



SAN DIEGO  
INTERNATIONAL  
FILM FESTIVAL

# CELEBRATING THE POWER OF FILM

OCTOBER 18-22, 2023



# SPONSORSHIP OPPORTUNITIES

## ABOUT US

The San Diego Film Foundation is dedicated to providing new perspective through the experience of films from around the world. We believe that film can be transformative and we are bound together through human connection. Our mission is to use the experience of film to explore issues of global impact, to create dialog, and ultimately to develop empathy and understanding in an increasingly diverse and complex world.

## OUR EVENT

The San Diego International Film Festival, presented annually by the San Diego Film Foundation, connects brands with professionals, executives, celebrities, patrons of the arts and other upscale consumers with a shared passion for cinematic storytelling. Our unique and immersive events include celebrity tributes, film premieres, VIP lounges and parties.

## OUR CLAIM TO FAME

The festival offers a wide range of films from creative narrative features to thought-provoking documentaries to engaging and enlightening short films. Through the years we have screened premieres that have garnered **22 ACADEMY AWARDS** and **103 NOMINATIONS!**



ALIGN YOUR  
BRAND WITH  
SAN DIEGO'S  
PREMIER  
FILM FESTIVAL

5 DAYS

10,000 Attendees • Balboa Park | LaJolla

100+ FILMS

Studio Premieres • Independent Films  
Documentary • Foreign • Shorts

PARTIES

Opening Night & Pre-Reception • Night of the Stars Tribute  
Culinary Cinema • Closing Night & Military Film

CELEBRITIES

Previously Honorees: Andy Garcia, Annette Bening,  
Sir Patrick Stewart, Kathryn Hahn, Kumail Nanjiani, Adrien Brody,  
Geena Davis, Kenny Loggins and Laurence Fishburne

AWARDS

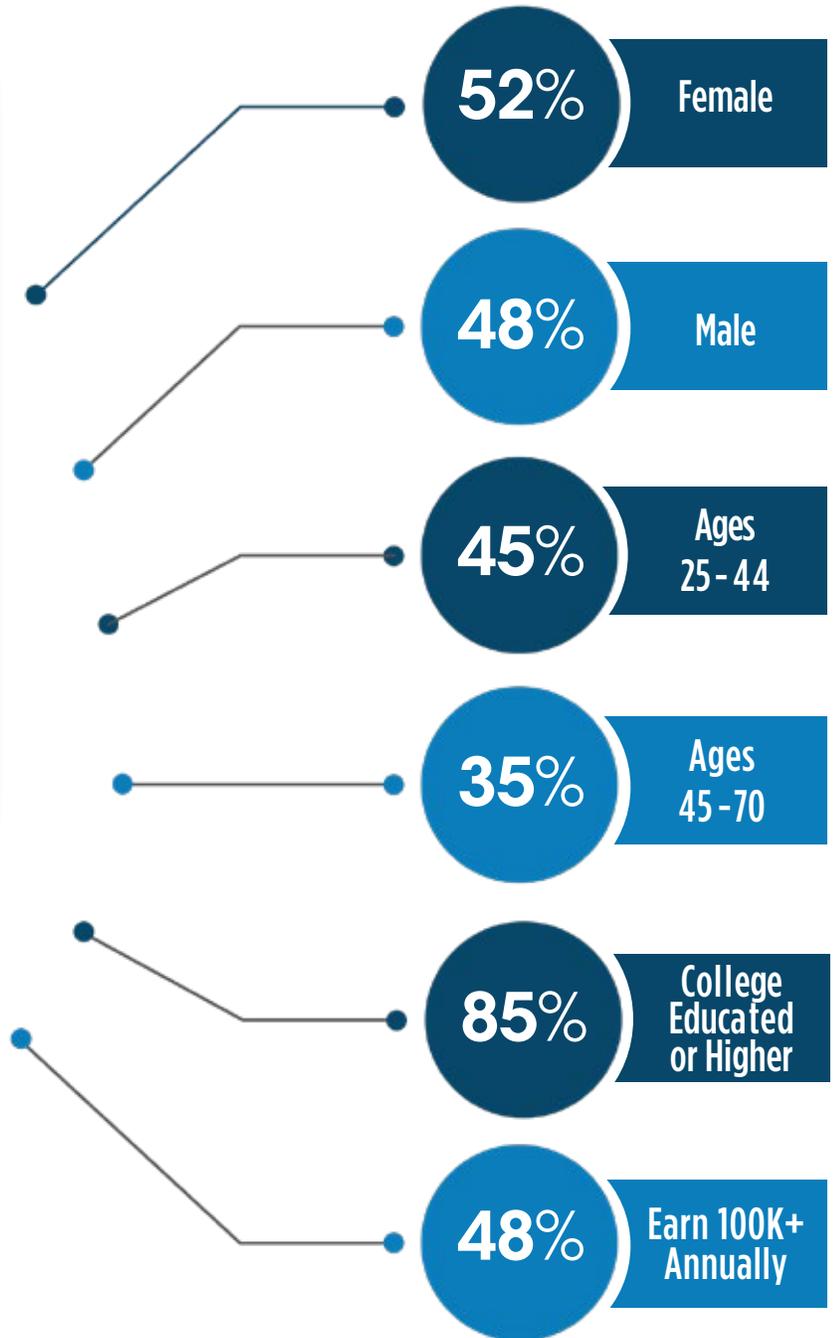
Gregory Peck Award of Excellence • Cinema Vanguard Award  
Rising Award Auteur Award • Humanitarian Award

