



jewish film institute

SAN FRANCISCO JEWISH FILM FESTIVAL

STRATEGIC PARTNERSHIPS

Audiences at the 38th San Francisco Jewish Film Festival Opening Night screening at the Castro Theatre



the power of jewish cinema

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 through year-round programming in the live and online environments.

Directors Cristina Costantini and Darren Foster from the award-winning documentary *Science Fair* at the 38th San Francisco Jewish Film Festival



Seeing Allred director Roberta Grossman at JFI WinterFest

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 bi-monthly serving of expert curations from the previous SFJFF for new and returning audiences. **Member Only Sneak Previews** offering exclusive screenings of hot new commercial 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 supporters, presented year-round and at SFJFF.



Ida (dir. Paweł Pawlikowski) streaming on JFI On Demand

JFI On Demand is an innovative streaming channel with over 300 films from JFI's archive of 1,800 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, youtube.com/sfjewishfilm.

Talk Amongst Yourselves is JFI's online initiative, is JFI's newest hybrid live which harnesses the power of Im 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.



2017 Filmmaker in Residence Nicole Oppen

JFI Filmmaker Residency champions 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 tastemaker of the Jewish film festival community and the first and only Jewish film festival to be an Academy Awards qualifying 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-based community are loyal, passionate and highly educated, frequently reporting an average income of **\$100,000-\$199,000**. They are film and Jewish culture enthusiasts highly engaged with JFI's year-round programming by accessing both live event and online cinematic experiences.



A Next Wave screening at the 37th San Francisco Jewish Film Festival



Love, Gilda director Lisa D'Apolito and subject Laraine Newman



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

Nurturing Diversity in and beyond the Jewish Community JFI has become an increasingly more visible and valuable market for sponsors interested in attracting more diverse patrons.

2.3 million

viewers access our online resources like JFI On Demand and JFI Online Shorts, growing our network internationally.

18 %

of the Bay Area Jewish community identifies as LGBTQ. An increasingly more visible and valuable market valuable to corporate interests for inclusive causes.

22 %

of the Bay Area Jewish population is comprised of people of color, offering another niche market.

21,000

subscribers to our bi-weekly eblasts 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

150+
SCREENINGS

41,000
ATTENDEES

Programs take place annually in San Francisco, the East Bay, Marin and 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 1,800 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, on average: **60 directors, actors and film subjects.**



Program Director Jay Rosenblatt and former Vice President Al Gore

sponsorship opportunities

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

The Jewish Film Institute's sponsorship and strategic partner program offers creative, integrated marketing opportunities across stage, screen, print and digital platforms that brings your brand front and center for an exceptionally loyal and discerning audience of 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.



sponsorship packages

Premier Sponsor \$50,000+

Exclusive sponsorship opportunities with comprehensive brand exposure through integrated platforms including featured logo in SFJFF promotional video, sponsor reel and festival trailer, premier sponsor mention from the stage at screenings and events, premier sponsor logo/link on Festival poster, VIP event and ticket package, full page ad in SFJFF catalog with logo/link year round through social media, SFJFF and JFI websites and promotional opportunities through gift bags or SFJFF Festival collateral.

Grand Sponsor \$25,000+

Extensive exposure through integrated platforms with creative opportunities to feature your brand throughout the Festival, Big Night events, host a party on the Castro Theatre's Mezzanine and sponsored films. Additional opportunities include logo/link in prominent position on the SFJFF and JFI websites, in the Festival catalog and mini-guide, Festival poster, promotional video, sponsor reel, and festival trailer, on-stage acknowledgement at theatre and events, VIP event and ticket package, half-page ad in SFJFF catalog.

Major Sponsor \$10,000+

Brand awareness across select platforms including opportunity to host a party on the Castro Theatre's Mezzanine, logo/link on the Festival website and in social media, logo in the Festival catalog and mini-guide, logo/link in the Festival Email newsletter, on-screen in theatre sponsor reel, quarter-page ad in the Festival catalog, and inclusion in SFJFF Festival press release packages.

Signature Sponsor \$5,000+

Custom brand awareness package across select platforms, on-site add-on promotional opportunities, VIP event and ticket package, film co-sponsorship, logo/link on the Festival website, logo in the Festival catalog and mini-guide, logo/link in the Festival Email newsletter, name on-screening in theater sponsor reel, one-eighth page ad, customized package of film festival benefits including access to exclusive events, screenings, parties and limited tickets for employees.

Associate Sponsor \$2,500+

Tailored brand awareness package across select Festival platforms, VIP event and ticket package, short film sponsorship (under 50 minutes), logo/link on the Festival website, logo in the Festival catalog and mini-guide, link in the Festival Email newsletter, name on-screening in theater sponsor reel, customized package of film festival benefits including access to exclusive events, screenings, parties and limited tickets for employees.



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	•	•	•	•	
Direct Marketing					
Onsite Activation(s)	•	•			
Venue Signage	Logo	Logo			
Customized Naming Opportunities	•	•			
Castro Theatre marquee recognition	Opening & Closing Nights	Opening & Closing Nights			
Hospitality					
Festival Passes	•	•	•	•	•
Sponsored Screening Reserved Seating	•	•	•		
Film Screening Ticket Vouchers	•	•	•	•	•
Sponsored Screening Tickets	•	•	•	•	•
Exclusive Event Invitations	•	•	•		
Recognition					
Onstage Recognition	All Big Nights	3-4 Big Nights	1-2 High Profile Screening	Feature Film Co-Sponsor	Short Film Sponsor
Special Event Sponsorship	•	•	•		
Press					
Recognition at Festival Press Conference	•	•			
Dedicated Press Release in SFJFF Press Kit	•				

sponsorship opportunities

SFJFF On-Site Direct Marketing

- Sponsor a Film Screening
- In-theater slide show logo and advertisement recognition
- Verbal recognition from the stage
- Promotion opportunities at sponsored Festival events and screenings
- Brand presence on event signage at Festival venues

SFJFF Integrated Marketing Platforms

- Program Catalog/Mini Guide/Advertising
- JFI and SFJFF websites
- SFJFF mobile app, JFI & SFJFF social media channels and eBlasts
- Cafe and store posters
- Print advertising
- Press campaign

Support JFI Year Round

WinterFest

sponsor a film, party or panel at our annual mini-film festival

Best of the Fest

Encore screenings of audience favorites

JFI Next Wave

socially engaged programs and events

Online Programming

reach our global audience of two million and counting

JFI Residency Program

providing mentorship and support to one filmmaker annually

The Mitzvah Series

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

Jerusalem Film Workshop

Sponsor student filmmakers to attend a filmmaking intensive in Israel



past sponsors

Premier



Foundations and Government



Media



Business and Community



Hospitality



Technology



LET'S CHAT



To discuss partnership opportunities please contact:

Be part of the JFI social experience, follow us



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Strategic Partnerships