



SAN DIEGO
INTERNATIONAL
FILM FESTIVAL

CELEBRATING THE POWER OF FILM

OCTOBER 16-20, 2024



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 premiers that have garnered **19 ACADEMY AWARDS** and **102 NOMINATIONS!**



AWARDS & RECOGNITION



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 • Culinary Cinema
Closing Night 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

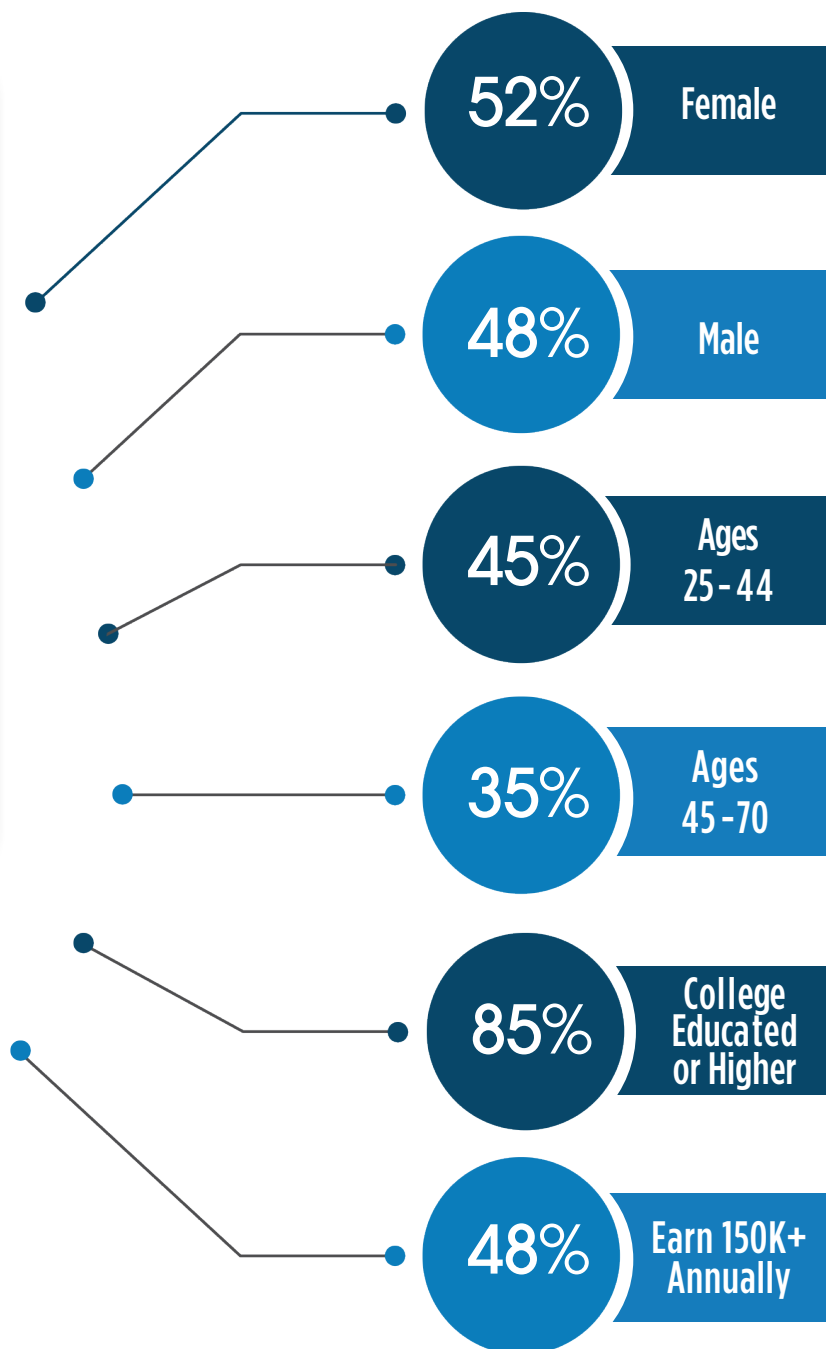
Gregory Peck Award of Excellence • Cinema Vanguard Award
Rising Award Auteur Award • Humanitarian Award

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.



