

BE PART OF FILM FESTIVAL HISTORY

# 69TH SAN FRANCISCO INTERNATIONAL FILM FESTIVAL

APRIL 24 – MAY 04 2026  
SAN FRANCISCO

PRESENTED BY



# BE PART OF FILM FESTIVAL HISTORY.

In this vibrant city surrounded by stunning natural beauty, where imagination and tenacity creates the latest technology alongside boundary pushing art, SFFILM has hosted the San Francisco International Film Festival for nearly 70 years.

**Our audience is diverse, engaged, and growing.**

Last year we welcomed **33,000 people** to experience new voices in film, network with film industry professionals, and learn about ideas, people, and places different from their own.





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SAN FRANCISCO IS A TOWN OF MANY FILM FESTIVALS, BUT NONE MATCH THE SCOPE OF SFFILM.

”

— Dan Gentile, **SFGATE**



68TH SAN FRANCISCO  
INTERNATIONAL FILM FESTIVAL

SCHOOLS AT  
THE FESTIVAL

GET TICKETS AT [SFFILM.ORG](http://SFFILM.ORG)



# WE SHOW WHAT FILM CAN DO.

As the Bay Area's premier film institution and the hub of San Francisco's film community, **SFFILM is an arts and culture leader** in the revitalization of the city. The San Francisco International Film Festival program features **11 days** of expertly selected films, world-class talent, premieres and early sneaks, captivating talks, a film industry summit, college days, and a schools program exclusively for local students and educators.





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**ARTS AND CULTURE ARE WHAT DRIVES SAN FRANCISCO, ALWAYS HAS ALWAYS WILL, AND THE SFFILM FESTIVAL IS A PART OF OUR FABRIC.**

”

— San Francisco Mayor Daniel Lurie, **KRON 4**

# BECOME AN SFFILM PARTNER

The San Francisco International Film Festival offers a unique platform for your brand, providing opportunities to connect with and influence an enthusiastic audience both in-person and across our digital channels.

Sponsorship opportunities are handled by our team who provides high-touch, personalized service. Examples of custom activations and branding include:

- Presenting Sponsor of the 2026 SFFILM Festival
- Opportunity to play a 15–30 second advertisement before all Festival screenings
- Branded step & repeat for all press and talent interactions
- Branded Lounge takeovers
- Special Events, Receptions, and Happy Hours at the Festival
- SFFILM Industry Days sponsor
- Schools at the Festival program sponsor
- Volunteer program sponsor



# MAXIMIZE YOUR BRAND'S VISIBILITY ACROSS EVERY TOUCHPOINT

## \$75,000

### PRESENTING SPONSOR

- Recognition as Presenting Sponsor on Festival pre-screening slideshow which plays before all Festival screenings
- Exclusive opportunity to run a 15–30 second trailer before all Festival screenings
- Inclusion in official Festival press release
- Dedicated social media post
- 25 tickets to Opening Night and Closing Night parties
- Logo recognition on event promotional materials (program guide, webpages, social media)
- Verbal recognition in remarks before all screenings
- Branded step & repeat for all press and talent interactions
- VIP event access and reserved seating and concierge service at Festival screenings
- All access Festival badges and additional ticket vouchers

## \$50,000

### MAJOR SPONSOR

- Recognition as Major Sponsor with a dedicated logo slide on screen before all Festival screenings
- Inclusion in official Festival press release
- Inclusion in Festival email blasts
- 15 tickets to Opening Night and Closing parties
- Recognition as Major Sponsor on Festival marketing collateral (including program guide, webpages, social media)
- Option to sponsor a film during the Festival with verbal recognition before sponsored event
- VIP event access and reserved seating and concierge service at Festival screenings
- All access Festival badges and additional ticket vouchers



# BE PART OF THE BAY AREA'S PREMIER FILM FESTIVAL EVENT

## \$25,000

### SIGNATURE SPONSOR

- Dedicated logo slide on screen before all Festival screenings
- 5 tickets to Opening Night and Closing Night parties
- Logo recognition as a signature sponsor on Festival marketing collateral (program guide, webpages, social media)
- Option to sponsor a film during the Festival with verbal recognition before sponsored event
- Invitations to special events and receptions
- All access Festival badges and additional ticket vouchers

## \$10,000

### SUPPORTING SPONSOR

- Logo inclusion on slide shown before all Festival screenings
- 2 tickets to Opening and Closing Night parties
- Logo recognition as a supporting sponsor on marketing collateral (program guide, webpages, socials)
- Option to sponsor a film during the Festival with verbal recognition before sponsored event
- Invitations to special events and receptions
- Festival badges and ticket vouchers



# SFFILM FUELS THE ENTIRE CYCLE OF THE MOVIEGOING EXPERIENCE FOR AUDIENCES, ARTISTS, AND PARTNERS.



**IN 2026 LOOK FOR A RETURN TO THE CASTRO FOR OPENING AND CLOSING NIGHT PROGRAMS!**

## 2025 SFFILM FESTIVAL ATTENDANCE AND REACH

- **33K** Attendees
- **100K+** Impressions of onscreen media slides and media
- **1M** Website Views and **165k** Unique Visitors
- **40%** Average Email Open Rate
- **1M** Total Social Media Reach
- **3.5M** Total Social Media Impressions
- **15M** Press Coverage Impressions
- **11K** Total Students, Teachers, and Families Served

## ANNUAL SFFILM ATTENDANCE AND REACH

- **45K** Attendees
- **12M** Social Media Impressions
- **75K** Social Media Followers
- **45K** Email Subscribers
- **1.5K** SFFILM Members
- **2M** Annual Website views and **400K** unique visitors
- **200+** Live Events and Gatherings
- **40M+** Press Coverage Impressions
- **20K** Total Students, Teachers, and Families Served
- **51** SFFILM Supported Grantees, Fellows, and Residents



# WE SHOW WHAT FILM CAN DO.

We look forward to working with you!

**CORPORATE PARTNERSHIPS**

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