



SFFILM Strategic Partnerships

Strategic Partnerships

JANUARY 2019



Who we are

Hi, we are SFFILM. We believe in film's power to inspire, entertain, and change the world.



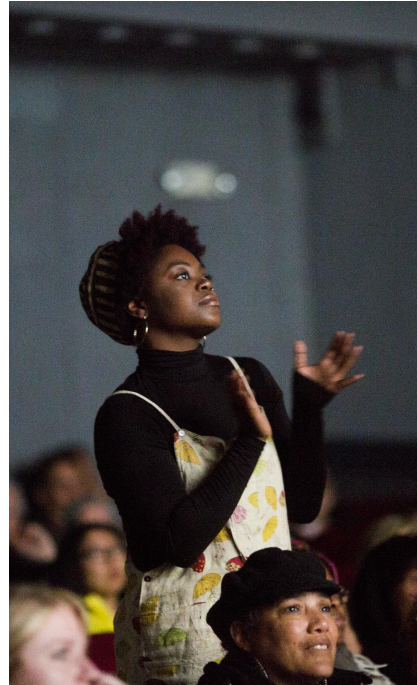
Mission & Values

SFFILM champions the world's finest films and filmmakers through programs anchored in and inspired by the spirit and values of the San Francisco Bay Area



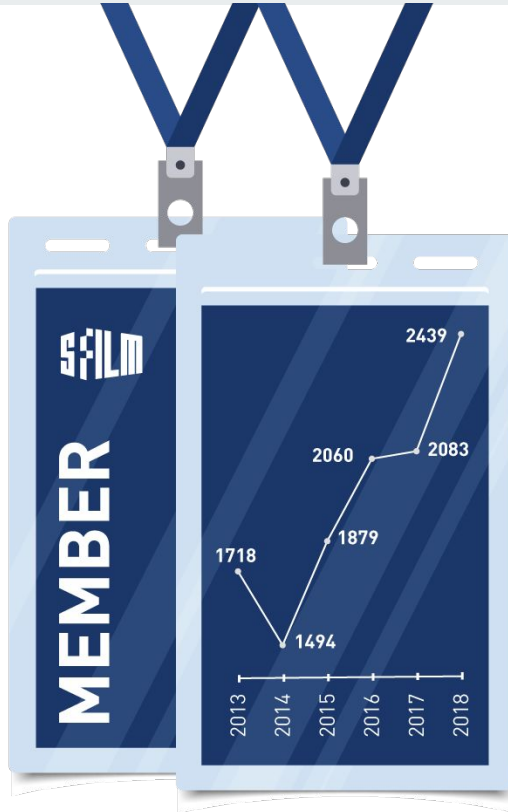
Cinema matters now more than ever. Film is an incredibly efficient medium and empathetic machine for delivering ideas about who we are and what we might become.

—Noah Cowan, SFFILM Executive Director



Community

Our community of film enthusiasts is young, educated, and diverse.



