



# 2019 PHILADELPHIA FILM FESTIVAL SPONSORSHIP OPPORTUNITIES

OCTOBER 17 - 27

# ABOUT THE 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 ten exceptional days of cinematic splendor.

Throughout the year, our artistic team scours prestigious film festivals all over the world - from Sundance to Berlin, Cannes to Toronto - for the year's most highly anticipated, critically acclaimed, and thought provoking films. 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 120 films and draws over 60 industry guests and panelists connecting brands with professionals, executives, celebrities, patrons of the arts and other high end consumers with a shared passion for cinematic storytelling. Sponsors receive customized integrated brand exposure across a variety of platforms as well as opportunities for VIP entertainment during celebrity tributes, film premieres, parties and in our Festival lounge.



**Philadelphia Film Festival** has presented some of the most recognized and celebrated films including **Best Picture winners:**

*12 Years a Slave*  
*The Artist*  
*Birdman*  
*Black Swan*  
*The Descendants*  
*Green Book*  
*The Hurt Locker*  
*La La Land*  
*Lady Bird*  
*Manchester by the Sea*  
*Moonlight*  
*Room*  
*Silver Linings Playbook*  
*Spotlight*  
*Three Billboards Outside*  
*Ebbing Missouri*

The **Philadelphia Film Festival** is backed by an extensive print, radio, television, outdoor and online media buy valued at over **\$1.4 million**.

## PFF27 WELCOMED

**60**

filmmakers and over

**25,000**

attendees

Approximately

**11,000**

tickets were sold to over

**200**

screenings of more than

**120**

films

## MARKETING METRICS

**4,500+**

Instagram followers

**6,300+**

Twitter followers

**21,300+**

Facebook likes

**42,000+**

E-mail List subscribers

**131,000+**

web impressions

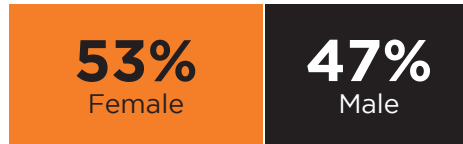
**183,000+**

print and broadcast advertising impressions

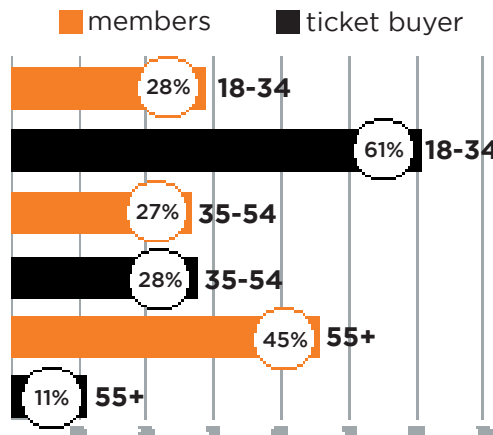
## BY THE NUMBERS

### AUDIENCE FACTS

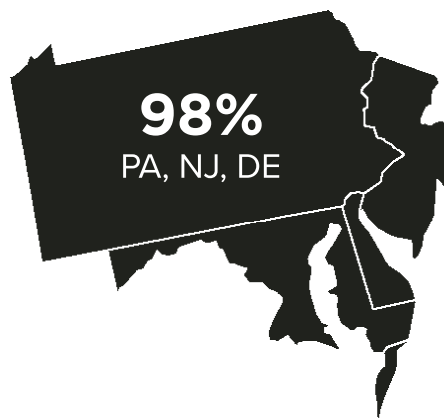
#### gender



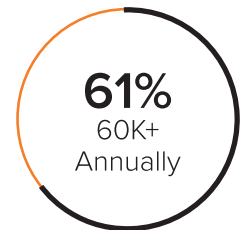
#### age



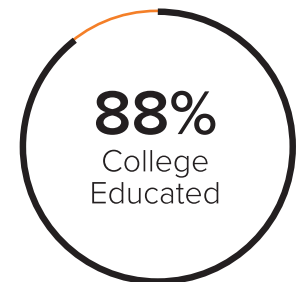
#### zip codes



#### income



#### education



Every year, Academy Award winning films, including **4** out of the last **5** best picture films, have had their **Philadelphia debut** at the **Film Festival**, screening alongside some of the best American Independents, documentaries, and foreign films from around the world.

