



# FLORIDA FILM FESTIVAL

## Event Sponsorship Opportunities & Benefits



*Now in its 27th year, the Florida Film Festival is an Oscar<sup>®</sup>-qualifying festival, premiering the best in current, independent, and international cinema.*

### **Exclusive Screenings and Premieres:**

In a record year, almost 80% of films screened at FFF17 had premiere status including world, Southeast, and U.S. premiere status.

### **Film Lovers:**

Of FFF 2017's 22,275 attendees, over 5,000 were tourists, of which 49% came to Orlando specifically for FFF.

### **Online Presence:**

Nearly half a million page views on the FFF17 website in one month, as well as 90,000 social media followers on Facebook, Twitter, and Instagram.

### **Press:**

With more than 1.7 million press impressions, praise of FFF includes: "Coolest Movie Theatre in Florida" (Cosmopolitan), "20 Coolest Film Festivals" (MovieMaker), and "Top 50 Film Festivals in the World" (IndieWire)!

### **Filmmaker Forums:**

Featuring some of the most talented new independent filmmakers on the scene, the FFF forums provide a space to discuss triumphs, setbacks, and creative methods. With new topical themes each year, the forums adapt to reflect social issues to inspire and challenge the film industry.



## Opening Night Party:

Over 500 industry insiders, corporate influencers, local politicians, and affluent members of Orlando's arts and culture society gather under the stars at Enzian's picturesque Eden Bar to kick off the 10-day celebration of Film, Food, and Friends. Contemporary visual artists provide immersive arts experiences to complement a stellar opening film, award-winning food, and drinks galore.

*Past restaurateurs and brands include: Tito's Vodka, Terrapin Beer Co., and Hyatt Regency Grand Cypress.*



## FFF Evening with Celebrity Guests:

FFF is a proud host of celebrity guests that are strong contributors and proponents of independent cinema. When visiting FFF, celebrity guests are given a choice of which film in their repertoire they wish to screen in front of a sold out audience. The attending celebrity engages the audience in a Q&A moderated by industry professionals, following this intimate screening. Sponsors will have the opportunity to be featured alongside Orlando Live in a Facebook Live Stream of this event – in 2017, this Facebook live streaming event hit a record of more than \$80,000 views!

*Past celebrity guests include: Billy Crudup, Lea Thompson, Mark Duplass, Emma Stone, Sissy Spacek, Susan Sarandon, Glenn Close, Sam Rockwell, Cary Elwes, Cloris Leachman, Alan Arkin, and Rosanna Arquette.*



## Festival Block Party:

Located in Winter Park Village, a beautiful, inviting 'Main Street' setting full of high-end retailers and restaurants, the Festival Block Party serves as a celebration of the Florida Film Festival on the first Saturday afternoon of the festival. 200 festival ticket and pass holders receive free drinks and appetizers from select Winter Park Village restaurants and enjoy live entertainment while having the chance to meet visiting filmmakers.



## Beyond Great Film Programming

### Awards Bash:

A swanky celebration where 14 prestigious Jury Awards and Audience Awards are given to the top films in short, feature, and international categories. FFF is one of just 24 festivals worldwide accredited by the Academy of Motion Picture Arts and Sciences®. Sponsors have a unique opportunity to present their brand to up to 200 of high-ranking pass holders, festival jurors, and filmmakers attending from around the world. Guests enjoy dinner and drinks during the ceremony and continue to Eden Bar to raise a glass and kick up their heels afterwards at the Awards Bash After Party.

*Recent winners of the FFF Awards Ceremony that went on to be Oscar nominated or an Oscar winner include: The Fantastic Flying Books of Mr. Morris Lessmore (2011 - nominated), Asad (2013 - nominated), and Bear Story (2015 - won).*

### Filmmaker Welcome Party:

Full Sail University invites filmmakers, festival fans, and industry movers-and-shakers to spend the evening hanging out in casual, dive-bar style. With filmmakers and their entourages present, as well as more than 180 sponsors and pass holders, this groovy event kicks off the second weekend of the Florida Film Festival for a night of drinks and fun.

### Industry Party:

The cool cats of the film industry mingle together as filmmakers and film lovers gather for a casual evening of fun. With more than 150 attendees, new friends and future projects are celebrated in a casual atmosphere over a pint, and there just might be a chance to have a beer with a visiting celebrity!



# Sponsorship Levels & Benefits



	PRIMARY	PREMIERE	MAJOR	SUPPORTING
<b>Logo/Visibility</b>				
Step-and-Repeats	LOGO			
Company listing on Tickets*	■			
Program Advertisement	LOGO	LOGO		
Display Branded Sponsor Banners	LOGO	LOGO	LOGO	
Events Flyer	LINE	LINE	LINE	■
Eblast Inclusion	LINE	LINE	LINE	LINE
FFF Houseboard Sponsor Banner	LOGO	■	■	■
<b>Hospitality</b>				
Access to Filmmaker Lounge *	■			
Early entry/Reserved seating at sponsored screenings or events*	■	■		
Opportunity to meet filmmakers/talent	■	■		
FFF Passes	■	■		
FFF Film Vouchers	■	■	■	
Event Access to clients and staff	■	■	■	■
FFF Film Vouchers	■	■	■	■
<b>Recognition and Advertising</b>				
Display commercial prior to sponsored screenings	■			
Local/national press releases	■	■	■	
Collector's Edition Festival Program	■	■	■	■
Opportunity to introduce sponsored screening/event	■	■	■	■
Social media posting	■	■	■	■
Festival trailer tag on screenwash preceding all screenings	■	■	■	■
Floridafilmfestival.com Sponsor Page	■	■	■	■
<b>Sampling</b>				
Opportunity to create onsite activation(s)	■	■		
Opportunity to display promotional item in theater lobby	■	■		
Opportunity to provide promotional gift item in Swagbags	■	■	■	
<b>Additional</b>				
Exclusivity in your industry segment	■			
Access to event photos	■	■		
Recognition as a sponsor in year-round publications	■	■		
Pre-Festival cross-promotion	■	■	■	
Onscreen Slide Advertising	■	■	■	
Opportunity for year-round Enzian sponsorship	■	■	■	■

\*select benefits awarded based on space availability