



**Engage Curiosity | Experience the World  
TOGETHER!**

**NOVEMBER 5 - 9, 2021**

## About Us

Founded in 2001, the Scottsdale International Film Festival celebrates humanity. We showcase a blend of films to satisfy a broad range of interests and tastes. There are smaller films for the appreciative, daring cineaste; and bigger, more mainstream films that reveal the burgeoning of the commercial market—a wonderful mix of film genres from light-hearted comedies to period dramas chosen from all corners of the world.

During its 20-year history, the Festival has presented more than 700 films ranging from major Academy Award© winners to undiscovered indie gems to more than 100,000 attendees. We pride ourselves on being the only film festival in the Valley with a focus on multicultural, art house, independent and foreign film.

## Highlights from 2020

While it's true that hundreds of festivals held online streaming events during the pandemic, this was our first ever streaming Festival –and the rousing response from our patrons made it an unqualified success. We featured 20 films from around the globe which played 24-hours per day over five days. The virtual attendees built their own viewing schedules and streamed 20 films from the safe and comfortable confines of their own homes. Amongst the highly-curated offering was the Phoenix Film Critics Society's Jury Award selection for: Best Film – BOY MEETS GUN and the Audience Award for Best Film went to WINDOW TO THE SEA.

## 2021 Goals

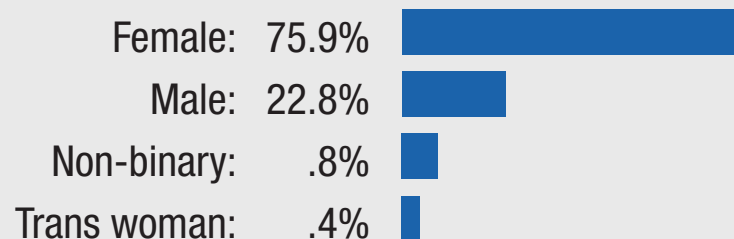
We intend to return to a physical event with an online component so that people can participate virtually. The Festival will exhibit 20-25 films over five days. COVID-19 still represents a challenge for the Festival but our team is committed to producing an event that meets the highest standards.

Directors, cinematic scholars, high profile actors and directors, and film critics from around the country and our own community will again be invited to participate in virtual Q-and-A discussions – a favorite benefit with our audience.

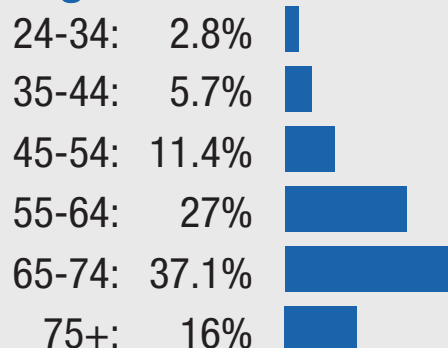
## Reach Our Audience as A Sponsor

The Festival currently draws a diverse, well-educated and wealthy attendee base:

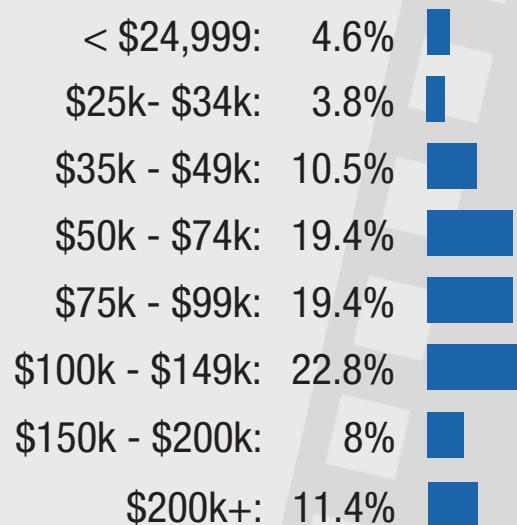
### Gender:



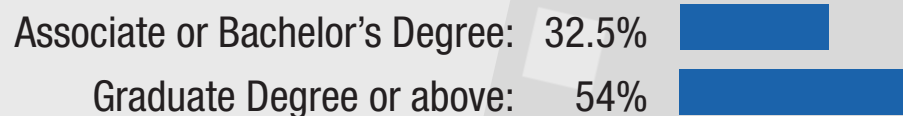
### Age-Range:



### Income Level:



### Education Level:



## Local Benefits

Normally, the Festival is known for bringing economic, tourism and other benefits to the Scottsdale and broader community. The idea is to remind viewers to come back once life returns to its natural rhythm. The Festival typically makes an economic impact on the city and broader community:

- **Promoting tourism and the city** - Our destination event draws tourists from around the world.
- **Benefitting local merchants** - Patrons shop and dine at local stores and restaurants, stay in local hotels.
- **Raising the Community Profile** - The Festival generates publicity and media campaigns that generates local exposure.
- **Encouraging Community** - Fosters an atmosphere of city pride and friendship among the participants.

