2021
Philadelphia Film Society
Sponsorship Opportunities
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; The Philadelphia Film Center and PFS Bourse Theater and at the PFS Drive-In at the Navy Yard.

- Centerpiece is Philadelphia Film Festival, entering its milestone 30th 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, all of which are expected to return 2021-2022 after being postponed in 2020 due to pandemic.

- Raises awareness of film as important art form and economic driver, contributing to $4 billion economic impact generated by arts organizations in Greater Philadelphia. PFS current ongoing operations and visitor spending have an annual economic impact of $10.5 million within the city, estimated to expand the potential future annual economic impact of operations and visitor spending to $12.1 million within the city.

- During year-long closures of our theaters, the Film Society successfully pivoted to a variety of virtual and socially-distanced programming, including the inaugural season of the Navy Yard Drive-In, monthly Quizzo events hosted online, a virtual Summerfest featuring exclusive Q&As with filmmakers, a robust curated Virtual Theater, and the first-ever hybrid Philadelphia Film Festival, featuring a mix of Drive-In and virtual events and screenings. The digital platform & app built for the hybrid 29th Annual Philadelphia Film Festival will soon be available year-round to stream Film Society curated content at home.
BY THE NUMBERS

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

AUDIENCE

gender
gender
56% Female
44% Male

income
income
61% 60K+

education
88% College Educated

age
zip codes
24-34 34%
35-44 17%
18-24 16%
45-54 13%
55-64 11%
64+ 9%

98% PA, NJ, DE

EMAIL
WEBSITE
FACEBOOK
INSTAGRAM
TWITTER
FILMADELPHIA.ORG
30th PHILADELPHIA FILM FESTIVAL

DIGITAL & PRINT ADVERTISING OPPORTUNITIES

PFF30 FILM SPONSORSHIP
Become the official presenter of a PFF30 film. Film sponsorships include:

- A package of 12 tickets to your sponsored film
- Listing, with hyperlink, with film on virtual Festival platform
- Logo recognition in eBlasts related to sponsored film
- Static, on-screen slide during the pre-roll of sponsored film
- Recognition across social media platforms throughout Festival

$2500 | $1880 Tax Deductible

PROGRAM GUIDE ADS
Showcase your brand in the Official PFF30 Program Guide, 30,000 of which are printed and distributed throughout the Greater Philadelphia Area.

<table>
<thead>
<tr>
<th>Double Truck</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Business Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2500</td>
<td>$1500</td>
<td>$1000</td>
<td>$550</td>
<td>$350</td>
</tr>
</tbody>
</table>

DIGITAL ADS
With over 42,000 email subscribers and 814,000+ impressions throughout the Film Festival, digital PFF ads can grow your audience and build brand awareness.

<table>
<thead>
<tr>
<th>Homepage Slider</th>
<th>Large eBlast Panel</th>
<th>eBlast Block</th>
<th>Footer Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2500</td>
<td>$1500</td>
<td>$1000</td>
<td>$550</td>
</tr>
<tr>
<td>Static ads placed in rotation on the PFS Homepage.</td>
<td>A panel in one of the PFF’s daily eBlasts.</td>
<td>Half panel in one of PFF’s daily eBlasts with a half panel.</td>
<td>Footer banner in one of PFF’s daily eBlasts.</td>
</tr>
</tbody>
</table>

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

Two Available Options | $3000 ea.

**Bundle A**
- 1 Film Level Sponsorship
- 1 Mid Banner Ad in one of the PFF’s daily eBlasts
- Post-Festival Dedicated Posts on Facebook, Twitter, & Instagram

**Bundle B**
- 1 Film Level Sponsorship
- 3 Month Pre-Show Slide Spot at the both Philadelphia Film Society theaters - the PFS Bourse & Philadelphia Film Center

FILMADELPHIA.ORG
30th PHILADELPHIA FILM FESTIVAL

DIGITAL & PRINT ADVERTISING OPPORTUNITIES

COMPANY INFORMATION

Contact_____________________________ Company_____________________________
Phone_____________________________ Email_____________________________
Address__________________________________________________________________

YOUR PFF30 ADVERTISING OPPORTUNITY

DIGITAL ADS

☐ Filmadelphia Homepage Slider $2500
☐ Large eBlast Panel $1500
☐ eBlast Block $1000
☐ Footer Banner $550

PHILLY MADE BUNDLE

☐ Philly Made Bundle A $3000
☐ Philly Made Bundle B $3000

PROGRAM GUIDE ADS

☐ Double Truck $2500
☐ Full Page $1500
☐ Half Page $1000
☐ Quarter Page $550
☐ Business Card $350

SPONSORSHIP

☐ Film Sponsorship $2500

PAYMENT INFORMATION

Please indicate how payment for your sponsorship will be paid.

Payment Total:______________________________

☐ Invoice ☐ A check is enclosed.
☐ Please call me to discuss my payment options. ☐ My credit card information is below.

Pay by Card ☐ Visa ☐ Mastercard ☐ AmEx ☐ Discover

Card Number___________________________________________ Exp. Date _______ / _______

Security Code_______________ Signature_______________________

Please make all checks payable to Philadelphia Film Society.

Please email this form to adsales@filmadelphia.org. Artwork must be emailed to adsales@filmadelphia.org by September 10, 2021. For more information about greater sponsorship opportunities, please email sponsorship@filmadelphia.org.

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