31ST ANNUAL PHILADELPHIA FILM FESTIVAL

PRESENTED BY PHILADELPHIA FILM SOCIETY

SPONSORSHIP OPPORTUNITIES
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 and the PFS Bourse Theater, 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.

THE PHILADELPHIA FILM FESTIVAL

Every October, the Philadelphia Film Society hosts the Philadelphia Film Festival which gathers more than 15,000 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 highlights 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. By presenting and designing programs with a variety of partners, PFS is able to create opportunities that reduce barriers to interacting with film, attracting new audiences to PFS and the film community at large.
PHILADELPHIA FILM FESTIVAL
SPONSORSHIP LEVELS & BENEFITS

All levels of sponsorship receive:

- Logo or name recognition in Festival trailer, shown before each film
- Logo or name recognition in Program Guide
- Logo or name recognition on Festival landing page

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<th>SPONSORSHIP LEVEL</th>
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| FRIEND • $500     |       | • Package of 4 festival ticket vouchers  
                   |       | • 2 tickets to Opening Night film & reception |
| SUPPORTER • $1,000|       | • Package of 25 Festival ticket vouchers  
                   |       | • 2 tickets to Opening Night film & reception  
                   |       | • Business card ad or dedication in Program Guide |
| FILM • $2,500     |       | • Sponsorship of a Festival film  
                   |       | • Static, on-screen slide included in the pre-roll of sponsored film  
                   |       | • ¼ page ad or dedication in Program Guide  
                   |       | • A package of 5 tickets to sponsored film  
                   |       | • Logo or name recognition included in an eBlast during the Festival |
| PATRON • $5,000    |       | • Sponsorship of two Festival films  
                   |       | • 1 All-Access Badge  
                   |       | • Static, on-screen slide included in the pre-roll of each sponsored film  
                   |       | • ¼ page ad/dedication in Program Guide  
                   |       | • A package of 5 tickets to each sponsored film  
                   |       | • Social media recognition associated with sponsored film  
                   |       | • Block ad included in an eBlast during the Festival |
| CONTRIBUTING • $10,000| | • Sponsorship of three Festival films  
                           | | • 2 All-Access badges & a package of 5 tickets to each sponsored film  
                           | | • Static, on-screen slide included in the pre-roll of each sponsored film  
                           | | • ½ page ad in Program Guide  
                           | | • Social media recognition associated with sponsored film  
                           | | • Banner ad included in 2 eBlasts during the Festival |

31ST ANNUAL
### OFFICIAL • $15,000

- Sponsorship of entire category in Festival (typically 5-7 films)
- 4 All-Access badges & a package of 10 tickets to each film in the category
- 15-second ad included in the pre-roll of each sponsored film
- ½ page ad in Program Guide
- Social media recognition associated with sponsored film
- Banner ad included in 5 eBlasts throughout Festival
- Logo placement in sponsor slide on Filmadelphia.org homepage carousel
- Logo included on sponsor signage across PFS venues

### LEAD • $25,000

- Sponsorship of entire category in Festival (typically 5-7 films)
- 6 All-Access badges & 30 Festival ticket vouchers
- 15-second ad included in the pre-roll of each sponsored film
- Full page ad in Program Guide
- Logo included on Step and Repeat
- Logo included on cover of the Program Guide
- Social media recognition associated with sponsored film
- Banner ad included in all Festival eBlasts
- Logo placement on Festival landing page
- Logo placement in sponsor slide on Filmadelphia.org homepage carousel
- Logo included on sponsor signage across PFS venues
- Opportunity to use PFS venues once during the year (November 2022 - November 2023) for private screenings, based on venue availability

### PRESENTING • $50,000

- Sponsorship of entire category in Festival (typically 5-7 films)
- 8 All-Access badges & 30 Festival ticket vouchers
- 15-second ad included in the pre-roll of each sponsored film
- Static ad included in pre-roll for year-round curated programming
- Prominently placed full page ad in Program Guide
- Logo included on Step and Repeat at Philadelphia Film Center for special events throughout the year
- Logo included on cover of the Program Guide
- Social media recognition associated with sponsored film
- Banner ad included in all Festival eBlasts
- Logo placement on Festival landing page
- Logo included on sponsor signage across PFS venues
- Dedicated ad included on Filmadelphia.org homepage carousel
- Opportunity to use PFS venues twice during the year (November 2022 - November 2023) for private screenings, based on venue availability
**BY THE NUMBERS**

- **31** Consecutive years celebrating the Philadelphia Film Festival
- **15,000+** Festival attendees through our doors
- **100+** New and innovative film titles
- **1,700+** students served through Festival Field trips annually
- **10** years of Festival Field Trips
- **49** schools participating in Festival Field Trips

**MARKETING METRICS**

*as of Spring 2022*

- **23.8K+** Page followers
- **753,000+** Avg. post impressions per month
- **7K+** Followers
- **15,000+** Avg. post impressions per month
- **11.1K+** Followers
- **550,900+** Avg. post impressions per month
- **47,000+** Subscribers
- **32%** Average open rate

**DEMOGRAPHICS**

*from October 2021*

- **368,429** Page views
- **271,437** Unique page views

**LOCATION**

- **Pennsylvania**: 65%
- **New Jersey**: 9%
- **District of Columbia**: 5%
- **New York**: 3%

**AGE**

- 18 - 24: 18%
- 25 - 34: 31%
- 35 - 44: 15%
- 45 - 54: 14%
- 55 - 64: 11%
- 65+: 9%

**GENDER**

- **Female**: 52%
- **Male**: 47%
PUBLICITY & ASSETS

THE RESULTS
10 Press Releases | 45 Press Badges
5 Red Carpets | 225+ Breaks | 29 Interviews

PRINT
9 print features & mentions

The Philadelphia Inquirer
The Philadelphia Tribune

BROADCAST
24 radio & television features & mentions

ONLINE
200+ of online features & mentions
30+ features, 120+ mentions, 170+ reviews

PUBLICITY & ASSETS