*The San Diego International Film Festival is a 501c.3 non profit dedicated to the proposition that cinematic storytelling is a catalyst for positive change.*

# DEMOGRAPHICS

Attendees are Film Lovers

Active and educated, love the arts and entertainment, social (on & offline), and looking for unique, upgraded VIP experiences and products.



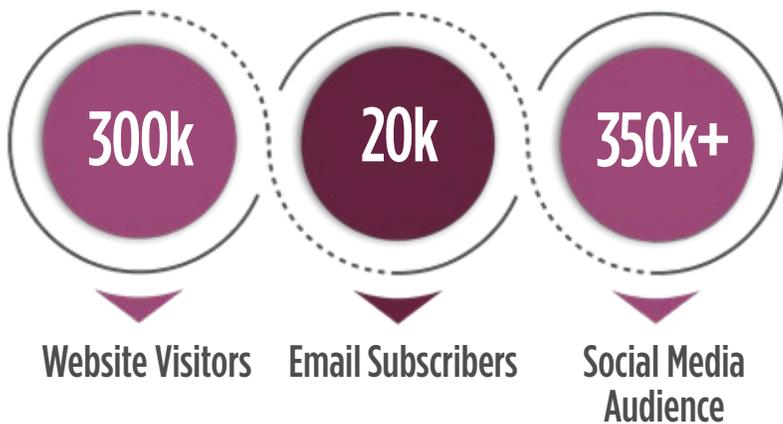
# EVENT MARKETING & PAST SPONSORS

Sponsors receive customized integrated brand exposure across a variety of platforms as well as opportunities for VIP entertainment and interaction with high end consumers.

## Media Exposure



## Digital Engagement



“Once again San Diego Intl Film Festival steals the movie glamour spotlight from its neighbor to the north, combining major regional premieres with a focus on social and environmental issues”

—VARIETY

# YEAR-ROUND SPONSORSHIP OPPORTUNITIES

Presented by your Brand

## FILM INSIDER SERIES

Patrons, Business Leaders, Media Partners and fellow Film Lovers join together for an unforgettable cinematic experience each month.

Because we can't wait until October, the Festival is bringing back our year-round Film Insiders Series! These exclusive screenings will bring the magic of the Film Festival in four unforgettable evenings filled with film, conversation and celebration. Participants will enjoy a cocktail reception with drinks & appetizers, film premiere, filmmaker Q&A and a post-reception get-together.

