



# 2018 PHILADELPHIA FILM FESTIVAL SPONSORSHIP OPPORTUNITIES

October 18 - 28

# ABOUT THE 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 ten exceptional days of cinematic splendor.



Throughout the year, our 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. 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 180 films and draws over 70 industry guests and panelists connecting brands with professionals, executives, celebrities, patrons of the arts and other high end consumers with a shared passion for cinematic storytelling. Sponsors receive customized integrated brand exposure across a variety of platforms as well as opportunities for VIP entertainment during celebrity tributes, film premieres, parties and in our Festival lounge.

**Philadelphia Film Festival** has presented some of the most recognized and celebrated films including **Best Picture winners:**

*12 Years a Slave*  
*The Artist*  
*Birdman*  
*Black Swan*  
*The Descendants*  
*The Hurt Locker*  
*La Vie En Rose*  
*Lady Bird*  
*Manchester by the Sea*  
*Moonlight*  
*Room*  
*Silver Linings Playbook*  
*Spotlight*  
*Three Billboards Outside*  
*Ebbing Missouri*

The **Philadelphia Film Festival** is backed by an extensive print, radio, television, outdoor and online media buy valued at over **\$3 million**.

## PFF26 WELCOMED

**50**

filmmakers and over

**25,000**

attendees

Approximately

**22,000**

tickets were sold to over

**150**

screenings of more than

**100**

films

## MARKETING METRICS

**3,300+**

Instagram followers

**6,000+**

Twitter followers

**20,400+**

Facebook likes

**37,000+**

E-mail List subscribers

**90,000+**

web impressions

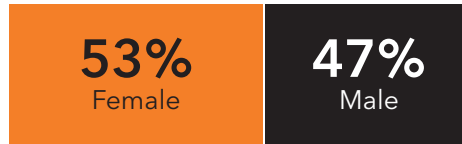
**486,736,868**

print and broadcast  
advertising impressions

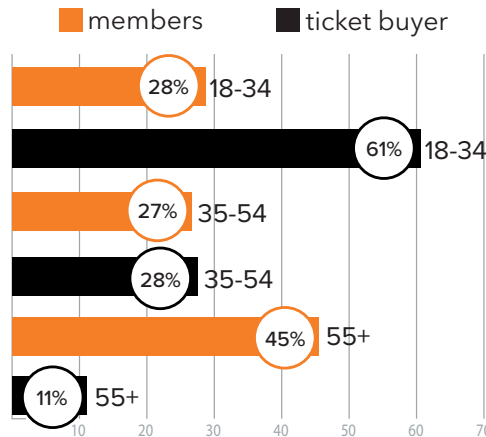
## BY THE NUMBERS

### AUDIENCE FACTS

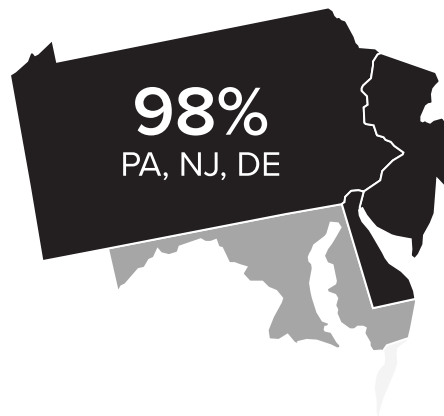
#### gender



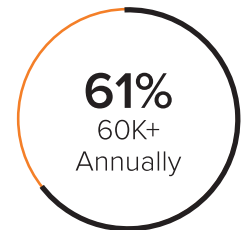
#### age



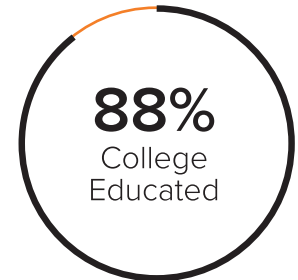
#### zip codes



#### income



#### education



**4** out of the last **5** best picture films have had their **Philadelphia** debut at the **Film Festival**, screening alongside some of the best American Independents, documentaries and foreign films from around the world.

Festival Guide Print Run

**30,000**

Festival Mini Guide Print Run:

**10,000**

# FESTIVAL HIGHLIGHTS

## Festival Parties



From the red carpet glamor 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 at the Film Festival, the Film Society hosts dozens of classes from public, private, and charter schools for FREE weekday morning field trips to the historic Prince Theater for screenings of the best in contemporary independent cinema focused on relevant issues and excellent storytelling.

## Lumière Celebration



The Lumière Award, named in honor of the first filmmakers August and Louis Lumière, is presented to those that have demonstrated superlative passion and dedication to film in Philadelphia. 2017 recipient Bruce Willis was feted with an exclusive event at AKA Washington Square, with his award presented by PFS Board Member M. Night Shyamalan.

## 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.

## ABOUT THE PHILADELPHIA FILM SOCIETY

PFS is committed to creating opportunities for diverse audiences to experience film through initiatives that inspire, educate, challenge, and entertain. Your support enables PFS to continue meaningful year-round programming including:

### PFS ON US

PFS on Us makes film programming available to all of Philadelphia by providing FREE tickets to the Philadelphia Film Festival and carefully selected year-round programming.

### FESTIVAL FIELD TRIPS

Festival Field Trips offer the best in contemporary cinema with FREE weekday morning screenings during the Festival at the Prince Theater.

