



jewish film institute

SAN
FRANCISCO
JEWISH
FILM
FESTIVAL

**STRATEGIC
PARTNERSHIPS**

Audiences at a San Francisco Jewish Film Festival screening at the historic Castro Theatre



the power of jewish film

The Jewish Film Institute (JFI) champions bold films and filmmakers that expand and evolve the Jewish story for audiences everywhere. With a distinguished history as the premier curator, exhibitor, and incubator of independent Jewish-content film, JFI is a nationally recognized media arts nonprofit organization serving a diverse, affluent, and loyal audience throughout the San Francisco Bay Area, the United States, and internationally. From its signature program, the San Francisco Jewish Film Festival, to its influential Filmmaker Services programs, JFI exists at the intersection of community and storytelling to envision a more informed and empathetic world where vital, Jewish-content films are made, watched, shared, and treasured.

Sam Pollard, director of Sammy Davis, Jr.'s *I've Gotta Be Me* at the Closing Night screening of the 38th San Francisco Jewish Film Festival



EXHIBITION

JFI's year-round exhibition platforms reach enthusiastic, diverse, and discerning audiences in the Bay Area and beyond.

Founded in 1980, the **San Francisco Jewish Film Festival (SFJFF)** is the largest and longest-running festival of its kind and the world's most celebrated event for independent Jewish storytelling. Each summer throughout the Bay Area, SFJFF presents more than sixty films, events, parties, and performances for tens of thousands of live and online attendees.

Year-round, JFI hosts an annual **WinterFest**, featuring the latest titles from leading festivals like Sundance, TIFF, and Telluride; **awards-season screenings** each fall in partnership with distributors like MTV, HBO, and Participant Media; and **online programs** like our Monthly Online Shorts that reach a global audience of film lovers.

Ben Fong-Torres and director Sacha Jenkins at a JFI Members' Screening



ARTIST DEVELOPMENT

JFI Filmmaker Services support projects at all stages of the creative process, from development and production through finishing and exhibition.

The **JFI Filmmakers Residence Program**, now in its eighth year, is the only dedicated artist development program in the United States that provides creative, marketing, and production support for documentary projects exploring Jewish themes. The JFI Completion Grants provide critical resources for filmmakers to accelerate the final stages of their film's production. JFI has distributed more than \$250,000 since 2020.

Festival Awards help to cement a film's reputation and increase its exposure on the festival and theatrical circuit. SFJFF is an Academy Award®-qualifying film festival in the Best Documentary, Short Subject category. Additional awards include: the SFJFF Audience Awards, Film Movement Award, and the Freedom of Expression Award.

Director Tessa Louise Salomé in production on the set of *The Wild One*



EDUCATION

JFI Next Wave is the home of the next frontier in Jewish storytelling, serving a diverse, and engaged community of film lovers ages 18–35. With an emphasis on art, social justice, and music, Next Wave programs screen at alternative venues in the Bay Area and are collaborative in nature with taste making organizations and individuals.

The **Mitzvah Series** presents free films and discussions for residents of regional senior facilities and inmates at San Quentin State Prison, CA, taking JFI's award-winning programs to traditionally underserved communities.

The Teen Social Justice Film Fellowship educates a cohort of racially and economically diverse high schoolers from across the Bay Area on the art of film curation and conversations around social justice films.

JFI Teen Social Justice Film Fellows, WinterFest 2022

our audience by the numbers

JFI's audiences and members are loyal, passionate, and highly educated, reporting an average income of \$100,000-\$199,000. They are film and Jewish culture enthusiasts highly engaged with JFI's year-round programming in both the live and online environments.

JFI values the unique perspectives offered by people of every race, ethnicity, gender identity/ expression, disability, sexual orientation, nationality, religion, age, physical appearance, language spoken, immigration status, and socioeconomic background. Our programs reflect the full complexity and breadth of experiences in our community.



A Next Wave screening at the San Francisco Jewish Film Festival



Filmmakers at the 42nd San Francisco Jewish Film Festival



Audiences snap photos at the Closing Night Film of the 38th San Francisco Jewish Film Festival

40,000+

Program attendees at the San Francisco Jewish Film Festival and year-round

2.7M

Lifetime viewers of JFI's online programs

34,000

Opt-in newsletter subscribers

10,000+

Combined social media followers

22%

of Bay Area's Jewish population is comprised of people of color. 18% is comprised of people who identify as part of the LGBTQIA+ community

festival at a glance

18 days

100+ live and
online programs

40,000 attendees

The annual San Francisco Jewish Film Festival is the largest Jewish cultural event in Northern California, attracting diverse attendees from across the Bay Area and throughout the United States to San Francisco and the East Bay for nearly three-weeks of action-packed screenings, parties, talks, and performances. Since its inception, SFJFF has helped to launch new artistic voices like Joey Soloway and Sayed Kashua, and welcomed guests like Al Gore, Norman Lear, Kirk Douglas, Lee Grant, David Strathairn, and Elliott Gould to present their work.



Former Vice President Al Gore and the filmmakers of *An Inconvenient Sequel: Truth to Power* at the San Francisco Jewish Film Festival



30% of JFI's audience do not identify as Jewish and are from the diverse cultural communities of the Bay Area.

2 million social media impressions annually.



