



jewish film institute

**STRATEGIC PARTNERSHIPS**

# the power of jewish cinema



Cast of Keep the Change at the 37th San Francisco Jewish Film Festival

**The Jewish Film Institute's** mission is to inspire communities in San Francisco and around the world to expand their understanding of Jewish life through film, media, and dialogue. With a distinguished history as the premier curatorial voice for Jewish film spanning almost four decades, JFI is a leading Bay Area arts and culture organization serving a diverse, affluent, cultured and influential audience through its signature program, the San Francisco Jewish Film Festival, and year-round programming in the live and online environments.



## YEAR ROUND EVENTS

Bombshell: The Hedy Lamarr Story director Alexandra Dean

**WinterFest**, JFI's signature year-round program, showcases a full weekend of documentary, narrative and experimental films and media for Bay Area audiences. **Best of the Fest** is the JFI's seasonal serving of expert curations from the previous SFJFF for new and returning audiences. **Member Sneak Previews** offers exclusive screenings of hot new commercial and independent releases. **JFI Next Wave** programs champion alternative Jewish media focusing on art, social justice, identity and other themes for the next generation of Jewish film lovers and makers, presented year-round and at SFJFF. **The Mitzvah Series** provides free screenings and talks for Bay Area senior communities and at San Quentin State Prison, reaching those unable to attend regular JFI screenings and events.



## ONLINE

Ida (dir. Paweł Pawlikowski) stream from JFI On Demand

**JFI On Demand** is an innovative streaming channel with over 250 films from JFI's archive of 1,700 titles, available for users to stream, rent or own on the platform of their choice. Completely free to use and with new titles added regularly, JFI On Demand is the largest resource for streaming Jewish film available anywhere today.

**JFI Online Shorts** is a globally-watched, curated selection of short films and exceptional works with accompanying artist Q&As available for free and in their entirety via the JFI YouTube Channel.

**Talk Amongst Yourselves** is JFI's newest hybrid live and online initiative which harnesses the power of film to foster connectivity and community building through a series of live-streamed panel discussions and film screenings that provoke conversations about identity, history and culture.



## ARTIST SUPPORT

2017 Filmmaker in Residence Melinda Hess

**JFI Filmmaker Residencies** champion the work of emerging Jewish media makers through a year-long program that includes consultations with JFI staff about all aspects of the filmmaking process, from funding and production to marketing, as well as screening resources and office space at the Ninth Street Independent Film Center in San Francisco.

**SFJFF Awards** honor achievements in film and media for emerging and established filmmakers. As the preeminent Jewish film festival, awards include the Festival Audience Awards, Best Short Documentary Award, Film Movement Short Film Award and the Freedom of Expression Award, presented annually to a filmmaker or industry member whose career best exemplifies JFI's mission and values.

# our audience by the numbers

JFI's audience and membership community are loyal, passionate and highly educated, with an average income of \$100,000-\$199,000. Our community of film and Jewish culture enthusiasts are highly engaged with JFI's year-round programming, accessing both live and online cinematic experiences.



A Next Wave screening at the 2017 San Francisco Jewish Film Festival



Menashe director Joshua Z. Weinstein



Audiences at the SFJFF Opening Night Bash

## Nurturing Diversity in and beyond the Jewish Community

Through its retinue of programs that build bridges within and beyond the Jewish Community, JFI has become an increasingly more visible and valuable market for sponsors interested in growing awareness among the Bay Area's ascendant creative class.

2.2 million

viewers access our online resources like JFI On Demand and JFI Online Shorts, including national and international audiences

18 %

of the Bay Area Jewish community identifies as LGBTQ, an increasingly more visible and valuable market to corporate interests and brand positioning

22 %

of the Bay Area Jewish population is comprised of people of color, a large number of whom attend JFI programs

17,000

unique subscribers to our bi-weekly newsletter demonstrate sustained engagement with our special offerings, film commentary and upcoming programs.

\* Bay Area Be'Chol Lashon, Advocating for growth and diversity of the Jewish People, 2017

# festival at a glance

**18** DAYS

**5** CITIES

**150+** SCREENINGS

**40,000** ATTENDEES

Programs take place annually in San Francisco, the East Bay, Marin, Silicon Valley

The San Francisco Jewish Film Festival (SFJFF) was founded in 1980 and is the first, largest and most internationally revered festival of its kind. Since its inception, SFJFF has presented over 1,700 films, and held invigorating conversations with filmmakers and media luminaries like former Vice President Al Gore, Kirk Douglas, Norman Lear, Elliott Gould, Sayed Kashua and Jill Soloway.



**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.



Screenings take place in **Five Bay Area Locations** and welcome **60 directors, actors and film subjects.**



Program Director Jay Rosenblatt and former Vice President Al Gore

# sponsorship opportunities

The Jewish Film Institute's sponsorship and strategic partner program promotes creative, integrated marketing opportunities across stage, screen, print and digital platforms bringing 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 the Festival and year-round.