### PHILLY FILM SHOWCASE

A monthly exhibition supporting new work by talented, up-and-coming, local filmmakers of all ages, levels, and backgrounds, complete with a post-screening Q&A with the filmmakers.

### MOVIES ON THE BLOCK

This free, outdoor, pop-up screening program provides underserved Philadelphia communities the opportunity to engage with contemporary film in a unique way.

### ALBERT M. GREENFIELD STUDENT SCREENING PROGRAM

Expanded from the success of the Festival Field Trips program, the year-round Student Screening Program at the PFS Roxy Theater includes detailed curriculum packets, pre-and-post-viewing activities, and discussion prompts.

# SPONSORSHIP BENEFITS

## Benefits include:

- Logo inclusion in Festival trailer, shown before each screening
- Logo on Our Sponsor page in the Festival program guide
- Recognition at sponsored screenings
- Website link on Festival web page

plus

### Patron Sponsor \$5,000

- Named as Presenting Sponsor of one film
- Half page, full color ad in the Festival Program Guide
- 100 complimentary regular screening tickets

### Contributing Sponsor \$10,000

- Named as Presenting Sponsor of one Centerpiece film
- Full page, full color ad in the Festival Program Guide
- Identification and thanks on social media
- Logo placement on Festival web page with hyperlink
- 2 All-Access badges
- 10 tickets to sponsored film with preferred seating
- 4 tickets to Opening or Closing Night Film & After Party
- 100 regular screening tickets

### Official Sponsor \$25,000

- Named as Presenting Sponsor of one Festival category (approx. 6 films)
- Full page, full color ad in Festival Program Guide with priority placement
- :15 second advertisement shown before each screening in sponsored category
- Logo placement on the cover of the Festival program guide
- Inclusion in Festival press releases and emails
- Logo placement on step & repeat
- Identification and thanks on social media
- Opportunities for brand activation at Festival lounge
- Opportunities for product integration and sampling at Festival lounge, screenings and special events
- Prominent logo placement on Festival web page with hyperlink
- 4 All-Access badges
- 10 tickets to Opening or Closing Night Film & After Party
- 200 regular screening tickets

### Presenting Sponsor \$50,000

- Named as Presenting Sponsor of Festival
- :15 second advertisement shown before every screening
- Logo placement on the cover of the Festival program guide
- Full page back cover color ad in Festival Program Guide
- Inclusion in Festival press releases and emails
- Logo inclusion on step & repeat
- Logo on print at home tickets
- Recognition as Presenting Sponsor at all screenings
- Identification and thanks on social media
- Dedicated email blast
- Opportunities for brand activation at Festival lounge
- Opportunities for product integration and sampling at Festival lounge, screenings and special events
- Prominent logo placement on Festival web page with hyperlink
- 8 All-Access badges
- 20 tickets to Opening and Closing Night
- 300 regular screening tickets

### Additional Sponsorship Opportunities

Lumière Celebration Sponsor	\$50,000
Festival Award Sponsor	\$5,000
Festival Field Trip Sponsor	\$3,500
Film Sponsor	\$2,500

# ANNUAL PHILADELPHIA FILM FESTIVAL SPONSORSHIP OPPORTUNITIES

## COMPANY INFORMATION

Contact \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

## BECOME A SPONSOR

- |   |          |
|---|----------|
| <input type="checkbox"/> Presenting Sponsor   | \$50,000 |
| <input type="checkbox"/> Official Sponsor     | \$25,000 |
| <input type="checkbox"/> Contributing Sponsor | \$10,000 |
| <input type="checkbox"/> Patron Sponsor       | \$5,000  |

We would be happy to discuss customizing any level of support to best meet the goals and interests of your organization. For more information please contact **Rebecca Daniels**, Senior Development Officer, at **215-422-4585**.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- |  |          |
|--|----------|
| <input type="checkbox"/> Lumière Celebration Sponsor | \$50,000 |
| <input type="checkbox"/> Festival Award Sponsor      | \$5,000  |
| <input type="checkbox"/> Festival Field Trip Sponsor | \$3,500  |
| <input type="checkbox"/> Film Sponsor                | \$2,500  |

## PAYMENT INFORMATION

Please indicate how payment for your sponsorship will be paid.

Payment total: \_\_\_\_\_

- A check is enclosed. (Please make check payable to the Philadelphia Film Society.)
- My credit card information is below.
- Please call me to discuss my payment options.

Pay by card     Visa     Mastercard     AmEx     Discover

Name on credit card \_\_\_\_\_

Account number \_\_\_\_\_

Exp. Date \_\_\_\_\_                      CVV# \_\_\_\_\_

- I hereby acknowledge that by paying this sponsorship with a credit card I am authorizing the addition of a 3.5% service fee which will apply to the total amount due.

Signature \_\_\_\_\_                      Date \_\_\_\_\_

Please mail or e-mail this completed form to:  
**Rebecca Daniels, Philadelphia Film Society**  
**1412 Chestnut Street, Philadelphia, PA 19102**  
or [rdaniels@filmadelphia.org](mailto:rdaniels@filmadelphia.org).

In order to be included in all applicable benefits please email all artwork to [rdaniels@filmadelphia.org](mailto:rdaniels@filmadelphia.org) by **Wednesday, September 5, 2018**. Artwork received after the deadline may not be included.

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