More than 60 filmmakers, actors, and industry professionals come from around the world to present work at SFJFF.

partnership opportunities

The Jewish Film Institute's sponsorship and strategic partner program offers creative, integrated marketing opportunities across stage, screen, print, and digital platforms that bring your brand front and center for an exceptionally loyal and discerning audience in the Bay Area and beyond. With pride in its exceptional service, reporting and creative solutions, JFI and SFJFF offer both cash and in-kind sponsorship packages that can be custom tailored to meet your brand and community outreach goals, and maximize your exposure throughout your sponsorship timeline.

75%
of SFJFF attendees say
they are very likely
to engage with a
Festival Sponsor



sponsorship packages

Premier Sponsor

\$50,000+

The pinnacle of audience awareness, Premier Sponsorship invites your brand to custom-craft exposure and activation touchpoints that grow your business. Sponsors at this level receive comprehensive brand exposure through integrated platforms including: logo and advertising space in SFJFF video trailer; theatrical pre-shows, print and digital collateral; verbal recognition at all events; comprehensive access packages; and custom-crafted promotional activations at events and via marketing channels.

Grand Sponsor

\$25,000+

Grand Sponsorship offers customized ways to deepen your impact. This level offers extensive exposure through integrated platforms with creative opportunities to feature your brand throughout the Festival. Grand Sponsors receive premium recognition in all in-theater, print, and digital collateral, on-stage acknowledgement at theatre and events, opportunities to sponsor a special event or film, VIP event and ticket packages, and more.

Major Sponsor

\$10,000+

Major Sponsorships elevate your brand to exceptional visibility at SFJFF. Sponsors receive brand recognition across select platforms, including opportunities to host or sponsor social events at SFJFF, recognition in in-theater, print, and digital collateral, on-stage acknowledgement at theatre and events, opportunities to sponsor a feature film, VIP event and ticket packages, and more.

Signature Sponsor

\$5,000+

Signature Sponsorship is a great way to introduce your brand to JFI's engaged audience. Enjoy custom brand awareness packages encompassing advertising exposure in select in-theater, print, and digital platforms, VIP event and ticket packages, and the opportunity to co-sponsor a mission-aligned film at SFJFF.

Associate Sponsor

\$2,500+

Associate Sponsors receive tailored brand awareness packages providing select placements in in-theater, print, and digital materials, complimentary tickets to screening and events, an opportunity to sponsor a mission-aligned short film, and more.



sponsorship benefits

	PREMIER LEVEL \$50,000+	GRAND LEVEL \$25,000+	MAJOR LEVEL \$10,000+	SIGNATURE LEVEL \$5,000+	ASSOCIATE LEVEL \$2,500+	FRIEND LEVEL \$500+
ADVERTISING						
Logo (print + digital)	●	●	●	●	●	
Logo + hyperlink (website)	●	●	●	●	●	●
Logo + hyperlink (newsletter)	●	●				
Logo (in-theater slideshow)	●	●	●	●	●	●
Advertisement (in-theater slideshow)	Full Screen, 2x	Full Screen	Half Screen	Third Screen		
Festival Trailer	Logo	Logo				
Festival Posters + Signage	Logo	Logo				
Newsletter Feature	Dedicated eBlast, 2x	Dedicated eBlast, 1x	Integrated Promo, 1x			
Social Media Promotion	●	●	●	●		
DIRECT MARKETING						
Sponsor the Festival Audience Awards	●					
Customized Festival Activation	●	●				
Onstage Recognition	All Screenings	All Special Events	Select Events	Select Events	Select Events	
Film/Event Sponsorship	●	●	●	●	●	
Theater Marquee Recognition	●					
Festival Launch Event Recognition	●	●				
Press Release in Festival Media Kit	●					
HOSPITALITY						
Festival Passes	4	3	2	2	1	
Reserved Seating	●	●	●			
Ticket Packages	●	●	●	●	●	●
Private event invitations	●	●	●			

JFI also accepts in-kind support in the form of donated goods and services. In-kind sponsors may receive similar benefits as cash sponsors, corresponding with the estimated value of their donation.

sponsorship opportunities

San Francisco Jewish Film Festival: Onsite & Integrated Marketing

- Sponsor the Festival Audience Awards
- Sponsor a film screening
- Advertise in the in-theater slideshow
- Create a customized activation or giveaway at Festival screenings and events
- Make your brand visible on Festival signage, print, web, press, and digital materials



Year-Round Sponsorship Opportunities

- **JFI Completion Grants.** Support the finishing and production of new independent Jewish films.
- **JFI Filmmakers in Residence.** Support the mentorship of artists in JFI's year-long development program.
- **WinterFest.** Sponsor a film, party, or panel at JFI's annual weekend-long festival.
- **Best of the Fest.** Sponsor encore screenings of audience favorites.
- **Monthly Online Shorts.** Reach out global audience of more than 2M viewers.
- **The Mitzvah Series.** Sponsor film screenings at Bay Area senior communities and San Quentin State Prison.
- **Teen Social Justice Film Fellowship.** Support Bay Area teens.



recent sponsors

Foundations and Government



Business and Community Partners



Media Partners



Festival Partners





LET'S CHAT

To discuss partnership opportunities, please contact:

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Be part of the JFI social experience, follow us



@sfjewishfilm