



16<sup>TH</sup> ANNUAL

# Santa Fe International Film Festival

SANTA FE'S PREMIERE FILM EVENT

OCTOBER 16-20, 2024

2024 SPONSORSHIP OPPORTUNITIES

# ABOUT US

## Santa Fe International Film Festival Mission:

To demonstrate the value of investing in the arts, creativity, and culture by showcasing the forward-thinking artistic spirit and energy of Santa Fe in a celebration of cinematic and media accomplishment that sets an example for the rest of the country.

The 16th Annual SFiFF takes place October 16th-20th, 2024. Dubbed “New Mexico’s foremost attraction for cinephiles,” by Pasatiempo Magazine and, “Toronto, but on a more intimate scale,” by Deadline Hollywood, SFiFF was also awarded with the Arts Innovator Award at the 29th Santa Fe Mayor’s Arts Awards.

SFiFF is not only the most attended film event in New Mexico, but also a top regional fest in the United States. SFiFF promotes emerging and established filmmakers by presenting features and short films alongside other film events in the picturesque setting of downtown Santa Fe. Artists can let down their guard and network each evening at a different venue, where they can at once enjoy our spectacular festival nightlife and create lasting professional connections.



Writer Kirk Ellis and Academy Award-winning Director Oliver Stone



Actors Tantoo Cardinal and Wes Studi



Actresses Ali MacGraw and Jacqueline Bisset



Catherine Hardwicke with participants at SFiFF's Acting and Directing Workshop



Actor Kiowa Gordon speaking at SFiFF

# SPONSOR BENEFITS

SFiFF provides individuals, brands, and companies with events and media marketing platforms to align your company with key consumers, entertainment industry influencers, and press.

SFiFF gives sponsors exposure to an audience of filmgoers and filmmakers from all over the world and advantageous placement in New Mexico's fastest growing industry.

## SPONSOR EXCLUSIVITY

- Opening or Closing Night film and/or reception
  - Opportunities to host Festival Events
- Installation or pop-up at Festival Headquarters
  - Company trailer played before screenings
    - Sponsor a screening
  - Custom hospitality packages

## VISIBILITY

- On-screen advertising
  - Sponsor signage
- Digital and print advertising opportunities
- Inclusion in social media marketing and year-round email blasts
  - Custom advertising opportunities
  - Logo inclusion on Festival Trailer
- Company logo with link featured prominently on our website
  - Logo placement in festival publications
  - Printed advertisement in festival program
    - Venue sponsorship

# WHY SPONSOR THE 2024 SANTA FE INTERNATIONAL FILM FESTIVAL?

SFiFF not only demonstrates a deep and forward-thinking creative spirit and energy in Santa Fe but sets an example for the rest of the country by emphasizing the value of investing in the arts, creativity, and culture.

SFiFF presents thought-provoking and world-class film screenings otherwise only available in large cities or at major international film festivals. SFiFF is the place where you can see international, Indigenous, and green earth films. From exciting films to extravagant parties, the festival gives audiences the opportunity to enjoy an unassuming environment where filmmaking is the mainstay.

Sponsoring the festival connects your brand with SFiFF's engaged audience through a much more personal experience than an advertisement ever could. SFiFF boasts an audience eager to see new films, foreign films, and filmmakers taking chances.

SFiFF attracts visitors from creative communities in New Mexico, from the surrounding states of Colorado, Arizona, Texas, and Oklahoma, and also sprawling metropolitan areas with a large film industry presence, including New York, Los Angeles, and Chicago. SFiFF will further your brand awareness through marketing, access to SFiFF events, and promotion of your brand to the diverse audience of filmmakers, casual moviegoers, and industry professionals from around the globe that attend the festival.

Sponsorships of SFiFF can be tax deductible through the nonprofit organization that presents the festival, the Santa Fe Film Institute.



