated eBlast

\$3500

Customized email sent to PFS' full email list of 46K+

Homepage Slider

\$2500

Static ads placed in rotation on the PFS Homepage.

Large eBlast Panel

\$1500

A panel in one of the PFF's daily eBlasts.

eBlast Block

\$1000

Half panel in one of PFF's daily eBlasts with a half panel.

Footer Banner

\$550

Footer banner in one of PFF's daily eBlasts.

ON SCREEN ADS

Pre-Screening Slide Spot

\$500

15 Second Video Spot

\$800

30 Second Video Spot

\$1200

PHILLY MADE BUNDLE

Advertise with PFS during the Philadelphia Film Festival and beyond! Created to showcase our neighbors and local businesses throughout Philadelphia.

2 Available Options | \$3000 each

- 1 Film Level Sponsorship
- 1 Mid Banner Ad in one of the PFF's daily eBlasts
- Post-Festival Dedicated Posts on Facebook, Twitter, & Instagram
- 1 Film Level Sponsorship
- 3 Month Pre-Show Slide Spot at the Philadelphia Film Society theaters - the PFS Bourse, PFS East & Philadelphia Film Center

PAST SPONSORS



PREMIUM MEATS | ARTISAN CHEESES



**32ND
PHILADELPHIA
FILM
FESTIVAL**

**PHILADELPHIA FILM CENTER
1412 CHESTNUT ST**

**PFS BOURSE THEATER
400 RANSTEAD ST**

**PFS EAST THEATER
125 S 2ND ST**

**FOR SPONSORSHIP INQUIRIES:
SPONSORSHIP@FILMADELPHIA.ORG**

1412 CHESTNUT ST | 267-239-2941 | FILMADELPHIA.ORG