

siff

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SIFF'S MISSION IS TO CREATE EXPERIENCES THAT BRING PEOPLE TOGETHER TO DISCOVER EXTRAORDINARY FILMS FROM AROUND THE WORLD. IT IS THROUGH THE ART OF CINEMA THAT WE FOSTER A COMMUNITY THAT IS MORE INFORMED, AWARE, AND ALIVE.

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SIFF is a leading 501(c)(3) non-profit arts organization reaching more than 300,000 annually with the Seattle International Film Festival, SIFF Cinema, and SIFF Education.

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 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.

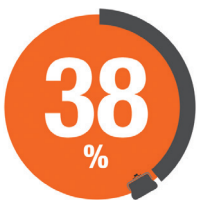
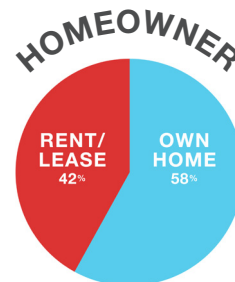
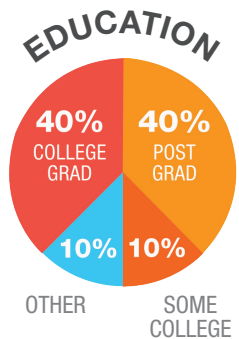
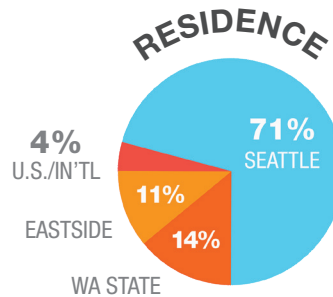
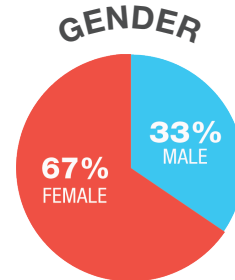
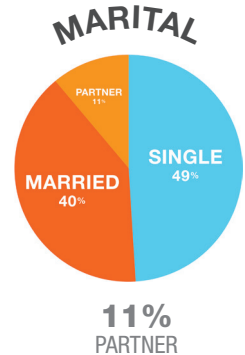
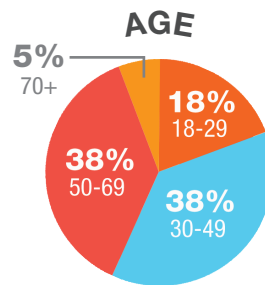
Statistics & Demographics

SIFF attendees are well educated, sponsor savvy, sponsor friendly, and have high disposable income.

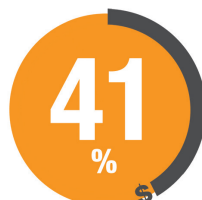
SIFF provides a prime opportunity to speak to this valuable and influential audience. 99% of SIFF attendees are likely to recommend SIFF to others, proving that our audiences are loyal and engaged throughout the entire festival.

SIFF also has a membership base of 8,000+, with exponential growth and high retention year after year.

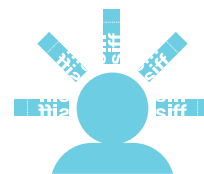
In addition to the potential for new customers, engagement with SIFF provides a bold and unique mechanism for businesses to give back to the community. Public recognition as a generous and responsible community partner is an often-undervalued aid in pushing fundamental business metrics to their ultimate potential.



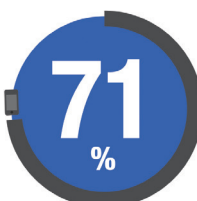
**SPEND \$100+
ATTENDING SIFF**



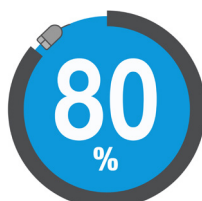
**MAKE \$100K+/YR
(AVG INCOME: \$97,000)**



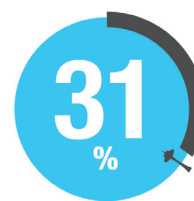
**AVERAGE PATRON
WATCHES 1-5
FILMS DURING
THE FESTIVAL**