SFiFF audiences











Exclusive events



Interactive experiences

# EVENTS

Santa Fe International Film Festival offers tremendous opportunities to engage beyond screenings

-  Opening Night Screening & Party
-  Centrepiece Screening & Party
-  Special Screenings
-  Filmmaker Brunch
-  Master Classes and Discussion Panels
-  VIP Gallery and Restaurant Receptions
-  Nightly Filmmaker Events
-  100+ Film Screenings



# PARTICIPANTS



Tantoo Cardinal



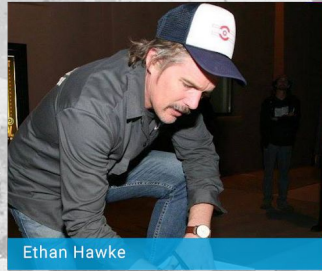
Stirlin Harjo



Gena Rowlands



George R.R. Martin



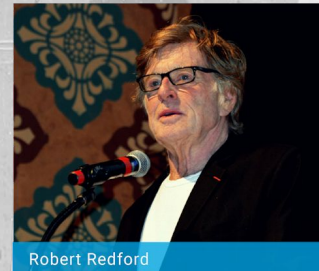
Ethan Hawke



Wes Studi



Shirley MacLaine



Robert Redford



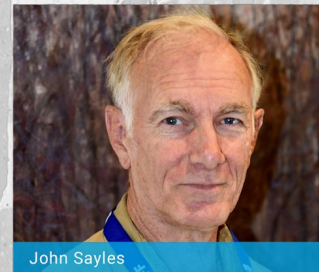
Oliver Stone



Jane Seymour



John Waters



John Sayles

# OVERVIEW

By boasting a diverse local and national audience, SFiFF creates its own week of tourism with an artistic and diverse event that attracts film professionals, casual moviegoers, and locals alike. SFiFF attracts visitors to Santa Fe for everything the city has to offer in late fall, including the changing golden aspens, art galleries and museums, luxury spas and hotels, retail shops, and vibrant culinary culture. Santa Fe is also one of the greatest theater cities on earth, with the historic Lensic Theater, Violet Crown, George R.R. Martin's Jean Cocteau Cinema, and the Center for Contemporary Arts (CCA).

## HISTORY

During its history, Santa Fe International Film Festival (SFiFF) has presented an array of films ranging from major Academy Award winners to top international films to undiscovered indie gems. Founded in 2009, SFiFF is now one of the top annual events and the largest event of its kind in New Mexico, with more than 300 hours of programming each season.

Recent guests have included Oliver Stone, Godfrey Reggio, Catherine Hardwicke, Shirley MacLaine, Gena Rowlands, Robert Redford, Ethan Hawke, Wes Studi, Jay Roach, Ali MacGraw, John Sayles, Zahn McClarnon, and Sterlin Harjo. Santa Fe was host to a wealth of amazing theaters, like the 1930 built Lensic, and the Center for Contemporary Arts. In 2013 George R.R. Martin reopened the Jean Cocteau Cinema, and a year later the Violet Crown in the Santa Fe Railyard was complete, making Santa Fe one of the world's greatest movie theater cities. SFiFF was recognized nationally by IndieWire Magazine as "a young Sundance" and was named one of Moviemaker Magazine's "Coolest Film Festivals on the Planet," and "50 Festivals Worth the Entry Fee."

Films that have been shown in the past include: ANATOMY OF A FALL, PERFECT DAYS, ANSELM, FOE, WOMEN TALKING, CLOSE, MY POLICEMAN, EO, GOOD NIGHT OPPY, SPENCER, FLEE, THE WORST PERSON IN THE WORLD, JUST MERCY, MARRIAGE STORY, ONLY THE BRAVE, HOSTILES, THE HOMESMAN, SHOPLIFTERS, THE SQUARE.

In 2023 SFiFF had an estimated total of \$4,406,842 in direct, indirect and induced spending and generated \$504,496 in direct, indirect and induced tax benefits to the State of New Mexico. Over the past six years SFiFF has brought over \$21 million in economic impact.

Save the date for the 16th Annual Santa Fe International Film Festival: October 16th–20th, 2024.



