





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 240,000 attendees annually with the Seattle International Film Festival, SIFF Cinema, and SIFF Education.

SIFF approaches sponsorships as true partnerships designed to meet the needs of both our clients and our audience. Year round, we offer a broad spectrum of possible associations, from corporate entertainment to marketing exposure and naming opportunities. A partnership with SIFF will provide your company with access to a unique and valuable audience.



YEAR-ROUND  
CINEMA + EVENTS

SEATTLE INTERNATIONAL  
FILM FESTIVAL

LEARNING  
+ OUTREACH

5 YEAR-ROUND  
SCREENS

750+ FILM  
SCREENINGS

240K ATTENDEES

For nearly 50 years, SIFF has been bringing the world to Seattle - and in today's world, **the organization has never been more relevant**. SIFF prides itself on bringing communities together, drawing individuals out of isolation, and putting the color back into our world. In contrast to the corporate theater giants, SIFF **empowers emerging talent** in the film industry, spotlighting **stories that are yet to be told** and making sure that **every voice is being amplified**.

Just as SIFF nurtures filmmakers, SIFF also nurtures film audiences. SIFF hosts the springtime **Seattle International Film Festival** — attracting nearly 120,000 attendees to celebrate films from over 85 countries — but that's not all. Our year-round theater venues, the **SIFF Film Center**, **SIFF Cinema Egyptian** and **SIFF Cinema Uptown** screen art-house and feature films, the latest international works, and host one-of-a-kind special events and festivals, collectively reaching approximately 10,000 filmgoers per month.

Film represents different things to different people. Keeping this in mind, SIFF Programmers work to create **connected screenings, gatherings, and learning opportunities** — a vibrant mix that offers **escapism, entertainment and enrichment**. Their thoughtful curation allows us to continually cultivate and captivate audiences, strengthening our community while supporting independent filmmakers.

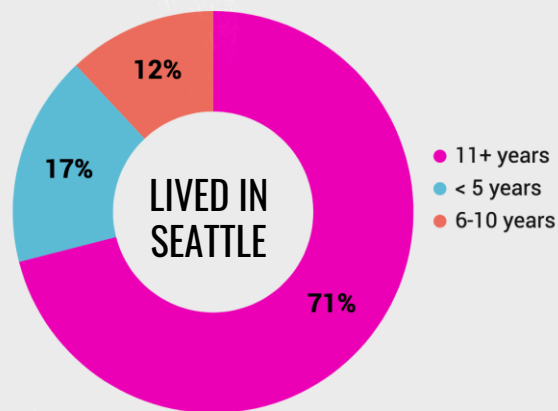
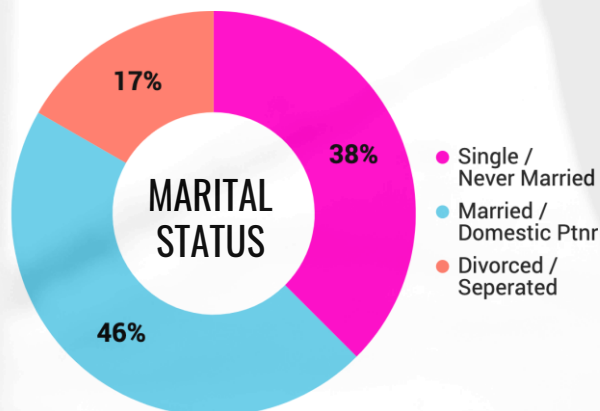
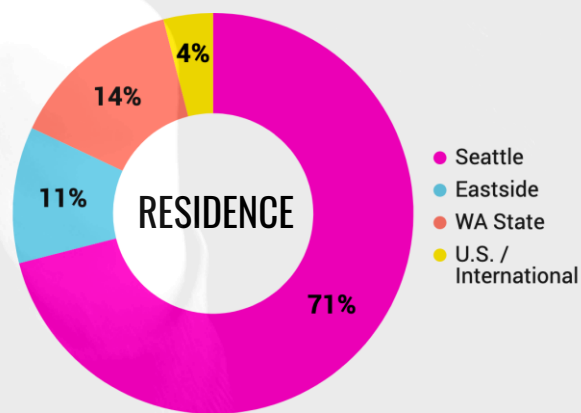
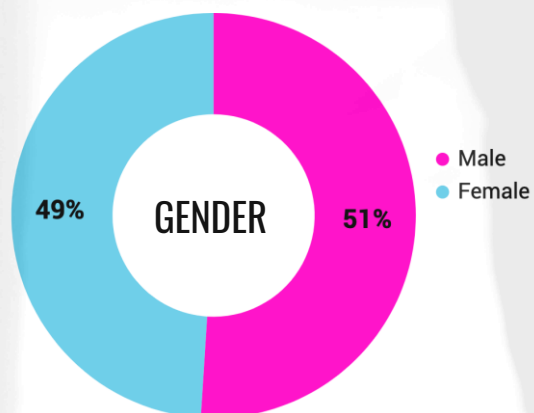
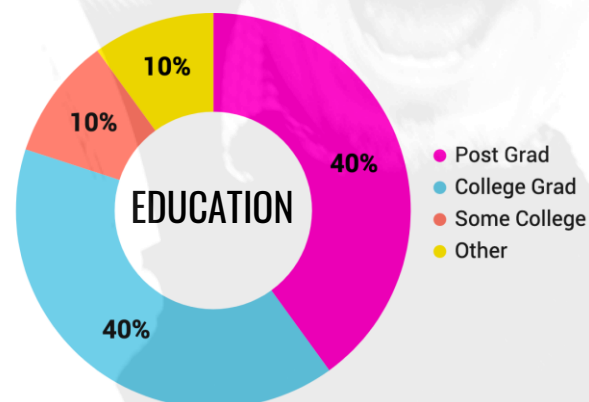
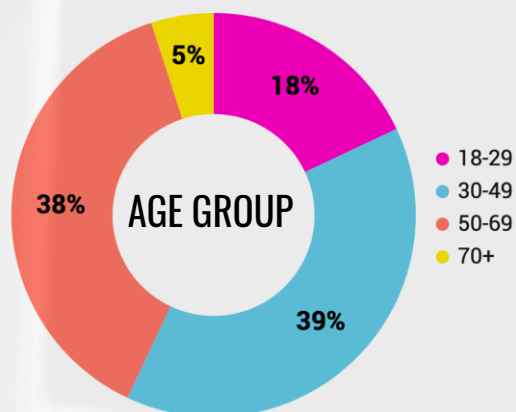
We hope you'll partner with SIFF in presenting films that open minds, expand hearts, and remind us that while there may be safety in the familiar, there is **adventure in discovery**, in new stories and new experiences, shared together.