MEMBERSHIP: increase over last 5 years

SOCIAL MEDIA FOLLOWERS



8.2K



26.5K



30.2K

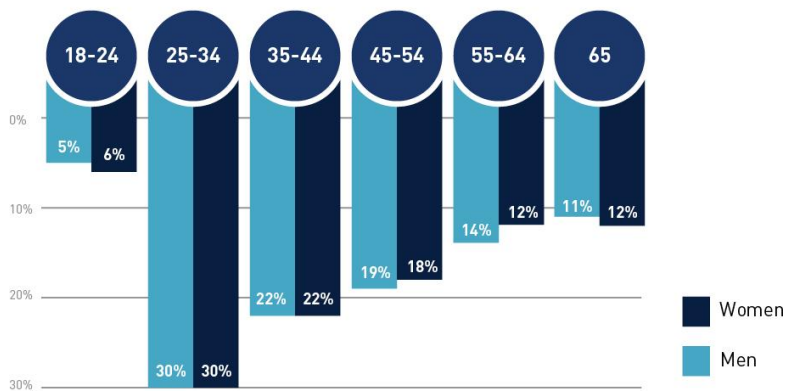
EMAIL SUBSCRIBERS



30.8K

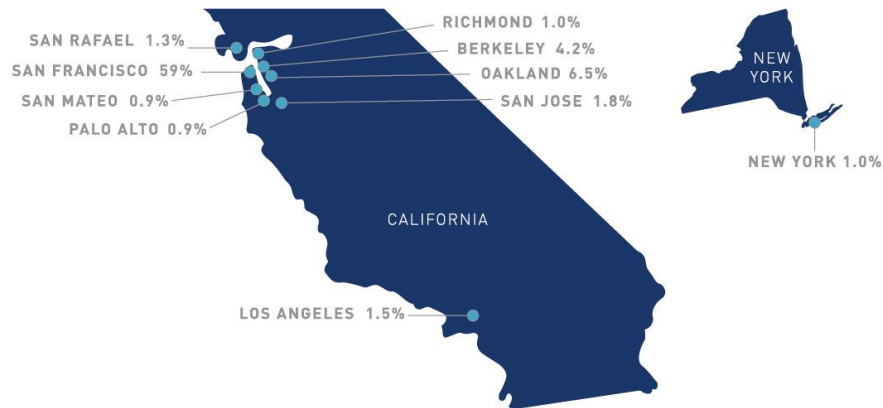
Demographics

AGE + GENDER



Source: Facebook

LOCATION - TOP CITIES



Source: Google



Youth Education

- Reaches 17,000+ students and teachers in 160+ schools annually
- Over 60% of education programs engage Title I public schools
- Helps students—kindergarten through college—develop media literacy skills, cross-cultural awareness, and a lifelong appreciation of movies



How can a 20th century organization maintain its relevance in the screen-agnostic 21st century? One obvious area would be introducing the kind of education initiatives in place at organizations like SFFILM.

—The New York Times



Demographics

HOUSEHOLD SIZE

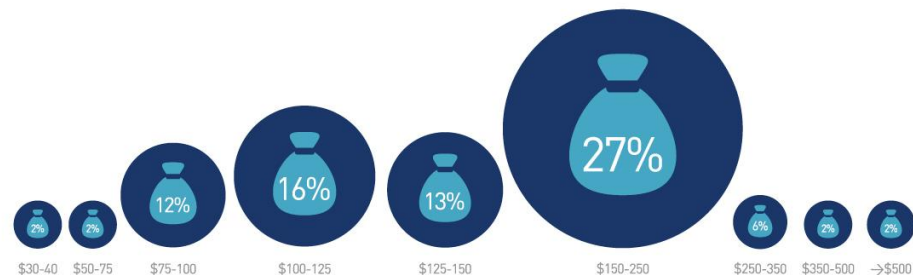
Number of adults and children in a single US home



Source: Acxiom

HOUSEHOLD INCOME

In thousands of US dollars



Source: Facebook

SFFILM supports every aspect of film culture from education to production to presentation



We have funded more than 150 film projects in various stages of production since 2009



We reach 12,000+ students and teachers in 160+ schools annually



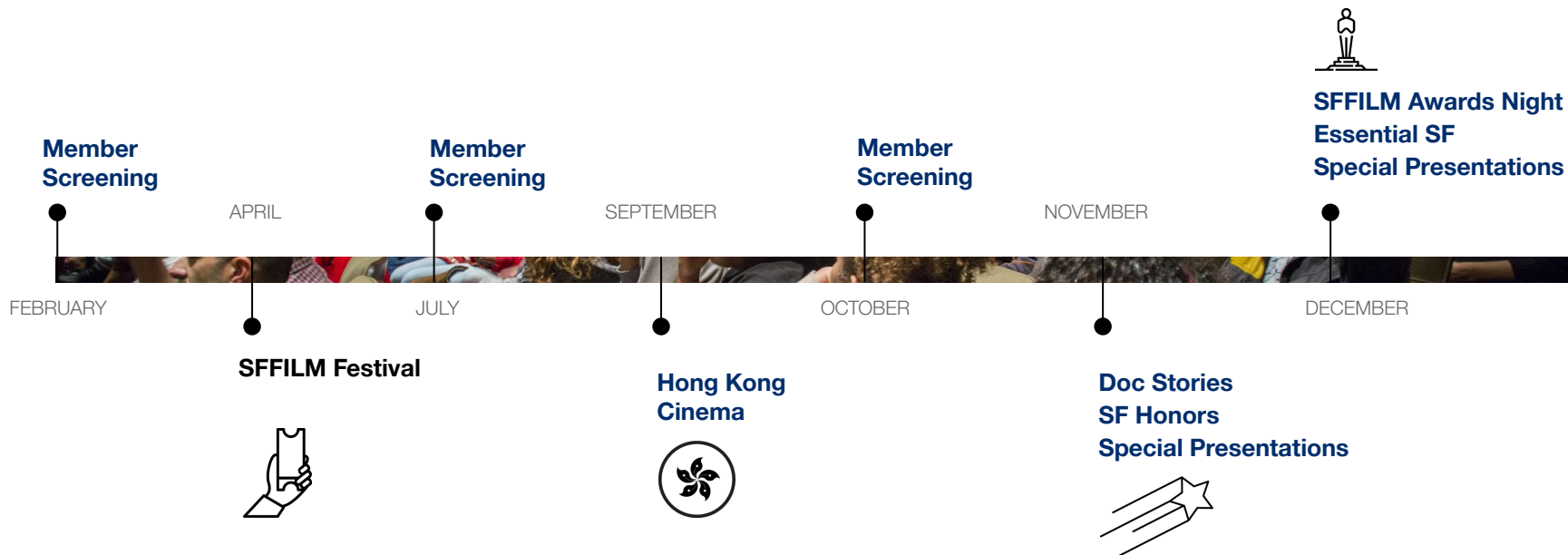
We present the longest-running film festival in the Americas (62nd edition: April 2019)