**PURCHASE
TICKETS
ELECTRONICALLY
(WEB OR MOBILE)**



**PATRONS USE
SIFF.NET TO FIND
INFORMATION
ABOUT FILMS**



**PATRONS
WHO'VE LIVED
IN THE SEATTLE
AREA LESS
THAN 5 YEARS**

Brand Activation Opportunities

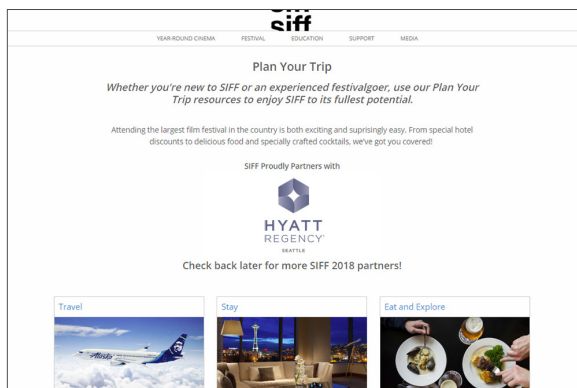
Each year, SIFF welcomes an exclusive, intimate community of brands who share the values of creativity and experimentation.

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.



CUSTOM ON-SCREEN SLIDES

On-screen slides provide brand visibility at 600+ screenings in front of 140,000 attendees at a number of venues throughout the Seattle region during the festival.



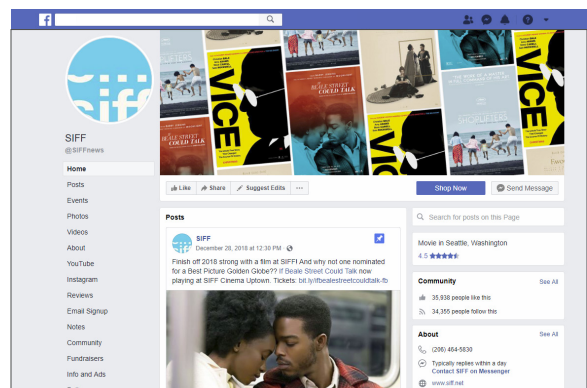
SIFF.NET

SIFF's website has 3+ million unique views during the festival with placement opportunities on our landing pages and Plan Your Trip section.



ON-SITE ACTIVATION SPACE

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



SOCIAL MEDIA

SIFF has a strong presence on major social media platforms including 35k+ Likes on Facebook and 18k+ Followers on Twitter, plus Instagram, Flickr and YouTube.

Sponsorship Deliverables

ACTIVATION

- Sponsor a Festival Award, Event, or Film Series
- On-Site Branded Activation Space
- Coupon Distribution
- Exit Sampling at Festival Venues
- Literature Distribution at Festival Venues
- Street Team Engagement with SIFF Audiences

ADVERTISING

- 30-Second Pre-Film Brand Advertisement
- 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 and Instagram)
- Logo Inclusion on Festival Poster
- Logo Inclusion on Festival Promotional Flyers
- Ad Inclusion in Official Festival Catalog
- Ad inclusion in Festival Free Guide
- Brand Inclusion on SIFF Website
- Brand inclusion on Festival Lanyards
- Brand Inclusion on Festival and Year-Round Cinema Ticket Backs
- Co-Branded Step & Repeats

ACCESS

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

All benefits are subject to SIFF approval and based on level of support.



siff

seattle international film festival

25 DAYS

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140,000+ ATTENDEES

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400+ FILMS

•

80+ COUNTRIES

•

300+ FILM INDUSTRY
PROFESSIONALS AND
DELEGATES

•

RED CARPET GALAS

•

TRIBUTES

•

AND MORE!



Special Opportunities

FESTIVAL TRIBUTE SPONSORSHIP

- High-visibility branding opportunities, including custom trailer played prior to Tribute screening.
- Invitations to Tribute Reception, for up to 50 of your guests.
- Reserved seating at Tribute Screening for up to 50 of your guests.
- May include other Festival sponsor benefits.

