

SPONSORSHIP PROPOSAL



A HISTORIC, INNOVATIVE FESTIVAL WITH A UNIQUE AUDIENCE

Founded in 1976, the Seattle International Film Festival (SIFF) is the largest, most well-attended film festival in the United States (150,000+ filmgoers in 2012). The 25-day festival is renowned for its wide-ranging film selections from major studio, independent and international filmmakers with more than 450 films from 70 countries screened annually at seven historic theaters located all across Seattle.

ABOUT SIFF WHAT WE DO

SIFF is a leading 501(c)(3) non-profit arts organization creating experiences that bring people together to discover extraordinary films from around the world with the Seattle International Film Festival, SIFF Cinema and SIFF Education. In addition to SIFF's world-renowned 25-day festival each spring, SIFF Cinema reaches more than 100,000 annually with year-round programming at our historic three-screen Uptown Cinemas and the state-of-the-art 100-seat cinema in our SIFF Film Center headquarters. SIFF Education offers educational programs for all audiences serving more than 11,000 students and youth in the community with free programs each year.



Seattle International Film Festival

- 25 days
- 150,000+ Filmgoers
- 455 films shown
- 74 countries represented
- 2.5 billion media impressions



SIFF Film Center

- 100-seat cinema with concessions
- Digital video and sound
- 50-seat educational classroom
- Year-round indie film programming
- Private screenings and events



SIFF Cinema Uptown

- Opened by SIFF in 2011
- 3 cinemas with capacities of 450, 275, and 175 people, respectively
- The Seattle International Film Festival also screens films at 11 classic partner theaters around Seattle

SPONSORSHIP OVERVIEW

SIFF approaches sponsorships as true partnerships designed to meet both the needs of the client and the needs of SIFF and its audience. Year round, there is a broad spectrum of possible associations, from corporate entertainment to marketing exposure and naming opportunities.



An association with SIFF will provide your company with

access to a very valuable audience. [LEARN MORE.](#)

OUR AUDIENCE STATISTICS & DEMOGRAPHICS

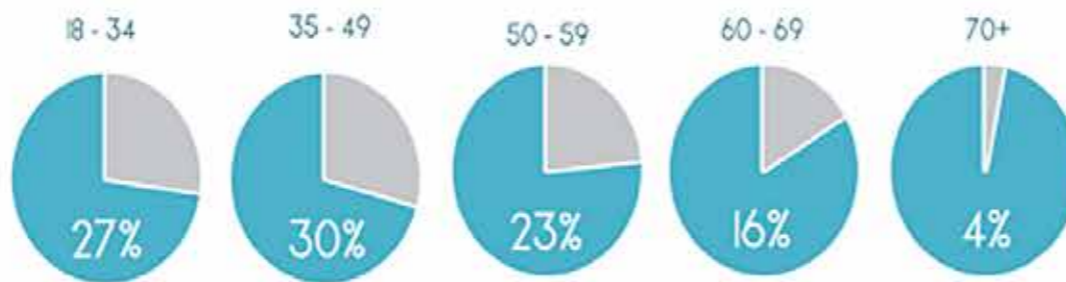
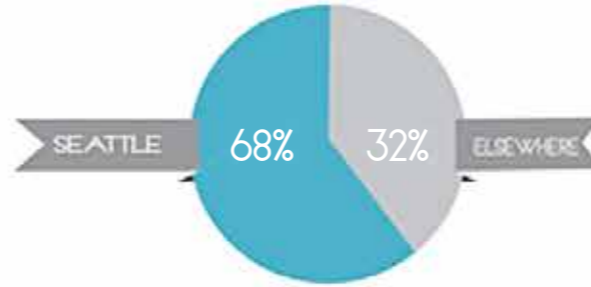
SIFF Festival-goers are well-educated, sponsor savvy, sponsor friendly, and have high disposable income. The Festival represents a prime vehicle to speak to this valuable and influential audience. Demographics are based on three comprehensive surveys by GMA Reseach, an independent third-party firm.