We mount a robust slate of public screening programs throughout the year



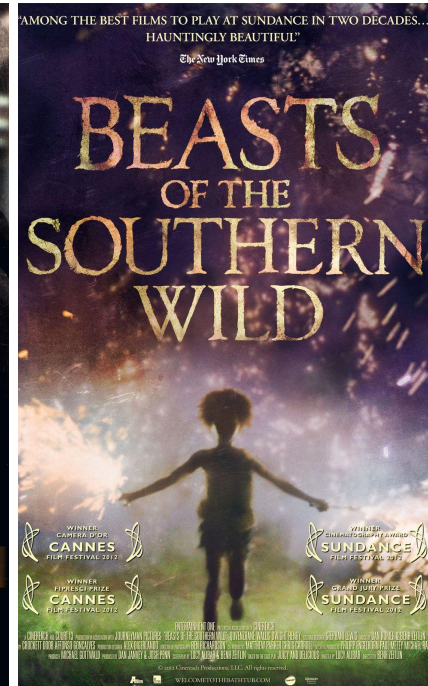
Typical calendar year





Artist Development

- Largest grantmaker for narrative features in the US, providing more than \$1M annually
- Financial and creative resources for filmmakers through grants, fellowships, residencies, and advisory services
- FilmHouse: the Bay Area's premiere residency space for independent filmmakers





Year-round Programming

- Member Screenings
- Doc Stories
- Hong Kong Cinema
- SF Honors
- SFFILM Awards Night
- Essential SF
- Special Presentations





FESTIVAL ATTENDANCE



51,582

TICKETS ISSUED



100,000+

IN-THEATER IMPRESSIONS

FESTIVAL GUIDE



40,500

PRINT RUN



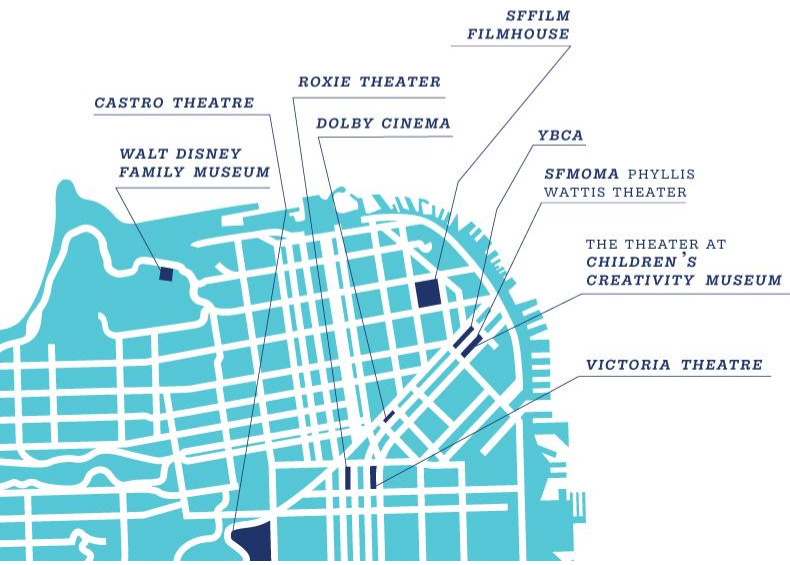
160,000+

IMPRESSIONS



80,000+

REACH



BAMPFA

GRAND LAKE
THEATRE





- The longest-running film festival in the Americas and a major cultural event in the Bay Area
- Lineup includes marquee premieres, international competitions, new media work, live performances, and scintillating artist talks

