



AUTHOR, LAWYER, & ACTIVIST BRYAN STEVENSON



ACTOR/DIRECTOR BRADLEY COOPER



ACTOR/DIRECTOR PAUL DANO



PRODUCER NICK BEDU & DIRECTOR OLIVIA LICHTENSTEIN



ACTOR BRUCE WILLIS & DIRECTOR M. NIGHT SHYAMALAN



ACTOR/DIRECTOR KAREN GILLAN

# 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, mc nthly 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.



LA LA LAND, PFF25



DIRECTORS / ACTORS DAVEED DIGGS & RAFAEL CASAL WITH J. ANDREW GREENBLATT



GUESTS AT OPENING NIGHT, PFF26



## SPONSORED NIGHTS AT THE DRIVE-IN

*Ongoing*

Gives your organization the opportunity to program your own signature event at the Navy Yard Drive-In. Includes promo code for employees, so organizations can give to PFS while providing a benefit to their staff.

## PFS ON US

*Ongoing*

Free ticketing program PFS On Us, unites a diverse group of individuals involved in nonprofit organizations, arts and cultural groups, universities, and hundreds from Philadelphia's general public who want to share in the excitement and challenge of powerful new cinema.

## MOVIES ON THE BLOCK

*Summer 2021*

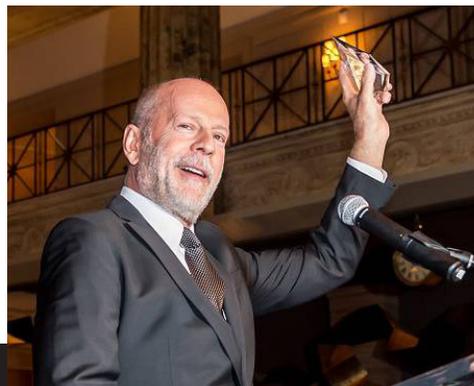
Free, outdoor pop-up events in underserved neighborhoods across the city. Curated screenings and programming designed in collaboration with community leaders and organizations.



## 20TH ANNIVERSARY GALA

*October 20, 2021*

The night before the 30th Philadelphia Film Festival kicks off, friends and supporters of the Philadelphia Film Society are invited to celebrate the organization's 20 year history as the foremost presenter of film in Philadelphia. With special guests and an award presentation, the 20th Anniversary gala is a can't miss event for film lovers and arts patrons alike.



## SPRINGFEST

*June 11 - 17, 2021*

Our mid-year Festival that highlights new releases, showcasing everything from American indie darlings to acclaimed international titles. Attendees get a first-look at releases that will make up the cinematic landscape in the coming months.

## ANNUAL PHILADELPHIA FILM FESTIVAL

*October 21 - 31, 2021*

Gathers 20,000 film lovers and scores talented filmmakers for eleven days of new, carefully curated film. Welcomes international guests, jurors, and filmmakers. Parties and events with unique marketing opportunities throughout the two weeks.

## LUMIERE AWARD

*TBD*

Named in honor of groundbreaking filmmakers Auguste & Louis Lumiere and awarded to an individual who demonstrates a passion for filmmaking in Philadelphia. Previous recipients include M. Night Shyamalan, Bruce Willis, & Adam McKay.

## 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.

GREENFIELD SCREENING ROOM

## All benefit levels receive:

- Logo in Festival trailer, shown before each screening
- Logo on Sponsor Program Guide
- Recognition at sponsored screenings
- Link on web page
- Recognition across social media platforms throughout Festival

## Film: \$2,500

- Sponsorship of a PFF30 film
- A package of 12 tickets to your sponsored film
- Listing, with hyperlink, with film on virtual Festival platform and at select in-person screenings
- 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

## Patron: \$5,000

- Sponsorship of a PFF30 film
- A package of 12 tickets to your sponsored film
- Full-color, quarter-page ad in Program Guide
- Listing, with hyperlink, with film on virtual Festival platform and at select in-person screenings
- Dedicated eBlast block during PFF30
- Logo recognition in eBlasts related to sponsored film
- 2 tickets to annual Oscars Party
- Static, on-screen slide during the pre-roll of sponsored film
- Recognition across social media platforms throughout Festival