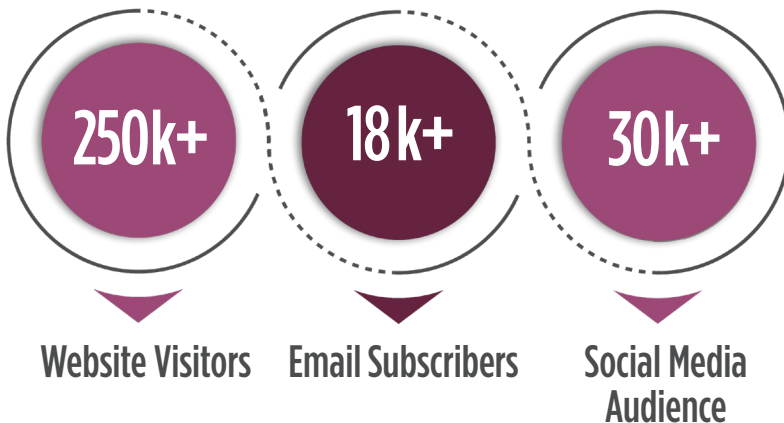
EVENT MARKETING & PAST SPONSORS

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



us bank

Capital One
café

VINFAST

Maserati

CASA
AZUL

Solmar
HOTELS & RESORTS

Topo
Chico

THE LODGE TORREY PINES

VIEJAS
CASINO & RESORT

SYCUAN

CATAMARAN
RESORT HOTEL

San Diego

VARIETY

The San Diego
Union-Tribune

JAMUL
CASINO

7T20

abc
10 NEWS

FOX 5

8
SAN DIEGO

SPONSORSHIP OPPORTUNITIES

Presented by your Brand

Opening Night Reception & Film Premiere

Oct 16, 2024

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.

*The Museum of Photographic Arts,
Balboa Park*



Night of the Stars Celebrity Tribute

Oct 17, 2024

San Diego International Film Festival is a glamorous night celebrating cinematic excellence, honoring accomplished actors, directors, and filmmakers. The event presents the Gregory Peck Award of Excellence in Cinema and recognizes rising stars, auteurs, and visionaries. Sponsors have the opportunity to gain exposure to an exclusive A-list of attendees.

*The Conrad Prebys Performing Arts Center,
La Jolla*



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Culinary Cinema

Oct 20, 2024

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!

Capitol One Cafe, AMC UTC 14 & Fest Lounge,
Westfield UTC, La Jolla



Women Film Series & Panel

If your target audience consists of female decision makers, then the Women in Film Series & Panel is the ideal platform for your brand to stand out. In collaboration with the Women's Museum of California, this festival showcases the works of female filmmakers who contribute to the shaping of our cultural landscape. The Unstoppable Women's Panel follows the screenings and delves deeper into the Women in Film Series, which is curated specifically for the festival.

Fest Lounge, AMC UTC 14
Westfield UTC, La Jolla



SPONSORSHIP OPPORTUNITIES

Presented by your Brand

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 Program

Through the power of Arts Education, San Diego County high school and community college teachers are given the tools to explore social impact topics such as environmental sustainability, animal extinction, food scarcity, cultural identity, climate change, ocean pollution, LGBTQAI+ acceptance, immigration, diversity, and inclusion and many more.



Film Library

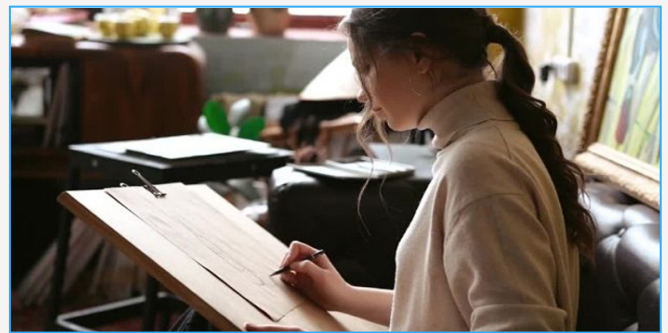
*Unlimited Access to Perspectives
on Social Impact Topics*



In the Fall of 2024, we will launch the NEW FOCUS on Impact Film Library. This will give high school and college teachers unlimited access to social issue short films appropriate for their students so they can schedule them throughout the school year when it is most convenient and timely for them.

Student Art Competition & Exhibit

The Power of Film Portrayed by Art Students



While film is the art of cinematic storytelling, art students are being challenged to storytelling through artwork.

The FOCUS on Impact Student Art Competition & Exhibit will challenge students to create artwork designed to raise awareness of social issues.

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



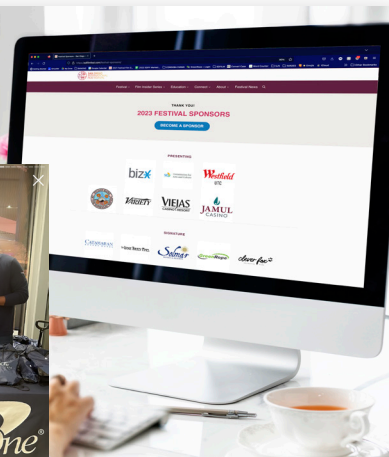
On-Site Marketing

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 1.5 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.



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BE PART OF THE FESTIVAL!
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We look forward to customizing your sponsorship package.
www.sdfilmfest.com