

42nd Annual  
**SEATTLE INTERNATIONAL  
FILM FESTIVAL**

**MAY 19 - JUNE 12, 2016**

# About

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, reaching more than 250,000 annually 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 120,000 attendees annually at our historic three-screen SIFF Cinema Uptown and state-of-the-art 100-seat cinema in our SIFF Film Center headquarters. In October 2014, SIFF re-opened the historic Egyptian theater on Capitol Hill. SIFF Education offers a wide variety of free programs for both youth and adults in the community throughout the year.



## SEATTLE INTERNATIONAL FILM FESTIVAL

- 25 days
- 150,000+ attendees
- 450+ films shown
- 300+ film industry professionals/delegates
- 80+ countries represented
- Red Carpet Galas and Tributes
- 2.5 billion media impressions



## SIFF CINEMA

at the Uptown, Egyptian, & Film Center

- 365 days
- 120,000+ attendees annually
- 3 screens with capacities of 450, 275, and 175 people, respectively at SIFF Cinema Uptown
- 570-seat SIFF Cinema Egyptian on Capitol Hill
- 100-seat cinema and 50-seat educational classroom at SIFF Film Center
- Concessions including beer & wine service
- Private screenings and theater takeovers available

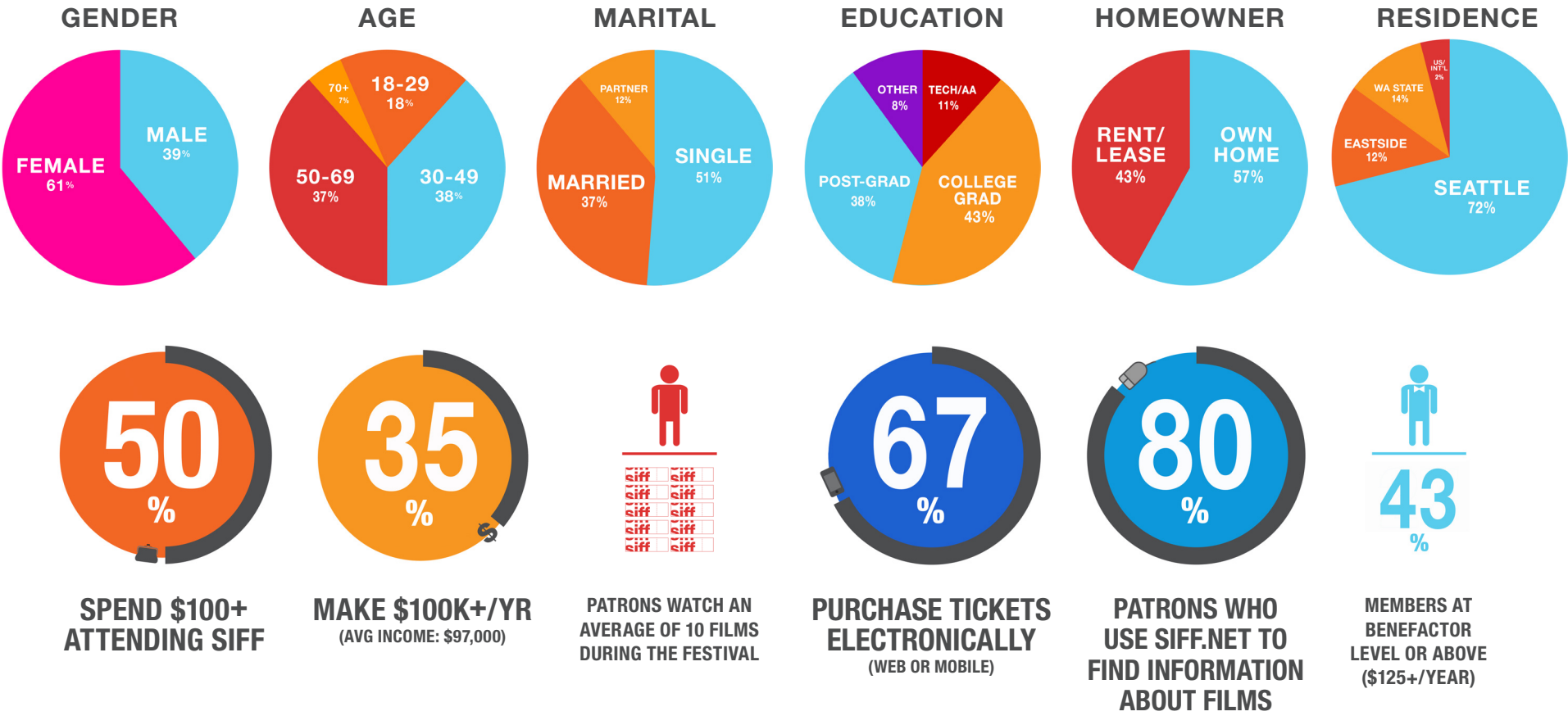


## SIFF EDUCATION

- 12,000 attendees annually
- **Catalyst:** programs for filmmakers
- **FutureWave:** programs for youth & educators
- **Film4All:** cinema education for everyone
- 17 programs in innovative filmmaking and film appreciation
- 50+ educational partnerships throughout the Western Washington region

