



32ND ANNUAL PHILADELPHIA FILM FESTIVAL

PRESENTED BY PHILADELPHIA FILM SOCIETY
SPONSORSHIP OPPORTUNITIES



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.



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 Filmadelphia.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
- ½ 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
- ¼ 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**

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



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



13.5K+ followers
321K+ avg. post impressions per month



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



46K+ subscribers
30% average open rate

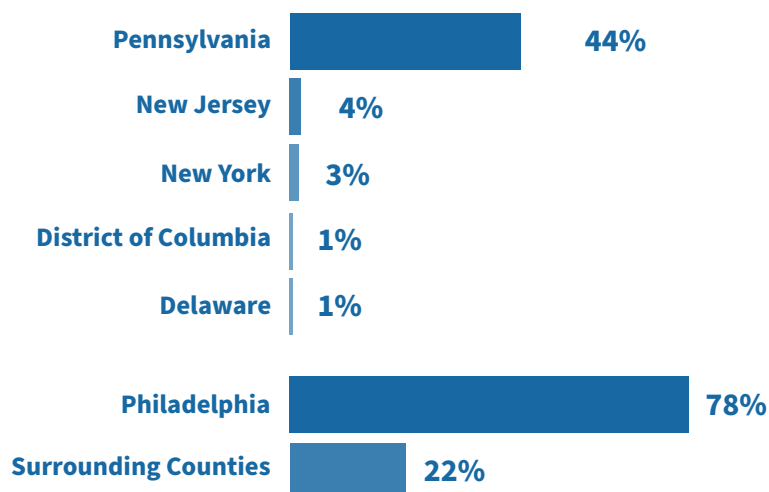
DEMOGRAPHICS

*from October 2022

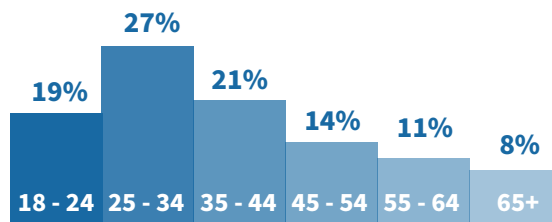


365,090 page views
286,977 unique page views

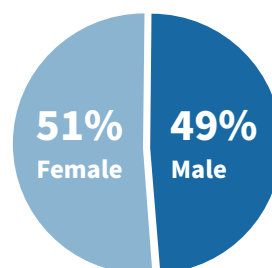
LOCATION



AGE



GENDER



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



**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**