OTHER SPECIAL OPPORTUNITIES



Award Sponsor



Hospitality, Event, or Happy Hour Sponsor



Outdoor Advertising Sponsor





Year-Round Cinema

IN ADDITION TO SIFF'S WORLD-RENOWNED 25-DAY FESTIVAL EACH SPRING, SIFF CINEMA REACHES MORE THAN 150,000 ATTENDEES ANNUALLY AT OUR HISTORIC THREE-SCREEN SIFF CINEMA UPTOWN, STATE-OF-THE-ART 93-SEAT CINEMA IN OUR SIFF FILM CENTER HEADQUARTERS, AND THE HISTORIC EGYPTIAN THEATER ON CAPITOL HILL.

ON-SITE BENEFITS

PRESENTING SPONSOR

\$5,000+

SUPPORTING SPONSOR

\$2,500+

EVENT SPONSOR

\$1,000+

COMMUNITY SPONSOR

\$500+

Special Events/Program Sponsor

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Custom Slide Inclusion on SIFF Cinema Pre-Screening Reel for 3 Months

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Recognition During In-Theater Announcements

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Logo Inclusion on Cinema Pre-Screening Reel

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Literature Distribution at SIFF Cinema Venues

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MEDIA & ONLINE

Brand Inclusion in Cinema Eblast (40k+ Subscribers)

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Brand Inclusion in Cinema Facebook Post (35k+ Likes)

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Brand Inclusion in Cinema Tweet (18k+ Followers)

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Brand Inclusion in Select Promotional Materials

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Brand Inclusion and URL on SIFF Website

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ACCESS

Cinema Sponsor Passes (Transferrable)

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Cinema Year-Round Ticket Vouchers

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SIFF is a 501(c)(3) non-profit.



French Cinema Now

SEPTEMBER - OCTOBER

SIFF's annual Fall showcase of new Francophone cinema features a week of the best new films in the French language. French Cinema Now includes ripped-from-the-headlines dramas, whimsical romances, moving family stories, unpredictable comedies, and eye-opening documentaries. With spectacular performances from celebrated actors in diverse films—explosive dramas to unpredictable comedies to historical epics—this mini-festival truly offers something for everybody.



Cinema Italian Style

NOVEMBER

SIFF's Cinema Italian Style features the best in current Italian films. The weeklong festival celebrates extraordinary feature-length films with some of the biggest names in Italian cinema today. This popular series has become one of the city's most exciting and talked about cultural events, attracting 6,000 to 7,000 film-goers over eight days each November.



Noir City

FEBRUARY

SIFF and the Film Noir Foundation present Noir City at the glorious Egyptian Theater! This Festival features an astounding collection of classic and contemporary noir films. All of the films will be introduced by our guest, Eddie Muller, the incomparable Czar of Noir and impresario of Noir City!



Custom Screening or Series

Work with SIFF programmers to craft a fun and unique screening event or film series. These highly-customizable events are an excellent way to highlight your company's brand identity and marketing objectives. Screenings can even be made free to the public, which really gets their attention!



SIFF Education

THE VISION OF SIFF EDUCATION IS TO BUILD CAPACITY IN THE LOCAL COMMUNITY AND SUPPORT LIFELONG LEARNING AND CREATIVITY FOR ALL.



SIFF Education offers youth and educators a direct link both to the festival and the local filmmaking community. Celebrating two complementary activities, film viewing and filmmaking, the program includes compelling, relevant, and enjoyable films alongside meaningful workshops for youth.

SIFF Education's vision is to support lifelong learning and creativity for all by offering a wide range of programs from digital cinema production trainings at schools and the SIFF Film Center, to professional development opportunities for educators and local filmmakers.

For more information on any of these programs, visit siff.net/education

Sip for SIFF

OCTOBER

Sip For SIFF brings together our area's best restaurants, wineries, and distilleries for an evening of tasting, sipping, and raising funds that directly support SIFF's three core areas of programming: SIFF Education, SIFF Cinema, and the Seattle International Film Festival.

As always, the room will be full of film-lovers of all types; it's an eclectic crowd and a veritable who's who of local arts supporters. This event is a wonderful opportunity to celebrate the magic of movies with good friends, while also providing additional visibility for your business.



SIFF

SIFF CINEMA EGYPTIAN

805 E Pine Street
Seattle, WA 98122



SIFF FILM CENTER

Near the corner of Warren
and Republican on Seattle
Center campus



SIFF CINEMA UPTOWN

511 Queen Anne Avenue N
Seattle, WA 98109



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