32ND 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, 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.

**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.
PHILADELPHIA FILM FESTIVAL
SPONSORSHIP LEVELS & BENEFITS

All levels of sponsorship receive logo or name recognition:
- In Festival trailer, shown before each film
- In Program Guide
- On Festival landing page on PFS website

**PRESENTING • $50,000**
Confirm Presenting Sponsorship by September 1, 2023 and also get logo placement on PFS Festival marketing such as street banners, bus shelters and billboards
- 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 or dedication 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 promote products at the Festival Lounge or in theaters
- Opportunity to use PFS venues once during the year (November 2023 - November 2024) for private screenings, based on venue availability

**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 or dedication 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 promote products at the Festival Lounge or in theaters

Contact us to customize your benefits to meet the needs of your organization!
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 or dedication in Program Guide
- Social media recognition associated with sponsored film
- Banner ad included in 5 eBlasts throughout Festival
- Logo placement in sponsor slide on Filmmadelphia.org homepage carousel
- Logo included on sponsor signage across PFS venues
- Opportunity to promote products at the Festival Lounge or in theaters

CONTRIBUTING • $10,000
- Sponsorship of 3 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
- ¼ page ad or dedication in Program Guide
- Social media recognition associated with sponsored film
- Banner ad included in 2 eBlasts during the Festival
- Opportunity to promote products at the Festival Lounge or in theaters

PATRON • $5,000
- Sponsorship of 2 Festival films
- 1 All-Access Badge
- Static, on-screen slide included in the pre-roll of each sponsored film
- ⅛ page ad or 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

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
- Social media recognition associated with sponsored film

*SUPPORTER • $1,000
- Package of 25 Festival ticket vouchers
- 2 tickets to Opening Night film & reception
- Small ad or dedication in Program Guide

*FRIEND • $500
- Package of 4 festival ticket vouchers
- 2 tickets to Opening Night film & reception

*You must be an individual or small business to qualify for these levels of sponsorship
# 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, on the Festival landing page on PFS website

<table>
<thead>
<tr>
<th>PFF SPONSORSHIP LEVELS &amp; BENEFITS</th>
<th>PRESENTING - $50,000</th>
<th>LEADING - $25,000</th>
<th>OFFICIAL - $15,000</th>
<th>CONTRIBUTING - $10,000</th>
<th>PATRON - $5,000</th>
<th>FILM - $2,500</th>
<th>SUPPORTER - $1,000</th>
<th>FRIEND - $500</th>
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<tr>
<td>All-Access badges &amp; Festival ticket vouchers</td>
<td>8 badges, 30 vouchers</td>
<td>6 badges, 30 vouchers</td>
<td>4 badges, 10 tickets to each film in the category</td>
<td>2 badges &amp; 5 tickets to each sponsored film</td>
<td>1 badge &amp; 5 tickets to each sponsored film</td>
<td>5 tickets to each sponsored film</td>
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<td>4 ticket vouchers</td>
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<td>Prominently placed full page ad or dedication in Program Guide</td>
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<td>Logo included on Step and Repeat at Philadelphia Film Center for special events throughout the year</td>
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<td>Opportunity to use PFS venues once during the year (Nov. 2023 - Nov. 2024) for private screenings, based on venue availability</td>
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<td>Sponsorship of entire category in Festival (typically 5-7 films)</td>
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<td>2 tickets to Opening Night film &amp; reception</td>
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</table>
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 Q1 of 2023

Facebook:
- 24K+ followers
- 220K+ avg. post impressions per month

Instagram:
- 13.5K+ followers
- 321K+ avg. post impressions per month

Twitter:
- 7.2K+ followers
- 20K+ avg. post impressions per month

Email:
- 46K+ subscribers
- 30% average open rate

DEMOGRAPHICS

*from October 2022

LOCATION

- Pennsylvania: 44%
- New Jersey: 4%
- New York: 3%
- District of Columbia: 1%
- Delaware: 1%
- Philadelphia: 78%
- Surrounding Counties: 22%

AGE

- 18-24: 19%
- 25-34: 27%
- 35-44: 21%
- 45-54: 14%
- 55-64: 11%
- 65+: 8%

GENDER

- Female: 51%
- Male: 49%
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®
WHYY
VOICE
Citizen
WXPN
Metro Philadelphia
Movie Jawn
Film Daily
The Hollywood Reporter
Variety
32ND PHILADELPHIA FILM FESTIVAL

11 DAYS. 100+ FILMS. MADE FOR PHILLY.

OCTOBER 19-29, 2023

FOR SPONSORSHIP INQUIRIES: SPONSORSHIP@FILMADELPHIA.ORG

FOR UPDATES VISIT WWW.FILMADELPHIA.ORG