# sponsorship packages

## Premier Sponsor \$50,000+

Exclusive sponsorship opportunities with comprehensive brand exposure across all platforms (print, digital, social, film and on-site). Options include: Exclusive branding and customized naming opportunities, premier logo recognition on venue signage, print collateral, pre-show reels and pre-show trailer, customized on-site activations including premium giveaways and hosted parties, VIP event and ticket packages, recognition at all Big Night sponsored screenings.

## Grand Sponsor \$25,000+

Priority, integrated brand exposure across all platforms (print, digital, social, film and on-site). Options include: Exclusive branding and customized naming opportunities, logo placement on venue signage, print collateral, pre-show reels and pre-show trailer, customized on-site activations including premium giveaways and hosted parties, VIP event and ticket packages, recognition at 4-5 Big Night sponsored screenings.

## Major Sponsor \$10,000+

Exceptional brand awareness across select platforms (print, digital, social and on-site), creative add-on opportunities for select Festival events and screenings, VIP event and ticket packages, 1-2 high profile sponsored screenings.

## Signature Sponsor \$5,000+

Custom brand awareness package across select platforms (print, digital and on-site), creative add-on promotional opportunities for select Festival events and screenings, VIP event and ticket packages, film co-sponsorships.

## Associate Sponsor \$2,500+

Tailored brand awareness package across select platforms (print, digital and on-site), VIP event and ticket packages, short film sponsorships.



# sponsorship benefits

	PREMIER LEVEL	GRAND LEVEL	MAJOR LEVEL	SIGNATURE LEVEL	ASSOCIATE LEVEL
Advertising	\$50,000+	\$25,000+	\$10,000+	\$5,000+	\$2,500+
Logo placement (print + digital)	●	●	●	●	●
Logo placement (newsletter)	●	●			
Logo placement (in-theater slideshow)	●	●	●	●	●
In-Theater Slideshow Slides	Full Screen, 2x	Full Screen	Half Screen	Third Screen	
Festival Trailer	Logo	Logo			
Program Guide Ad	Full Page	Half Page	Quarter Page	Shared Quarter Page	
Café Posters	Logo	Logo			
eNews Feature Ad	Three(3) Annually	Two(2) Annually	One(1) Annually		
Social Media Promotion	●	●	●	●	
<b>Direct Marketing</b>					
Onsite Activation(s)	●	●	●	●	
Venue Signage	Logo	Logo			
Customized Naming Opportunities	●	●			
Castro Theatre marquee recognition	Opening & Closing Nights	Opening & Closing Nights			
<b>Hospitality</b>					
Festival passes	●	●	●	●	●
Sponsored Screening Reserved Seating	●	●	●		
Film Screening Ticket Vouchers	●	●	●	●	●
Sponsored Screening Tickets	●	●	●	●	●
Exclusive Event Invitations	●	●	●		
<b>Recognition</b>					
Onstage Recognition	All Big Nights	3-4 Big Nights	1-2 High Profile Screening	Feature Film Co-Sponsor	Short Film Sponsor
Special event sponsorship	●	●	●		
<b>Press</b>					
Recognition at Festival Press Conference	●	●			
Dedicated press release in SFJFF press kit	●				
Inclusion in SFJFF press releases	●	●	●	●	

# sponsorship opportunities

## SFJFF On-Site Direct Marketing

- Sponsor a Film Screening
- In-theater slide show logo and advertisement placement (120,000 impressions)
- Verbal recognition from the stage (40,000 attendance)
- Brand activations at sponsored Festival events and screenings
- Logo placement on venue signage

## SFJFF Integrated Marketing Platforms

- Program guide logo placement + advertising (Distribution of 110,000)
- Website & mobile app logo placement (400,000 annual visits)
- Social media channels (9,000 combined followers, 2 million annual impressions)
- eNews (17,000 unique subscribers)
- Cafe posters logo placement (500,000 impressions)
- Acknowledgment in all press releases

## Support JFI Year Round

### WinterFest

Sponsor a film, party or panel at our growing mid-year festival

### Best of the Fest

Encore screenings of audience favorites in Marin

### JFI Next Wave

Socially engaged programs and events for ages 18-35

### Online Programming

Reach our global audience of two million and counting

### JFI Residency Program

Providing mentorship and support to filmmakers annually

### The Mitzvah Series

Taking the Festival “on the road” to Bay Area senior centers and correctional facilities

### Jerusalem Film Workshop

Sponsor student storytellers to attend a filmmaking intensive in Israel



# past sponsors

## Premier



## Foundations and Government



WALTER & ELISE HAAS FUND



Consulate General of the Federal Republic of Germany San Francisco

The Frederick J. Isaac Fund of the Jewish Community Foundation of the East Bay

FOHS FOUNDATION

Lisa & John Pritzker Family Fund



THE BARBRO OSHER PRO SUECIA FOUNDATION



National Endowment for the Arts

MAXINE & JACK ZARROW FAMILY FOUNDATION

The Alexander M. and June L. Maisin Foundation



Bernard Osher Jewish Philanthropies Foundation



Gaia Fund

## Media

SF WEEKLY



Berkeleyside

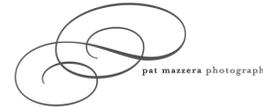
KQED

BETTY'S LIST

## Business and Community



## Hospitality



## Technology



Strategic Partnerships

# LET'S CHAT



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