Festival Guide Print Run

**30,000**

Festival Mini Guide Print Run:

**10,000**



# FESTIVAL HIGHLIGHTS

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## Festival Parties



From the red carpet glamour of Opening and Closing Nights, to intimate gatherings with VIPs and industry guests, festival parties reach a desirable demographic of PFF attendees, and ensure that Philadelphia's premier celebration of film happens inside and outside the theater.

## Festival Field Trips



Each year, dozens of public, private, and charter school classes from across Philadelphia visit the Film Festival for free weekday morning field trips to the historic Philadelphia Film Center. Students view new films that encourage exploration and critical thinking followed by interactive Q&As with filmmakers and industry professionals. Whenever possible, and all field trips include takeaway screening response curriculum and discussion prompts.

## Post Screening Discussions



Acclaimed filmmakers, artists, and film industry professionals take part in discussions following film screenings providing Film Festival audiences a unique behind the scene look into their creative process.

## Festival Lounge



The Festival Lounge is an exclusive space for Festival goers to stop by for a little "R&R". Badge Holders and ticket holders can relax between screenings and mingle with industry guests, all while enjoying special events and presentations, sponsored food and drink, and deluxe perks for Badge holders and VIPs.

The **Philadelphia Film Society** is committed to creating opportunities for diverse audiences to experience film through initiatives that inspire, educate, challenge, and entertain. Your support enables PFS to continue meaningful year-round programming including:

## PFS ON US

PFS on Us makes film programming available to all of Philadelphia by providing FREE tickets to the Philadelphia Film Festival and carefully selected year-round programming.

## PHILLY FILM SHOWCASE

A monthly exhibition supporting new work by talented, up-and-coming, local filmmakers of all ages, levels, and backgrounds, complete with post-screening Q&As with the filmmakers.

## MOVIES ON THE BLOCK

This free, outdoor, pop-up screening program provides underserved Philadelphia communities the opportunity to engage with contemporary film in a unique way.

PHILADELPHIA  
**FILM**  
SOCIETY

## ABOUT THE PHILADELPHIA FILM SOCIETY

### FILM ESSENTIALS

With Film Essentials at the Philadelphia Film Center, PFS is giving audiences the chance to experience some of cinema's greatest treasures as they were meant to be seen: in vivid 35mm and on the biggest screen in Center City!



### PASSPORT TO WORLD CINEMA

Passport to World Cinema brings a handpicked selection of the best international titles from around the globe to the PFS Roxy Theater for their first and often only opportunity to be seen on the big screen in Philadelphia. To enhance the viewing experience, in-depth discussions led by distinguished film critics and scholars follow the film screenings.

### SCIENCE ON SCREEN

The Science on Screen® program pairs screenings of classic, cult, science fiction, and documentary films with lively presentations by notable experts from the world of science and technology. Each film is used as a jumping-off point for a speaker to introduce current research or technological advances in a manner that engages audiences of all backgrounds.

### ALBERT M. GREENFIELD STUDENT SCREENING PROGRAM

Expanded from the success of the Festival Field Trips program, the year-round Student Screening Program at the PFS Roxy Theater includes detailed curriculum packets, pre-and-post-viewing activities, and discussion prompts.



FILMADELPHIA.ORG

# SPONSORSHIP BENEFITS

## Benefits include:

- Logo inclusion in Festival trailer, shown before each screening
- Logo on Our Sponsor page in the Festival program guide
- Recognition at sponsored screenings
- Website link on Festival web page