# Statistics & Demographics

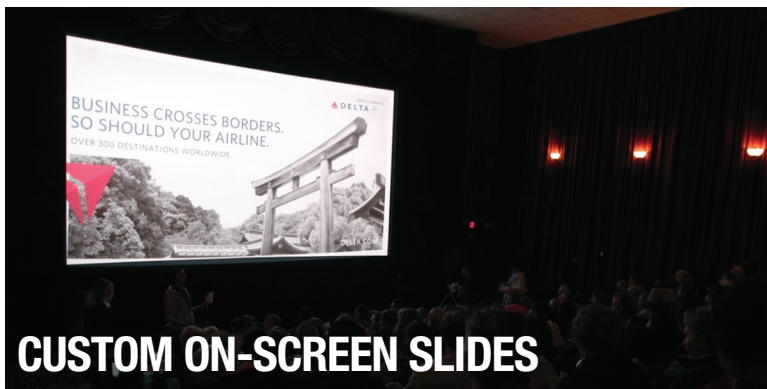
SIFF attendees are well educated, sponsor savvy, sponsor friendly, and have high disposable income. SIFF provides a prime opportunity to speak to this valuable and influential audience. 99% of SIFF attendees are likely to recommend SIFF to others, proving that our audiences are loyal and engaged throughout the entire festival. SIFF also has a membership base of 7,000, with exponential growth and high retention year after year.



\* SIFF surveys are conducted by GMA Research Corp, an independent third-party firm.

# Brand Activation Opportunities

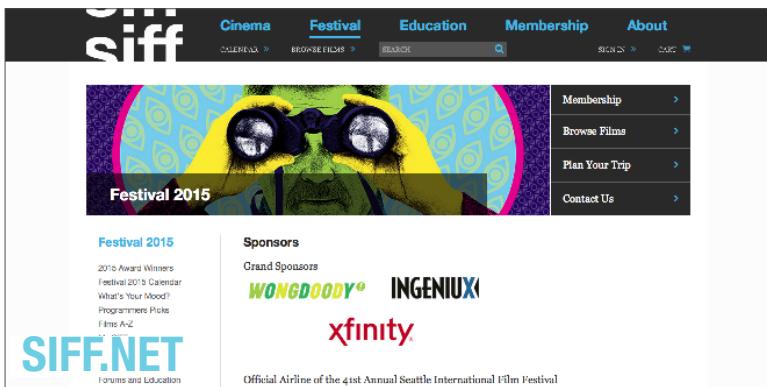
Each year, SIFF welcomes an exclusive, intimate community of brands who share the values of creativity and experimentation. Put your product in the hands of the Festival's mavens through a variety of activation opportunities. With a sizable audience and a \$2+ million media and publicity campaign each year, your company will achieve the position you desire, uncluttered and easily recognizable with filmgoers.



On-screen slides provide brand visibility at 700+ screenings in front of 150,000 attendees at a number of venues throughout the Seattle region during the festival.



On-site opportunities include signage at any of our parties or venues, and VIP exposure at our Hospitality Suite and Red Carpet Experience.



SIFF's website has 2+ million unique views during the festival with placement opportunities on our landing pages and Plan Your Trip section.



SIFF has a strong presence on all the major social media platforms including 29k+ Likes on Facebook and 13k+ Followers on Twitter, plus Instagram, Pinterest, Flickr, and Tumblr.

# Sponsorship Deliverables

SIFF approaches sponsorships as true partnerships designed to meet both the needs of the client and our 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. SIFF offers many levels of sponsorships ranging anywhere between \$500 (Community Partner) and \$350,000 (exclusive Title Sponsor). Depending on the level you choose, we will be able to customize a sponsorship to fit your needs perfectly. The benefits listed below are a sampling of opportunities currently available at SIFF:

## SPECIAL BENEFITS\*

- :30 Second Pre-Film Brand Advertisement
- Festival Award Sponsor
- Festival Film Series Sponsor
- Festival Venue Sponsor
- Special Event Sponsor

## ON-SITE PROMOTION

- Branded Activation Space On-Site
- Coupon Distribution
- Exit Sampling at Festival Venues
- Literature Distribution at Festival Venues

## MARKETING & COMMUNICATIONS

- Brand Inclusion in Festival E-Blast
- Custom Slide Inclusion in Festival Pre-Reel\*
- Logo Inclusion in Festival Pre-Reel
- Dedicated Festival Press Release\*
- Custom Message/Mention in SIFF Social Media (Facebook & Twitter)
- Logo Inclusion on Festival Poster\*
- Logo Inclusion on Festival Promotional Flyers
- Ad Inclusion in Official Festival Catalog\*
- Brand Inclusion on SIFF Website

## FESTIVAL ACCESS

- Sponsor Passes with Special Access to Press Screenings\*
- Festival Vouchers Redeemable for Any Film Screening
- Festival Gala Film and Party Tickets\*
- Reserved Seating at Golden Space Needle Awards Brunch\*
- Group Ticketing Discounts
- VIP Special Event Access\*

*\* Available for top tier sponsorships only. All benefits are subject to SIFF approval.*

**Nancy Kennedy**

Director of Strategic Partnerships  
nancy@siff.net

**Branden Hawkins**

Community Relations Manager  
branden.hawkins@siff.net

**Gwen Whiting**

Special Events Manager  
gwen.whiting@siff.net