

SAN DIEGO INTERNATIONAL FILM FESTIVAL

CELEBRATING THE POWER OF FILM



SPONSORSHIP OPPORTUNITIES

SAN DIEGO INTERNATIONAL FILM FESTIVAL

The San Diego Film Foundation, a 501(c)(3) non-profit arts and education organization, engages audiences year-round by 'Celebrating the Power of Film' through:

- Awards Viewing Party
- Film Insider Series
- San Diego International Film Festival
- FOCUS on Impact Education Program.

Claim to Fame

- Named one of **20 Great Film Festivals in Vacation Destinations** for the second year by Moviemaker Magazine.
- Recognized as one of the **Top Film Festivals in North America** by Destination Film Guide.
- Voted **Best Film Festival in San Diego** by the San Diego Reader Poll for the eighth year.

Year-round programming spans a wide range of Studio and Independent films from creative narrative features to thought-provoking documentaries to engaging and enlightening short films. Through the years this Festival screened premieres that have garnered 33 Academy Awards and 149 Nominations!

Living Our Mission

The San Diego International Film Festival uses cinematic storytelling to ignite discussions on pressing social issues such as homelessness, prejudice, immigration, environmental impact, LGBTQAI+ rights and sex trafficking. Each year, select short films are added to the FOCUS on Impact Education Program to help prepare high school and college students as future leaders.



“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



AWARDS VIEWING PARTY

Put Your Brand On Set at San Diego's Most Glamorous Film Awards Viewing Party

DATE: Sunday, March 2, 2025

PLACE: One of San Diego County's most exclusive private residences



Sponsorship Opportunities

- Event Activations
- Brand Exposure
- Food & Beverage Sampling and Demos

Be part of the scene. Place your brand among all the glitz and glamour of San Diego's version of Hollywood's biggest night.

Walk the Red Carpet. Sip champagne, craft cocktails and specialty wines. Enjoy exquisite foods prepared by some of San Diego's top chefs.

Enjoy a unique VIP experience with fellow Film Lovers, Arts Patrons, Community leaders and Trendsetters to cheer for your favorite films during the live telecast of the Academy Awards.



FILM INSIDER SERIES

KEEP THE SPOTLIGHT ON YOUR BRAND

FILM PREMIERES

• May 21 • June 18 • July 16 • August 20

LOCATION: AMC UTC 14 @ Westfield UTC



Be a part of bringing major Studio Films to this high-end audience prior to theatrical release.

These exclusive Studio screenings bring the magic of the San Diego International Film Festival in four unforgettable evenings filled with film, conversation and celebration.

Attendees will enjoy appetizers and drinks during the cocktail reception, watch a studio film premiere, followed by a dessert post-reception.

2024 FILM INSIDER FILMS



Sponsorship Opportunities

- Event Activations
- Brand Exposure
- Food & Beverage Sampling and Demos



FESTIVAL PROGRAMMING

CELEBRATING THE POWER OF FILM

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 International - Short Films

EVENTS → Opening Night & Pre-Reception - Party with a Purpose Night of the Stars Tribute - Culinary Cinema - Closing Night Film

CELEBRITIES → Previous Honorees: Andy Garcia, Annette Bening, Sir Patrick Stewart, Kathryn Hahn, Adrien Brody, Geena Davis, Kenny Loggins, Laurence Fishburne, Regina Hall, Alessandro Nivo and others

Be Part of the Buzz With Studio Premieres

While the jury is still out on the 2024 Academy Awards, Festival attendees saw it first (before theatrical release) at the Festival including:



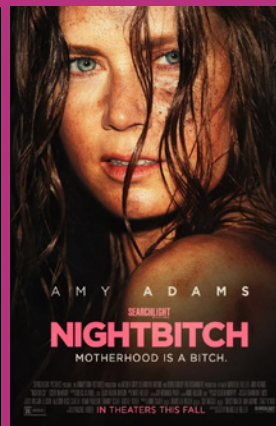
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NIGHTBITCH



SEPTEMBER 5



The San Diego International Film Festival has premiered films that have garnered

- 33 Academy Awards
- 149 Nominations

FESTIVAL EVENTS

DON'T MISS OUT ON FESTIVAL SIGNATURE EVENTS

• Wednesday, Oct 15, 2025

OPENING NIGHT RECEPTION & FILM PREMIERE

*The Museum of Photographic Arts
Balboa Park*



On **Opening Night**, Film lovers, arts patrons, elected officials, and professionals all gather to 'Celebrate The Power of Film' with an exclusive studio premiere, not yet in theatres. This glamorous evening provides extensive opportunities for sponsors to have broad exposure and intimate interactions with a wide group of consumers.