LEARN MORE INFORMATION ABOUT SIFF FILMGOERS



of SIFF filmgoers have a COLLEGE degree



AGE BREAKDOWN OF SIFF AUDIENCE MEMBERS

of SIFF filmgoers make \$150k+ per year

\$90,000 AVERAGE INCOME of a Seattle International Film Festival audience member

DELIVERABLES TOP TIER BENEFITS

SIFF offers many levels of sponsorship. Depending on the level of sponsorship you choose, your package will include the Special Benefits listed below and the Universal Benefits shown on the following slide. With your feedback and input, we will be able to customize a sponsorship to fit your needs perfectly. These currently are our top level sponsorships that are available at SIFF:

SPECIAL BENEFITS	TITLE SPONSOR \$350,000+ <small>with three year commitment</small>	PRESENTING SPONSOR \$100,000+	PREMIERE SPONSOR \$50,000+	PRODUCING SPONSOR \$25,000+	SUPPORTING SPONSOR \$15,000+
Branded Activation Space On-Site	•				
:30 Second Pre-Film Brand Advertisement	•				
Exclusive Special Event Sponsor (e.g. Closing Night Gala)	•				
Exclusive Festival Award Sponsor (e.g. Best Feature Film)	•				
Logo Inclusion in Festival Television Advertisements	•				
Brand Category Exclusivity	•	•			
Festival Tribute Event Passes and Meet & Greet	•	•			
Dedicated Festival Press Release	•	•			
Dedicated Promotional E-Newsletter to Festival List*	•	•			
Logo Inclusion on Festival Poster	•	•	•		
Brand Advertisement in Free Festival Guide (Distribution 125,000)	•	•	•		
Golden Space Needle Awards Invitations	•	•	•		
Distribution of Promo Items to Festival Theater Lines*	•	•	•		
Access to Festival Hospitality Guest Suite at the W Hotel	•	•	•		
Brand Inclusion in Festival Eblast (40,000+ subscribers)	•	•	•	•	
Dedicated Facebook Mention* (15K+ likes)	•	•	•	•	
Dedicated Twitter Mention/Link* (7K+ followers)	•	•	•	•	
Access to Festival Photos	•	•	•	•	

*Pending SIFF approval

**Some restrictions apply

DELIVERABLES UNIVERSAL BENEFITS

	TITLE SPONSOR	PRESENTING SPONSOR	PREMIERE SPONSOR	PRODUCING SPONSOR	SUPPORTING SPONSOR
ON-SITE PROMOTION	\$350,000+ <small>with three year commitment</small>	\$100,000+	\$50,000+	\$25,000+	\$15,000+
Product Placement in Festival Gift Bags (min. 400 items)*	•	•	•	•	•
Product Placement in Festival Hospitality Guest Suite*	•	•	•	•	•
Product Placement at Festival Galas*	•	•	•	•	•
Logo Inclusion on Pre-Film Festival Reel	•	•	•	•	•
Brand Advertisement and Logo Inclusion in Festival Guide	•	•	•	•	•
Brand Signage and Marketing Materials at Festival Venues	•	•	•	•	•
Recognition During In-Theatre Announcements	•	•	•	•	•
Opportunity to Brand Official Festival Volunteer T-Shirt	•	•	•	•	•
MEDIA & ONLINE					
Brand Inclusion in Festival Facebook Post (15K+ likes)	•	•	•	•	•
Brand Inclusion on Festival Website	•	•	•	•	•
Acknowledgement on Festival Press Releases	•	•	•	•	•
Opportunity to conduct PR outreach*	•	•	•	•	•
EXCLUSIVE ACCESS					
Festival Opening Night Film & Gala Passes	•	•	•	•	•
Festival Sponsor Passes (Transferrable**)	•	•	•	•	•
Festival Press Screening Passes**	•	•	•	•	•
Festival Gala Invitations and Passes	•	•	•	•	•
Festival Individual Tickets	•	•	•	•	•
*Pending SIFF approval **Some restrictions apply					

ON-SITE PROMOTION BRAND ACTIVATION

Each year, SIFF welcomes an exclusive, intimate community of brands who share the values of creativity and experimentation. Put your product in the hands of the Festival's mavens (average SIFF filmgoer income is \$90,000/year) through a variety of product placement opportunities available in exclusive and non-exclusive categories. Tell your story to our audiences.



Branding



Targeted Sampling & Hospitality



Promotional Rights

- Brand Category Exclusivity
- Brand recognition on some of the Festival's most visible marketing materials and online
- Or Increase your profile by sponsoring a Festival Award or Special Event/Gala Sponsorship

- Reach a highly desirable demographic with brand activation on site at Festival events, venues, and in theater line-ups
- Product placement in official Festival Hospitality Suite, Festival gift bags, and at Special Events/Galas

- Execute a six to eight week Festival related consumer/sales/trade promotion in the marketplace that creates brand excitement and drives your marketing objectives

MEDIA & ONLINE FESTIVAL VIP

SIFF's ability to draw sizable audience attendance (over 250,000 in 2012) and our \$1.9 million media and publicity campaign (generating 2.5 billion media impressions) means your company will achieve the position you desire, uncluttered and easily recognizable with filmgoers.