*Anatomy of a Fall* directed by Justine Triet



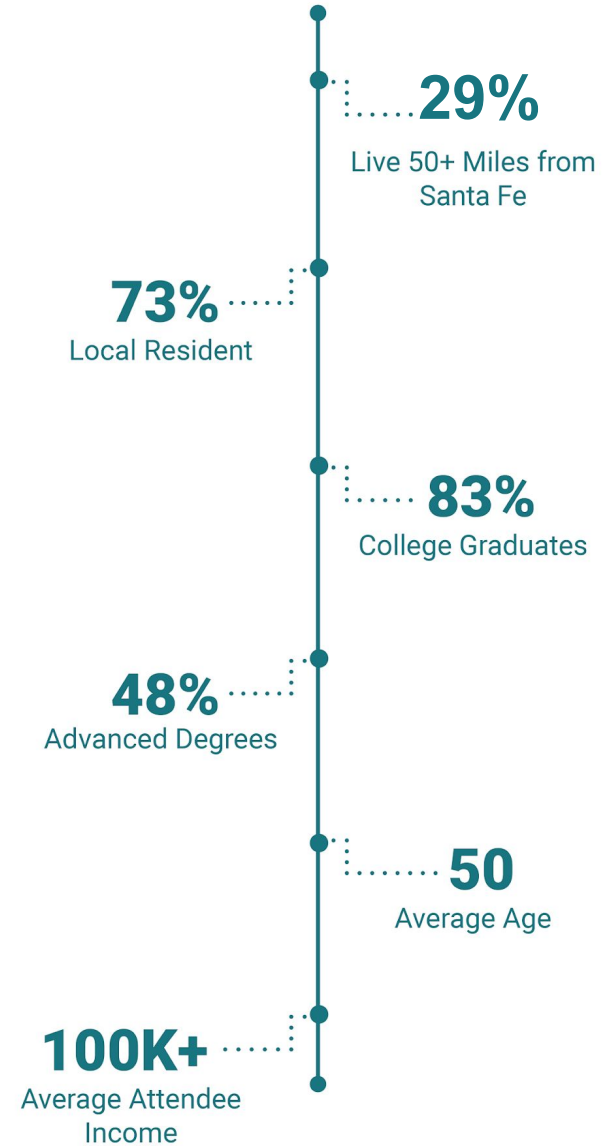
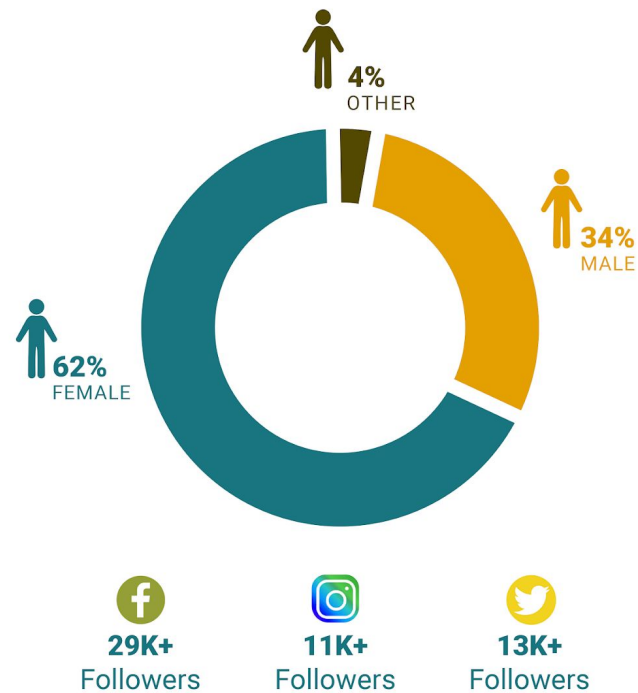
*Perfect Days* directed by Wim Wenders



*The Promised Land* directed by Nikolaj Arcel

# AUDIENCE DEMOGRAPHICS

Santa Fe International Film Festival attracts a diverse and educated audience of 11,000 attendees annually. An overwhelming majority of out-of-town respondents (more than 89%) indicated that the event was either the primary reason or one of the reasons for visiting Santa Fe. SFiFF welcomes over 150 filmmakers each season as well as over 200 industry professionals and serves over 500 local students.





# SFiFF MEDIA IMPRESSIONS



**OVER 284 MILLION  
MEDIA IMPRESSIONS!**

<b>254,000,000</b>	Social Media Impressions
<b>3,063,000</b>	Print Advertisements
<b>571,000</b>	Website
<b>120,000</b>	TV Coverage
<b>60,000</b>	Signage
<b>35,000</b>	Public Broadcasting
<b>30,000</b>	Poster
<b>30,000</b>	Festival Guide
<b>15,000</b>	Email List Subscribers
<b>11,000</b>	In-Theater Slide/Trailer



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## THANK YOU

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