These limited screenings are not just about the films, but about making lasting connections with people who share a collective passion for cinema.

**May-August 2023**

**AMC UTC 14 @ Westfield UTC (formerly Arclight)**

These evenings include:

- Cocktail Pre-Reception (drinks and appetizers included)
- 4 Premier Film Screenings:
  - Wednesday, May 17
  - Wednesday, June 21
  - Wednesday, July 19
  - Wednesday, August 16
- Q&A with Filmmaker
- Post-Reception (desert included)



David Palmer & Josh Duhamel



Adam Scott



# SPONSORSHIP OPPORTUNITIES

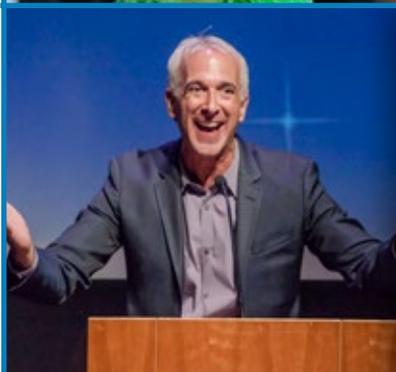
Presented by your Brand

## Opening Night Film & Pre-Party

Film lovers, arts patrons, elected officials, and professionals all gather to celebrate film and watch an exclusive studio premiere, not yet in theatres. This glamorous evening provides extensive opportunities for sponsors to have broad exposure and intimate interactions from a wide group of consumers.

**Oct 18, 2023**

**The Museum of Photographic Arts, Balboa Park**



## Night of the Stars Celebrity Tribute

This glamorous night honors some of the film industry's most accomplished actors, directors and filmmakers. Each year we are proud to present the Gregory Peck Award of Excellence in Cinema with the support of the Peck family. Rising stars, auteurs, and visionaries are also recognized and celebrated. It's an unforgettable evening celebrating the fine art of cinema. Receive exposure to A-list of attendees.

**Oct 19, 2023**

**La Jolla Music Society, La Jolla**



Andy Garcia & Cecilia Peck



Regina Hall



Tony Hale



Kate Beckinsale

# SPONSORSHIP OPPORTUNITIES

Presented by your Brand

## Culinary Cinema

Food inspired by Film from San Diego's most notable Chefs! It's the best way to spend a Sunday afternoon. Start with a food focused film, listen to a panel of Chefs discuss the film, then adjourn outside to enjoy tasting menus inspired by the film from each Chef with champagne and wines. Picture your brand as part of the Festival's Culinary Cinema event!

**Oct 21, 2023**

**AMC UTC 14 @ Westfield UTC (formerly Arlight)**



## Closing Night: Military Film Screening & Reception

San Diego has long been a military town. Our Military Film Track reflects the importance of the military to our community both historically and currently. Your sponsorship helps us share important films about the military experience with a wide audience of film lovers and arts patrons.

**Oct 22, 2023**

**Aboard USS Midway, San Diego**



# SPONSORSHIP OPPORTUNITIES

Presented by your Brand

## Women in Film Series & Panel

If female decision makers are your demographic, the Women in Film Series & Panel is where you want your brand to shine. In partnership with the Women's Museum of California, this Festival gives voice to female filmmakers who help shape our cultural landscape. Following the screenings, the Unstoppable Women's Panel digs deep into the Festival curated Women in Film Series.



## Alcohol Exclusive

What's a Festival without parties and celebrations? We've done some of our most creative sponsorships with alcohol brands supporting their goals with our events. Festival attendees appreciate the opportunity to experiment with new cocktails, find a new favorite wine and toast the celebrities with a beautiful champagne.



## Automotive Exclusive

Film lovers really love their cars! Especially film lovers in San Diego. Cars are an integral part of the So Cal DNA ... and movies too! (Think James Bond and his Aston Martin.) Picture your cars strategically placed at Festival events from the glamorous Opening Night to the Red Carpet Night of the Stars Tribute.



