



## san francisco jewish film festival

Founded in 1980, the San Francisco Jewish Film Festival will celebrate 37 years as the first, largest, and most esteemed Jewish film festival in the world.

- Named one of the top 50 Film Festivals by Indiewire
- Loyal annual audience of 40,000
- Largest Jewish cultural event in Northern California
- Three-week summer Festival screens in venues throughout San Francisco, Berkeley, Oakland, Marin, and Palo Alto
- Over 120 screenings throughout the Bay Area
- Over 60 guest directors, actors, and film subjects from around the world
- Vibrant community celebration of history, culture, and identity
- Live music, food, and film pairings
- Stimulating and insightful panels and discussions
- Receptions, parties, and special events

## who's in the audience

The San Francisco Jewish Film Festival draws a loyal, passionate, highly-educated audience of 40,000 each year, making SFJFF the largest Jewish cultural event in Northern California. They are film and Jewish culture enthusiasts from neighborhoods and communities throughout the Bay Area. For the majority of festival-goers, annual attendance is a beloved tradition. Online, the Jewish Film Institute's audience encompasses a global community of Jewish arts lovers, with 30% of this audience between the ages of 18-35 years old and 42% from international markets.



## what people are saying

**"A cinematic map of the Jewish experience."**

NEW YORK TIMES

**"A showcase for fascinating and compelling movies."**

WASHINGTON POST

**"Our SFJFF sponsorship has been a great way to support the community while marketing our business to prospective customers across the Bay Area."**

SFJFF BUSINESS SPONSOR SINCE 2006

**"Jewish or not though, I can guarantee you that there is something for almost everybody."**

FILMBALAYA

**"The San Francisco event is the original and still the largest Jewish film festival in the U.S., and attracts a majority of movies at the beginning of their festival and exhibition lives."**

FANDOR

**"I have been attending various film festivals in SF/Bay Area for over 20 years, and I honestly think this year's SFJFF was possibly the very best film festival I have ever attended!"**

SFJFF 2015 ATTENDEE



jewish film institute

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san francisco  
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37

strategic  
partnerships



## become a sponsor

The San Francisco Jewish Film Festival offers exceptional integrated marketing opportunities across stage, screen, print, and digital platforms. Highlighted events such as SFJFF's press conference, Festival Sneak Preview, parties, and events reserved for our highest donors and filmmakers are invaluable ways to connect with key stakeholders from throughout the Bay Area before and during the Festival. Whether you prefer your brand's exposure to be "wide-angle" or a "close-up" SFJFF offers a customized sponsorship package that will help you achieve your company's goals.

## recent sponsors & supporters

Alexander M. and June L. Maisin Foundation of the Jewish Community Federation and Endowment Fund • Barbro Osher Pro Suecia Foundation • Berkeley Film Foundation • Bernard Osher Jewish Philanthropic Foundation • Bloomberg Philanthropies • Britex Fabrics • Common Counsel Foundation • Consulate General of Israel to the Pacific Northwest/San Francisco • Consulate General of the Federal Republic of Germany/San Francisco • Contemporary Jewish Museum • Dolby • FedEx • Frederick J. Isaac Fund of the Jewish Community Foundation of the East Bay • Gaia Fund • Goldman Sachs • Grants for the Arts/San Francisco Hotel Tax Fund • Hagafen Napa Valley • indieWIRE • J. Weekly • Jewish Community Federation & Endowment Fund of San Francisco, the Peninsula, Marin and Sonoma Counties • Jewish Community Federation and the Jewish Community Foundation of the East Bay • KGO-TV • KQED Public Broadcasting • Leftwich Event Specialists, Inc. • National Endowment for the Arts • Nissan/Infiniti • The Orchard Hotel • Osterweis Capital Management • San Francisco Foundation • Schoenberg Family Law Group, P.C. • SF Weekly • Sinai Memorial Chapel/Chevra Kadisha • Sterling Bank & The Seligman Family Foundation • Walter & Elise Haas Fund • Wareham Development • Wells Fargo Foundation • William and Flora Hewlett Foundation • Yelp.com

## key statistics



43,000  
annual festival  
attendance



2 million  
social media  
impressions



15,000  
e-newsletter  
subscribers



110,000  
catalog & mini-guide  
distribution



\$100,000–199,999  
most frequently reported household income

## 2017 film festival at a glance

july 20-august 6 in san francisco, oakland,  
berkeley, palo alto, san rafael

more than 70 films from around the world



over 60 expected filmmaker  
and industry guests in attendance



## sponsor levels & benefits

	PREMIER SPONSOR \$50,000+	GRAND SPONSOR \$25,000+	MAJOR SPONSOR \$10,000+	SIGNATURE SPONSOR \$5,000+	ASSOCIATE SPONSOR \$2,500+
<b>digital</b>					
Festival website & app (400,000 hits per year)	logo/link & premier sponsor designation	logo/link & grand sponsor designation	logo/link	logo/link	logo/link
Festival e-mail newsletter (Distribution of 15,000)	corporate spotlight & logo	Corporate spotlight & logo	logo/link	logo/link	
Mention on Festival social media (10,000 followers, 50,000 impressions)	dedicated sponsored post (Facebook & Twitter)	dedicated post (Facebook & Twitter)	tagged recognition & thanks	tagged recognition & thanks	
<b>print</b>					
Advertisement in Festival catalog	full page	1/2 page	1/4 page	shared 1/4 page	
Logo in Festival catalog & mini-guide (Combined distribution of 110,000)	✓	✓	✓	✓	✓
Festival signage	all signage	festival poster (distribution of 1,000)			
<b>in theater</b>					
Logo in theater sponsor reel (Audience of 40,000, approx. 120,000 impressions)	✓	✓	✓	✓	✓
On-screen advertisement (Audience of 40,000, approx. 120,000 impressions)	full screen x2	full screen	half screen	quarter screen	
<b>promotion opportunities</b>					
Opportunity to sponsor a special festival event	✓	✓	✓		
Brand-focused content marketing through dedicated newsletter & social media channels	✓	✓			
On-stage acknowledgement at screenings & events (Audience of 40,000)	✓	✓	✓		
<b>tickets &amp; passes</b>					
Customized package of film festival benefits including access to exclusive events, fabulous Festival parties & special screenings for employees	✓	✓	✓	✓	✓
<b>press</b>					
Announcement at Festival press conference	✓	✓			
Company authored press release in SFJFF Festival press kit	✓				
Inclusion in SFJFF Festival press releases	✓	✓	✓	✓	