• Thursday, Oct 16, 2025

NIGHT OF THE STARS CELEBRITY TRIBUTE

*The Conrad Prebys
Performing Arts Center, La Jolla*



The **Night of the Stars Celebrity Tribute** 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.

• Sunday, October 19, 2025

CULINARY CINEMA

*AMC UTC 14 @ Westfield UTC
La Jolla*



Culinary Cinema has all the ingredients for the perfect Sunday Funday! 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!

FESTIVAL EXCLUSIVE CATEGORIES

AMPLIFY YOUR BRAND'S PRESENCE



Which Category Is Yours?

- Consumer Package Goods
- Technology & Electronics
- Automotive
- Financial
- Telecommunications
- Food & Beverage
- Retail & E-Commerce
- Healthcare & Pharmaceuticals
- Travel & Hospitality
- Media & Entertainment
- Luxury Goods
- Non-Profit & Social Causes
- Real Estate & Construction
- Education & Professional Services

Sample: **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.



Sample: **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.



FOCUS ON IMPACT EDUCATIONAL PROGRAM

FILM LIBRARY + STUDENT ART COMPETITION & EXHIBIT

Preparing Future Leaders with Film & Conversation!

SOCIAL IMPACT TOPICS —> Wide range of topics such as environmental sustainability, cultural identity, LGBTQAI+ acceptance, immigration and more.

FOCUS ON IMPACT FILM LIBRARY —> Short Films, Curriculum and pre-recorded Filmmaker Q&As for high school and college educators.

STUDENT ART COMPETITION & EXHIBIT —> Challenges students to create art that raises awareness of critical social issues.

YEAR-ROUND PARTNERSHIPS • San Diego Unified School District, San Diego County Office of Education, San Diego Community College District



FILM LIBRARY

Unlocking Global Perspectives Through Film

- Year-round film access
- Film previews before showing
- Curriculum materials included
- Pre-recorded filmmaker Q&A sessions
- Provided at no cost to schools

ART COMPETITION & EXHIBIT

Empowering Change Through Art

- Create original art on social topics
- Professional Jury
- Winners exhibited at Festival
- Winning artwork incorporated into Festival Marketing
- Provided at no cost to schools

The San Diego International Film Festival Educational Program is designed to foster informed, compassionate future leaders, ready to make a difference in an ever-evolving world – at no cost to the schools.

High school and community college educators throughout San Diego County are provided unrestricted access to the FOCUS on Impact Film Library including short films that tackle pressing social issues as well as Teaching Guides and pre-recorded Filmmaker Q&As.

While film has long been celebrated for its powerful storytelling, the Student Art Competition & Exhibit invites students to harness the same power through their own creative work. Finalists' artwork is showcased during the Festival, with the winning piece featured prominently in the Festival branding, giving students a platform to amplify their message and make a lasting impact.

These platforms provide educators with the opportunity to integrate timely and relevant discussions into the classrooms throughout the academic year and empower students to engage with and understand the world around them.

AUDIENCE INSIGHTS

MARKETING SOLUTIONS & REACH

- Arts and entertainment enthusiasts and supporters
- Active & Educated
- Age 25-65+
- Avg Household Income: \$160k+
- Top 20% Household Income: \$180k+
- Top 5% Household Income: \$600k+

Audience Demographics



- 52% — Female
- 48% — Male
- 45% — Ages 25 - 44
- 35% — Ages 45 - 70
- 85% — College Educated or Higher
- 48% — Earn 150K+ Annually

Media Exposure & Digital Engagement



- 7.3m+ — Impressions
- 347+ — Articles Published
- 39+ — Journalists
- 990k+ — Website Visitors
- 17.5k+ — Email Subscribers
- 12k+ — Social Media Audience

Integrated Marketing Tool Kit



- **On-screen slides or videos** at 45+ screenings, 10,000+ attendees, year-round visibility.
- **On-Site Marketing:** Signage at events, VIP exposure at Hospitality Suite, Lounge and Red Carpet.
- **Digital Marketing:** 1.5M+ impressions (eblasts, website, and social media)
- **Festival Program:** Unique visibility in the official digital program.

SAN DIEGO INTERNATIONAL FILM FESTIVAL



TURNKEY HIGH-END EVENTS FOR YOUR BRAND

Request your customized proposal today!