## Contributing: \$10,000

- Sponsor a PFF30 Centerpiece & Springfest film
- On-Screen Static ad shown in pre-roll before Sponsored SpringFest Film
- Full-color, half-page ad in Program Guide
- Logo included in all on-site Festival signage
- Package of 25 tickets for PFF30
- 4 tickets to annual Oscars Party
- Ticket discounts to Year-Round Film Series
- Dedicated full color panel ad, with hyperlink, in an eBlast during PFF30

## Official: \$25,000

- Presenting Sponsor PFF30 category
- 15 sec ad shown before each screening in Sponsored Category
- Full-color, full-page ad in Program Guide
- Logo included in all on-site Festival signage
- Sponsor of SpringFest with category exclusivity
- Logo Placement on PFF30 Landing Page
- Ability to use venue for private screening throughout year
- 2 all-access badges and 50 tickets to PFF30
- 6 VIP tickets to annual Oscars Party
- Logo placement in Official Sponsors slide on Homepage carousel
- Logo placement, with hyperlink, in footer of daily PFF30 daily eBlasts

## **Lead: \$50,000**

- Lead Sponsor, with category exclusivity, PFF30, SpringFest, and Oscars Party & Screening in April
- 15 sec ad, shown before each screening during PFF30, SpringFest, and at PFS Drive-In through October 2021.
- Full-color, full-page ad in Program Guide
- Prominent logo placement included in all on-site Festival signage
- On-screen static ad shown before Year-Round Film Series
- Full Size Static Image in Homepage Carousel
- Logo Placement on PFF30 Landing Page
- Prominent Logo Placement - with hyperlink - on PFF29 website
- Logo placement in footer of daily PFF30 eBlasts
- Ability to use PFS venues twice annually for private screenings
- 4 all-access badges and 100 tickets to PFF30
- 10 VIP tickets to annual Oscars Party

## **Presenting: \$100,000**

- Presenting Sponsor, with category exclusivity, PFF30, SpringFest, and Oscars Party
- Banner signage bookending the screen at the Navy Yard Drive-In, open through October 2021
- 15-sec ad during PFF30, SpringFest, and Year-Round Film Series
- Dedicated eBlast leading up to PFF30
- Full-page, full-color ad in PFF30 Program Guide, Springfest Program Guide, & Oscars Party program
- Top logo placement included in all on-site Festival signage
- Full Size Static Image in Homepage Carousel on Filmadelphia.org
- Logo included in all marketing collateral related PFF30
- Logo Placement on PFF30 Landing Page
- Premium Logo Placement - with hyperlink - on PFF30 website
- Logo placement in footer of daily PFF30 eBlasts
- Quarterly dedicated email blasts
- Ability to use PFS venues up to quarterly for private screenings
- Premier ticket packages to all annual events

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**In 2021, join the Philadelphia Film Society in celebrating our 20th Anniversary!**

**For two decades, PFS has been bringing together diverse communities of people across the city of Philadelphia to experience film through initiatives that inspire, educate, challenge, & entertain.**

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## **20th ANNIVERSARY OPPORTUNITIES**

**All benefit levels receive:**

- Logo included in year-round on-site sponsor signage
- Logo included on 20th Anniversary section of website

### **Indie Darling: \$1,000**

- 2 tickets to 20th Anniversary Gala
- Recognition included in 20th Anniversary gala program
- 5 tickets to 30th Annual Philadelphia Film Festival screenings

### **Debut Feature: \$2,500**

- Biannual block ad in eBlast
- 4 tickets to 20th Anniversary gala
- Recognition included in 20th Anniversary gala signage & program
- 10 tickets to 30th Annual Philadelphia Film Festival screenings

### **Sophomore Outing: \$5,000**

- 6 tickets to 20th Anniversary Gala
- Recognition included in 20th Anniversary gala signage & program
- Marketing collateral displayed at concessions year-round
- Recognition in year-round Sponsor pre-roll
- Quarterly block ad in eBlast
- 12 tickets to 30th Annual Philadelphia Film Festival screenings

### **Box-Office Smash: \$10,000**

- 1 Table (10 Tickets) at 20th Anniversary Gala
- Marketing collateral displayed at concessions year-round
- Recognition in year-round Sponsor pre-roll
- Quarterly banner ad on homepage slider of website
- Use of our any of our sites for a private screening
- 15 tickets to 30th Annual Philadelphia Film Festival screenings

### **Auteur Status: \$15,000**

- 1 Table (10 Tickets) at 20th Anniversary Gala
- 2 Tickets to VIP Pre-Reception
- Full-page ad in 20th Anniversary Gala program
- Linked logo in all emails related to 20th Anniversary
- Bi-monthly banner ad on homepage slider of website
- Use of our any of our sites for a private screening
- 20 tickets to 30th Annual Philadelphia Film Festival screenings