# AUDIENCE PROFILE

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

SIFF provides a prime opportunity to speak to this influential audience. 99% of SIFF attendees are likely to recommend SIFF to others – our audiences are loyal and engaged.





# AUDIENCE REACH

## 240,000 ANNUAL ATTENDEES

71% PURCHASE TICKETS ONLINE

2,500+  
SIFF MEMBERS

667,000  
UNIQUE WEB VISITS / YR

55,000  
E-NEWS SUBSCRIBERS

36,200  
FACEBOOK FOLLOWERS

19,700  
TWITTER FOLLOWERS

10,100  
INSTAGRAM FOLLOWERS



11 DAYS



120,000+ ATTENDEES



275 FILMS



80+ COUNTRIES



200+ FILM INDUSTRY  
PROFESSIONALS AND  
DELEGATES



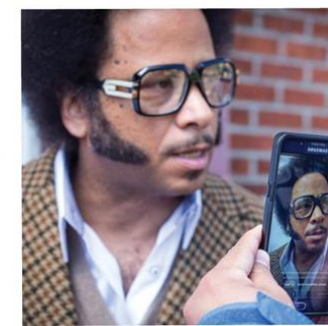
RED CARPET GALAS



TRIBUTES



AND MORE!





# BRAND ACTIVATION OPPORTUNITIES

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

Allow us to showcase your brand or product 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.



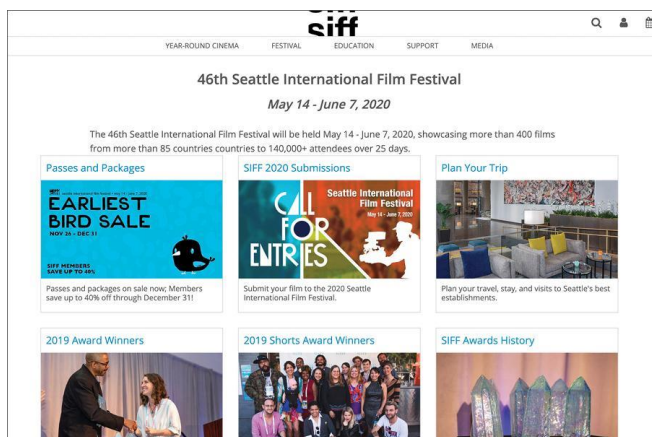
## Custom On-Screen Slides

On-screen slides provide brand visibility at 750+ screenings in front of 240,000 attendees at multiple cinema venues in the region during the spring festival and throughout the year.



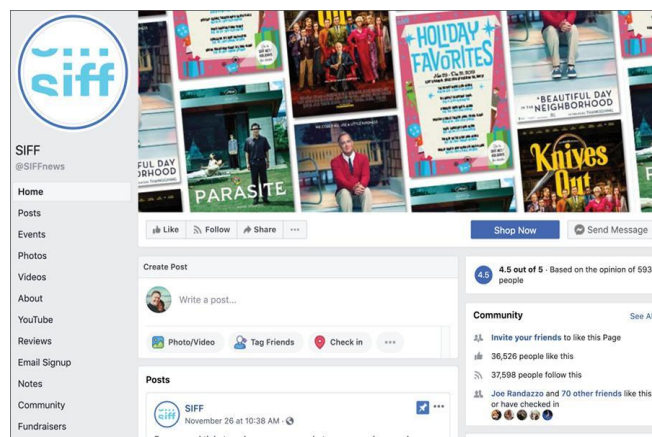
## On-Site Activation Space

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.