# EDUCATIONAL SPONSORSHIP OPPORTUNITY

Presented by your Brand

## FOCUS ON IMPACT EDUCATIONAL TOUR

*Film, Curriculum & Conversation*

Preparing Future Leaders with Global Perspectives Through Film

This sponsorship is an investment in the future – San Diego’s high school students. This program adds a dimension to their education that is unavailable anywhere else. Experiencing global perspectives through films on topics that affect our communities and our world will help prepare these students for their role as future leaders.

The San Diego International Film Festival has partnered with the San Diego Unified School District and the San Diego County Office of Education to present social impact films to high school students throughout San Diego County. Topics have included Homelessness, Environmental Ocean Preservation, LGBTQAI+ Family Acceptance, Women’s Rights, Mental Health and more.

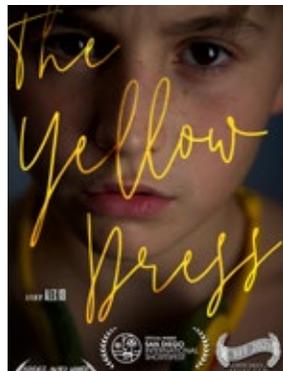
To date, this program has reached more than 5,000 students/teachers. Your sponsorship will help expand the reach of this vitally important addition to high school curriculum.



**MINK TOPICS:**  
Biography & Women’s Rights



**THE YELLOW DRESS TOPICS:**  
LGBTQ Family Acceptance



**FAKA’APA’APA TOPICS:**  
Environmental,  
Ocean Preservation



**IF I TELL THEM TOPICS:**  
Mental Health (Bipolar)



# PROMOTIONAL OPPORTUNITIES

## Your Brand Highlighted

Allow us to showcase your brand or product through a variety of activation opportunities.

### On-screen Custom Slides/Video

On-screen slides provide brand visibility at 45+ screenings in front 10,000 attendees at multiple venues in the region during the festival and throughout the year



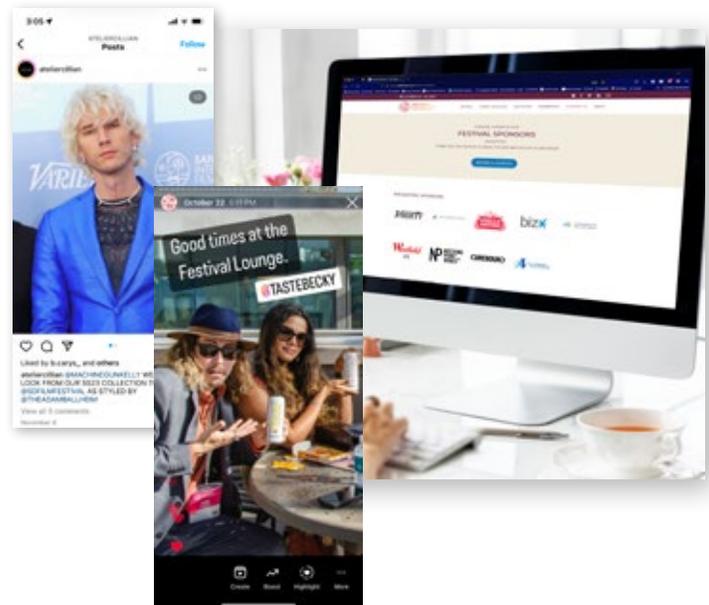
### On-Site Marketing

On-site opportunities include signage at any of our parties or venues, and VIP exposure at our Hospitality Suite and/or Lounge and Red Carpet Experience.



### Digital Marketing

With 3.3 Million+ Impressions across our platforms (eblasts, website and social media) our digital marketing is focused to drive engagement with our programming and partners.



### Festival Program

The official program provides a unique opportunity to be seen by.....



SAN DIEGO  
INTERNATIONAL  
FILM FESTIVAL

BE PART OF THE FESTIVAL!

OCTOBER 18-22, 2023



We look forward to customizing your sponsorship package.

619-818-2221 | [sponsor@sdfilmfest.com](mailto:sponsor@sdfilmfest.com)