Website & Mobile App



E-Newsletter



Social Media

www.siff.net

- 2.7+ MM page views and 2.0+ MM unique views during 2012 Festival
- Visitors from 3,096 cities worldwide

Mobile App

- 69% of SIFF filmgoers purchased tickets through the SIFF app or SIFF website

- 40,000 Subscribers
- E-Newsletter is sent once a day during Festival and once a week during the rest of the year
- Dedicated and inclusion opportunities for brand promotion through SIFF E-Newsletter

www.facebook.com/SIFFnews

- 15K+ Likes
- 57% female and 39% male

www.twitter.com/SIFFnews

- 7K+ Followers
- Brand promotion opportunity through SIFF social networking platforms

EXCLUSIVE ACCESS BE A FESTIVAL VIP

SIFF attracts high-profile talent from around in the world. In 2012, SIFF hosted more than 325 directors, actors, and film industry professionals, including Miranda July, Sissy Spacek, Rachel Harris, and Ewan McGregor. “Festivals like SIFF preserve real voices and cultivate budding filmmakers. SIFF, itself, has a really cool and cutting edge spirit, which captures the artistic soul of Seattle” —Peter Sarsgaard, Actor.



The Red Carpet

- Walk the Red Carpet with the stars on SIFF Opening Night
- Access to professional Festival photos highlighting your brand
- Access to Festival Hospitality Guest Suite at the W Seattle Hotel



Ticketing

- Transferrable Festival Sponsor Passes
- Advance Press Screening Passes
- Festival Individual Tickets
- Exclusive, pre-public access to Festival screenings



Special Events & Galas

- Passes and Meet & Greet opportunity for SIFF's annual Tribute event. Past Tribute award winners include Ewan McGregor, Francis Ford Coppola, Spike Lee, Ed Norton, and Sissy Spacek.
- Golden Space Needle Awards Invitations
- Festival Gala Invitations and Passes

ENHANCE YOUR SPONSORSHIP

A LA CARTE ADD-ONS

Customize your sponsorship package to best suit your key marketing objectives and budget. Here are some of our suggestions:

POTENTIAL SPONSORSHIP ADD-ONS

- Branded Activation Space On-Site
- Exclusivity in Brand Industry Segment
- Brand Logo on Festival Ticket Backs and Envelopes (distribution: 200,000)
- Opening Night Sponsor (attendance: 3,000)
- Exclusive Special Event/Gala Sponsor (e.g. Centerpiece Gala)
- Exclusive Festival Award Sponsor (e.g. Best Feature Film)
- Exclusive Festival Film Series Sponsor (e.g. Face the Music)
- Exclusive Festival Venue Sponsor (e.g. Egyptian Theater)
- Inclusion of Brand Coupon in Free Festival Guide (distribution: 125,000)
- Dedicated Festival E-Newsletter (distribution 40,000)
- Rights to Create Brand-Focused Filmgoer Call-to-Action Online*
- Rights to Create Festival VIP Flyaway Sweepstakes*
- Opportunity to Submit :30 Second Pre-Film Brand Advertisement
- Product Sampling a la Carte
- Brand Activation "In a Box"
- Brand Ad Promotion on Festival Mobile App
- Opportunity to Create High-Visibility Media Campaign (e.g. bus wraps)
- Brand Logo Projection on Festival Venue
- Logo Inclusion on Festival Lanyard
- Exclusive Sponsor Film Screening
- Product Placement in Festival Fly Film Competition



CASE STUDY STARBUCKS

For the 2011 Festival, SIFF worked with Starbucks to promote the Seattle-focused “From Here For Here” campaign. Sponsorship was customized to include product sampling of Starbucks VIA at SIFF theaters, Private Event Sponsorship, SIFF film content streaming on the complimentary Wi-Fi network in Starbucks stores globally, and the distribution of 125,000 SIFF Free Guides in Seattle Starbucks locations . Photo examples shown below.



Grand Sponsors 2012

WONG DOODY
CRANDALL WIENER



Producing Sponsors 2012



Supporting Sponsors 2012



JOIN US ON THE RED CARPET



SEATTLE INTERNATIONAL FILM FESTIVAL
May 16 – June 9, 2013

ONLINE

Website: www.siff.net

Facebook: www.facebook.com/SIFFnews

Twitter: www.twitter.com/SIFFnews

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