### **Presenting: \$25,000**

- 1 Table (10 Tickets) at 20th Anniversary Gala
- 10 Tickets to VIP Pre-Reception
- 2 All-Access passes to the 30th Annual Philadelphia Film Festival
- 20 tickets to 30th Annual Philadelphia Film Festival screenings
- Full-page ad in 20th Anniversary Gala program
- Linked logo in all emails related to 20th Anniversary
- Monthly banner ad on homepage slider of website
- Use of our any of our sites for a private screening
- Recognition on Step and Repeat

**Year-round Presenting Sponsor opportunities available. Direct inquiries to [sponsorship@filmadelphia.org](mailto:sponsorship@filmadelphia.org).**



MAINSTAGE, PHILADELPHIA FILM CENTER



AUDITORIUM 1, PFS ROXY

## VENUE

### Philadelphia Film Center

1412 Chestnut Street

Mainstage

Greenfield Education & Community Screening Room

### Bourse Theater

400 Ranstead Street

Auditorium 1

Auditorium 2

Auditorium 3

Auditorium 4

Auditorium 5

### PFS Drive-In

at the Navy Yard

Screen 1

Screen 2

### PFS Virtual Theater

Brings first run and retro titles to audiences at home, expanding the reach and viewership of acclaimed cinema.

## CAPACITY

450

96

122

133

142

160

200

150 (cars)

30 (cars)



CAFE COUNTER, PHILADELPHIA FILM CENTER



GREENFIELD SCREENING ROOM



GREENFIELD SCREENING ROOM

## 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

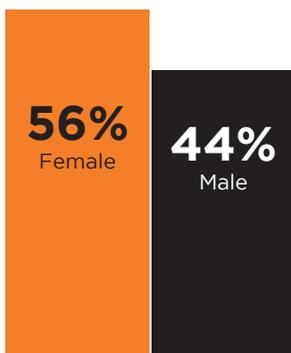
**15.7%**  
Open Rate Avg.

## WEBSITE

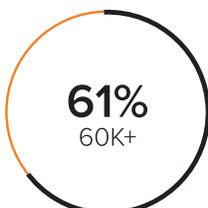
**814,000+**  
Page Views

**642,000+**  
Unique Page Views

### gender

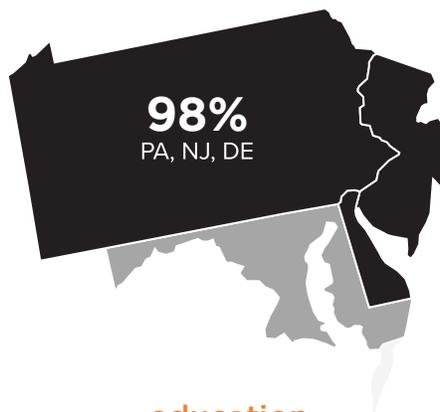


### income

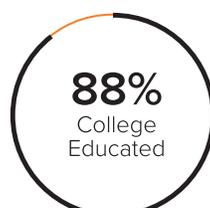


## AUDIENCE

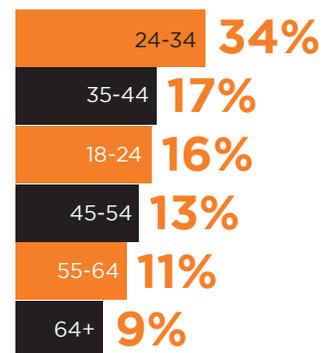
### zip codes



### education



### age



**PFF29 PUBLICITY OVERVIEW**

**THE RESULTS**

- 7 Press Releases
- 30 Press Badges
- 110+ Breaks
- 10 Interviews

**PRINT**

15 Print Features & Mentions



**BROADCAST**

10+ Radio/Television Features & Mentions



**ONLINE**

**125+ Online Features & Mentions**

30+ Features, 20+ Mentions, 25+ Reviews, 50+ Press Social Media Mentions



PHILADELPHIA  
**FILM**  
FESTIVAL

11 Days. 120+ Films. Made for Philly.

FOR SPONSORSHIP INQUIRIES

[sponsorship@filmadelphia.org](mailto:sponsorship@filmadelphia.org)

For updates visit **FILMADELPHIA.ORG**