## SIFF.net

SIFF's website has 3 million+ unique views during the festival with brand placement opportunities on our program and film info pages.



## Social Media

SIFF has a strong presence on major social media platforms, featuring creative content and posts designed to drive engagement with our programming and our partners.

# SPONSORSHIP DELIVERABLES

## Activation

- Sponsor a festival award, event, or film series
- On-site branded activation space
- Street team engagement with SIFF audiences
- On-site sampling at festival venues
- Literature distribution at festival venues

## Advertising

- 30-second pre-film video ad
- Brand inclusion in festival e-news
- Custom slide inclusion in festival pre-reel
- Logo inclusion in festival pre-reel
- Brand inclusion in festival press release
- Logo inclusion on collectible festival poster
- Logo inclusion on promotional flyers
- Ad inclusion in official festival catalog
- Brand inclusion on SIFF website
- Brand inclusion on festival lanyards
- Brand inclusion on year-round cinema ticket backs
- Co-branded step & repeat

## Access

- Sponsor passes with special access to press screenings
- Festival film tickets
- Gala film and party tickets
- Reserved seating at Golden Space Needle Awards
- Group ticketing discounts
- VIP event access

Execution of all sponsorship benefits are subject to SIFF approval and based on level of support.



# 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
- And much more!

## AWARD SPONSOR

## HOSPITALITY OR EVENT SPONSOR

## ENVIRONMENTAL GRAPHICS

# YEAR-ROUND CINEMA

SIFF CINEMA REACHES MORE THAN 120,000 ATTENDEES ANNUALLY AT OUR 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.

siiff



France | 2019 | 103 minutes | Bertrand Bonello



Opens February 7, 2020

French provocateur Bertrand Bonello (*Nocturama*) smartly mines the origins of the zombie narrative as a means of delving into the subject of his nation's colonialist past and the present ramifications of that history.

TV5MONDE

## Sponsor a Series

Year-round partnership and branding opportunities abound! Reach SIFF audiences over an extended time frame in connection with the following recurring series:

MOVIE CLUB

FACE THE MUSIC

WTF!

DOCO TUESDAY

FILMS 4 FAMILIES

REEL BLACK

CINEDIGENOUS



## Trailer

The ultimate brand exposure. Your 30-second brand commercial will play prior to all cinema screenings. Hold the audience captive with your own cinematic brand experience.



## Activation

SIFF Cinema offers numerous on-site opportunities. From samplings to photo booths and giveaways, we'll create a fun-filled experience that gets people engaged and sharing.



## Slide

On-screen slides provide brand visibility on 5 screens across 3 locations around Seattle, each with a unique demographic.





## DOCFEST

### October

The old adage “truth is stranger than fiction” could not be more timely or true this year. Join us for SIFF’s inaugural DocFest, a celebration of all films documentary, with stories of people you know, stories that will floor you, and stories that will make you look outside yourself. Moving from the thought-provoking to the tenacious, with stops at tearful and tense, DocFest kicks off the new year of SIFF.



## CINEMA ITALIAN STYLE

### November

Cinema Italian Style features the best in current Italian films. The weeklong festival celebrates extraordinary feature-length films with 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 2,000 to 3,000 film-goers over eight days November.



## NOIR CITY

### February

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



## CUSTOM SCREENINGS

### Anytime

Work with SIFF programmers to craft a fun and unique screening event. 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

HELPING TO DEVELOP  
CRITICAL EYES, THOUGHTFUL VOICES AND  
INTERNATIONAL PERSPECTIVES.

SIFF Education offers youth, educators, filmmakers and the cinema-loving public a direct link to both the Festival and the local filmmaking community. Celebrating two complementary activities – film viewing and filmmaking – the program includes compelling, relevant, and enjoyable Film Talks 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 training 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](http://siff.net/education)





# MARQUEE GALA

## September

The Marquee Gala is SIFF's signature fall fundraising event. This event brings together Seattle's movers, shakers, and foodies for an evening of hospitality and generosity that directly supports SIFF's three core program areas: SIFF Education, SIFF Cinema, and the Seattle International Film Festival.

This event is a unique opportunity to celebrate the magic of movies with good friends, while also providing additional visibility for your business.

### The Sip

The evening kicks off with a bartender competition, delectable appetizers, and games galore. Show your support at the wine wall and peruse unique offerings in the Silent Auction.

### The Sizzle

A fabulous sit-down dinner features a competitive Dessert Dash and Live Auction, as well as the presentation of the Bill Kennedy Award, bestowed for outstanding philanthropic support of SIFF.

### The Wrap

Enjoy live music, creative cocktails, late night snacks and special musical guests.





**SIFF Cinema Egyptian**

805 E Pine Street  
Seattle, WA 98122

**SIFF Film Center**

Near the corner of Warren Ave and Republican St  
on the Seattle Center campus

**SIFF Cinema Uptown**

511 Queen Anne Avenue N  
Seattle, WA 98109