FESTIVAL WEBSITE



155,650

USERS



1,827,861

PAGEVIEWS



275,285

SESSIONS





2018 ticket-buyers: zip code map



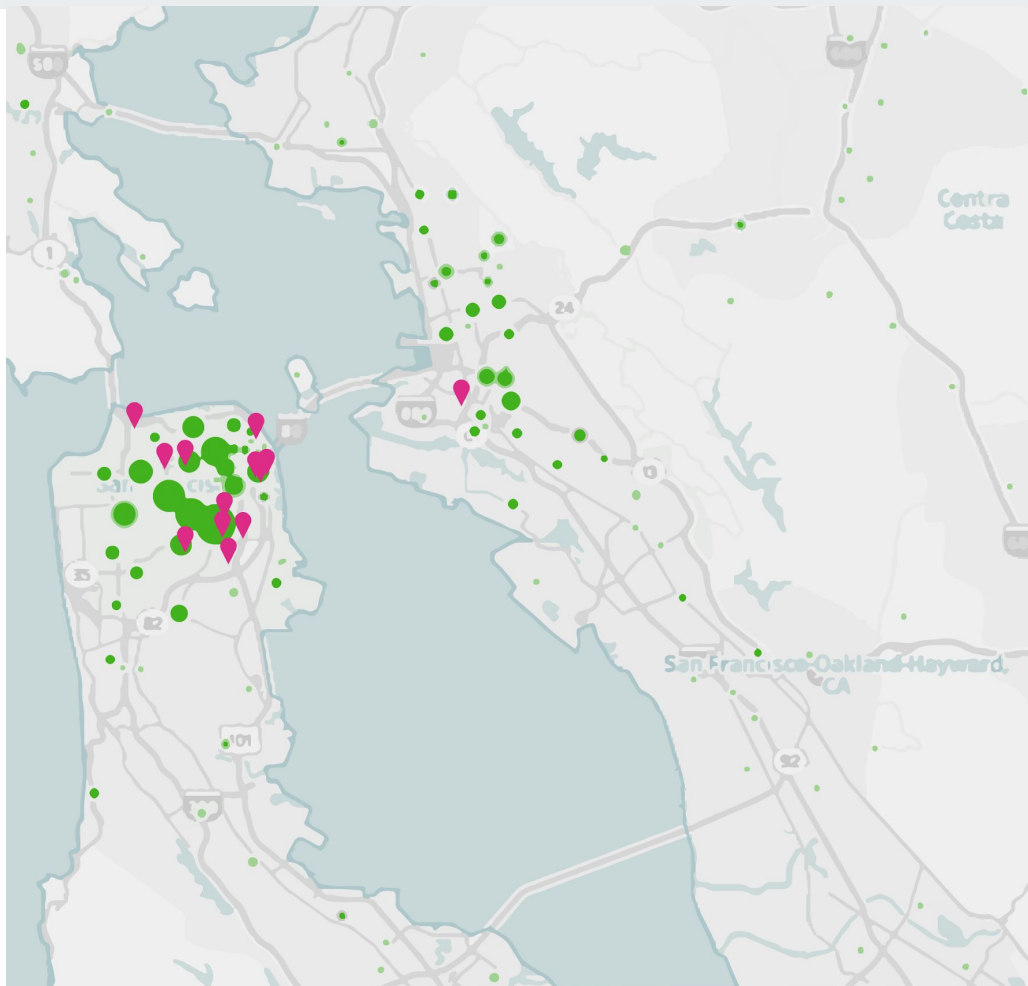
93.67%

WOULD RECOMMEND
THE SFFILM FESTIVAL
TO A FRIEND



92.28%

AGREE THAT THEY WERE VERY
SATISFIED WITH THEIR
EXPERIENCE AT THE 2018
SFFILM FESTIVAL





Major Festival Properties to Sponsor

Opening Night Film & Party

Film: 1,400 attendees
Party: 1,000 attendees

Hospitality Lounge

500+ filmmakers,
industry, & press

Filmmaker Brunches & Receptions

100–200 attendees

Centerpiece Film

1,400 attendees

Live & Onstage Program

4,600 attendees

Golden Gate Awards

40,000–60,000 ballots

Festival Festival Out of Home Campaign

Millions of impressions

Volunteer Program

300+ Volunteers (with
visibility across Festival)

Industry Tributes

1,000+ attendees

Creativity Summit

800 attendees

Schools at the Festival

9,000+ attendees

SFFILM Makers Party

1,000 attendees

Closing Night Film & Party

Film: 1,400 attendees
Party: 1,000 attendees