# 2021 Sponsorship Levels Benefits

## Artistic Sponsor I \$2,500 Available: 10

- Logo/hyperlink to sponsor website included on Festival website (approximately 26,000+ impressions)
- Logo inclusion in film “bumper” during the Festival
- Inclusion in sponsor email feature
- Social Media post for sponsor via Festival’s Facebook, Twitter, and IG
- One (1) film Festival pass (good for all films)
- Two (2) 5-pack passes for the film Festival for sponsor to share with clients/friends
- Festival logo to use on your website or in marketing collateral to show your proud sponsorship of an established community event

## Festival Sponsor I \$5,000 Available: 5

- Recognition of film sponsorship on Festival website as well as virtual Festival platform
- Sponsor can provide a :30 or :60 video that can be played before the sponsored film
- Link to your :30 or :60 video on the Festival website and/or virtual film Festival platform
- Logo/hyperlink to sponsor website included on Festival website
- Inclusion in sponsor email feature
- Social Media post for sponsor via Festival’s Facebook, Twitter, and IG
- One (1) film festival pass (good for all films)
- Three (3) 5-pack passes for the film festival for sponsor to share
- 20 film promo codes that can be used to view the sponsored film. Sponsor can provide codes for promotions, sponsors, clients, etc.
- Festival logo to use on your website or in marketing collateral to show your proud sponsorship of an established community event

## Title Sponsor I \$12,000 Available: 2

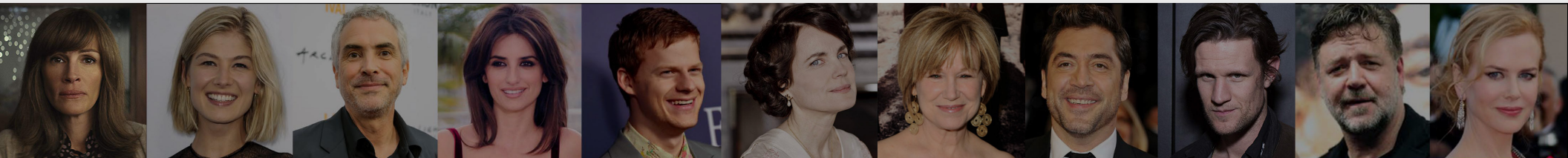
- Recognition for Sponsor associated to five (5) films.
- Sponsorship acknowledgment on Festival website as well as virtual Festival platform. Films can be grouped as “Sponsor XYZ Film Series”
- Sponsor can provide a :30 or :60 video that can be played before each of the 5 film series films
- Link to your :30 or :60 video on the Festival website and/or virtual film Festival platform
- Logo/hyperlink to sponsor website included on Festival website
- Inclusion in sponsor email + additional virtual festival registrants 1x prior to Festival, 1x during Festival and 1x post Festival.
- Social Media post for sponsor via Festival’s Facebook, Twitter, and IG
- Five (5) film Festival pass (good for all films)
- Three (3) 5-pack passes for the film Festival for sponsor to share
- 20 film promo codes that can be used to view the sponsored film. Sponsor can provide codes for promotions, sponsors, clients, etc.
- Festival logo to use on your website or in marketing collateral to show your proud sponsorship of an established community event

## In-Kind Sponsorships

We welcome in-kind sponsorships of products and/or services in support of the needs of the Festival. Items might include:

Accommodations | Television | Print | Airfare | Guest Services

Transport | Restaurants | Raffle Items | Radio | Member benefits



For more information on Sponsorship participation or to advertise in the Program Guide, contact:

**Chris Lorello**

Business Development

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Executive Director

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**Scottsdale International Film Festival**

November 5 – 9, 2021

Scottsdale International Film Festival is a 501(c)(3) Non-Profit Organization

[www.ScottsdaleFilmFestival.com](http://www.ScottsdaleFilmFestival.com)