*plus*

<b>Patron Sponsor</b> \$5,000	<ul style="list-style-type: none"><li>• Named as Presenting Sponsor of one film</li><li>• Half page, full color ad in the Festival Program Guide</li><li>• 100 complimentary regular screening tickets</li></ul>	<b>Presenting Sponsor</b> \$50,000 <ul style="list-style-type: none"><li>• Named as Presenting Sponsor of Festival</li><li>• :15 second advertisement shown before every screening</li><li>• Logo placement on the cover of the Festival program guide</li><li>• Full page back cover color ad in Festival Program Guide</li><li>• Inclusion in Festival press releases and emails</li><li>• Logo inclusion on step &amp; repeat</li><li>• Logo on print at home tickets</li><li>• Recognition as Presenting Sponsor at all screenings</li><li>• Identification and thanks on social media</li><li>• Dedicated email blast</li><li>• Opportunities for brand activation at Festival lounge</li><li>• Opportunities for product integration and sampling at Festival lounge, screenings and special events</li><li>• Prominent logo placement on Festival web page with hyperlink</li><li>• 8 All-Access badges</li><li>• 20 tickets to Opening and Closing Night</li><li>• 300 regular screening tickets</li></ul> <p><b>We would be happy to discuss customizing any level of support to best meet the goals and interests of your organization. For more information please contact <a href="mailto:sponsorship@filmadelphia.org">Crystal Ciervo</a>, at <a href="mailto:sponsorship@filmadelphia.org">sponsorship@filmadelphia.org</a>.</b></p>						
<b>Contributing Sponsor</b> \$10,000	<ul style="list-style-type: none"><li>• Named as Presenting Sponsor of one Centerpiece film</li><li>• Full page, full color ad in the Festival Program Guide</li><li>• Identification and thanks on social media</li><li>• Logo placement on Festival web page with hyperlink</li><li>• 2 All-Access badges</li><li>• 10 tickets to sponsored film with preferred seating</li><li>• 4 tickets to Opening or Closing Night Film &amp; After Party</li><li>• 100 regular screening tickets</li></ul>							
<b>Official Sponsor</b> \$25,000	<ul style="list-style-type: none"><li>• Named as Presenting Sponsor of one Festival category (approx. 6 films)</li><li>• Full page, full color ad in Festival Program Guide with priority placement</li><li>• :15 second advertisement shown before each screening in sponsored category</li><li>• Logo placement on the cover of the Festival program guide</li><li>• Inclusion in Festival press releases and emails</li><li>• Logo placement on step &amp; repeat</li><li>• Identification and thanks on social media</li><li>• Opportunities for brand activation at Festival lounge</li><li>• Opportunities for product integration and sampling at Festival lounge, screenings and special events</li><li>• Prominent logo placement on Festival web page with hyperlink</li><li>• 4 All-Access badges</li><li>• 10 tickets to Opening or Closing Night Film &amp; After Party</li><li>• 200 regular screening tickets</li></ul>							
<b>Additional Sponsorship Opportunities</b>	<table><tbody><tr><td>Festival Award Sponsor</td><td>\$5,000</td></tr><tr><td>Festival Field Trip Sponsor</td><td>\$3,500</td></tr><tr><td>Film Sponsor</td><td>\$2,500</td></tr></tbody></table>	Festival Award Sponsor	\$5,000	Festival Field Trip Sponsor	\$3,500	Film Sponsor	\$2,500	
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Festival Field Trip Sponsor	\$3,500							
Film Sponsor	\$2,500							

# ANNUAL PHILADELPHIA FILM FESTIVAL SPONSORSHIP OPPORTUNITIES

## COMPANY INFORMATION

Contact \_\_\_\_\_ Company \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Address \_\_\_\_\_

## BECOME A SPONSOR

- Presenting Sponsor \$50,000  
 Official Sponsor \$25,000  
 Contributing Sponsor \$10,000  
 Patron Sponsor \$5,000

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Festival Award Sponsor \$5,000  
 Festival Field Trip Sponsor \$3,500  
 Film Sponsor \$2,500

## PAYMENT INFORMATION

Please indicate how payment for your sponsorship will be paid.

Payment total: \_\_\_\_\_

- A check is enclosed. (Please make check payable to the Philadelphia Film Society.)  
 My credit card information is below.  
 Please call me to discuss my payment options.

Pay by card  Visa  Mastercard  AmEx  Discover

Name on credit card \_\_\_\_\_

Account number \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_

- I hereby acknowledge that by paying this sponsorship with a credit card I am authorizing the addition of a 3.5% service fee which will apply to the total amount due.

Signature \_\_\_\_\_

Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Please mail or e-mail this completed form to: **Crystal Ciervo** at **sponsorship@filmadelphia.org**

In order to be included in all applicable benefits please email all artwork to **adsales@filmadelphia.org** by **Friday, September 6, 2019**. Artwork received after the deadline may not be included.

*The Philadelphia Film Festival is produced by the Philadelphia Film Society, a year-round 501(c)(3) non-profit organization.*