

51st San Francisco International Film Festival Overview



Highly anticipated by its loyal and passionate audiences, championed by civic and community leaders, admired and adored by filmmakers and closely watched by industry professionals, SFIFF (April 24–May 8, 2008) is one of the most important events in the Bay Area's cultural calendar and an important stop on the international festival circuit.

THE INTERNATIONAL

The International is deeply rooted in the strongest and finest traditions of appreciation of film both as an art form and as a meaningful agent for social change. It is a cultural treasure for Bay Area audiences, who embrace new ideas, compassionate humanity and world citizenship.

SFIFF features a bonanza of narrative features films, live action and animated shorts, television and theatrical documentaries, experimental work and a variety of new digital media, as well as a smart lineup of industry panels and seminars, awards events, onstage tributes, retrospectives and the highly acclaimed Schools at the Festival program, which brings 4,200 students in grades 1–12 into the festivities.

Nearly 85,000 filmgoers attended the historic 50th anniversary celebration, which played at 14 venues throughout an enthusiastically responsive Bay Area. Remarkably intimate for a festival of its size and scope, the International combines a range of marquee premieres, international competitions, hard-hitting documentaries, digital media work and star-studded gala events.

ALWAYS LOOKING AHEAD

SFIFF celebrated its golden anniversary in April 2007 with an array of high-profile events, 200 films from 54 countries, extensive trade and mainstream media coverage, more than 300 filmmaker and industry guests and audiences of nearly 85,000. Over the course of this historic 50th anniversary year, the San Francisco Film Society is transforming itself into one of the country's leading next-generation film organizations, honoring its tradition of presenting the best in world cinema by embracing new works, new platforms and new audiences. SFIFF will continue to expand its progressive cross-cultural explorations with programs and events that open eyes, enlighten minds and transform the way its audiences view cultures different from their own.

NEW EXPERIENCES FROM AMERICA'S FILM AND MEDIA FRONTIER

In keeping with the open-mindedness and innovation the world has come to expect from the Bay Area, SFIFF continues to explore new media platforms and convergence technologies, provocative and adventurous work and the endlessly inventive creativity of new filmmakers and acknowledged masters of the moving image.

"Few festivals are more suited to their city than the International. It's clearly a festival programmed by those who love film for people who love film."

– Alex Romanelli, editor, *Variety*

2007 SFIFF Breakthrough Achievements

More attendees
More films and filmmakers
More new platforms
More coverage
More access
More invention
More community
More integrity
More heart

ABOUT OUR AUDIENCE

Adult Audiences

Ages 18–24 **5%**

Ages 25–34 **27%**

Ages 35–44 **27%**

Female: **65%**

Male **35%**

Single **66%**

Married/Partnered **34%**

Students reached

Schools at the Festival screenings **4,000**

In-school visits **2,000**

Students K–12 reached **6,000**

Annual Income

More than \$50,000 **74%**

More than \$75,000 **44%**

Education

University graduates **79%**

Geographic

Bay Area **89%**

Non–Bay Area **11%**

Primary Festival Information Sources

Festival publications **46%**

Film Society Web site **89%**

Newspapers/magazines **65%**

Recommendations **58%**

TV and radio **27%**

Email from SFFS **63%**

Programming Interests

Films that can't be seen anywhere else **84%**

Films of specific countries **48%**

Q&A sessions with directors in attendance **45%**

Publicity

Extensive local, national and international print, TV, radio and online press **200 million exposures**

Customer Satisfaction

Customers rating the Festival as Good to excellent on:

Professionalism **96%**

Special events **90%**

Overall **94%**

Opinion of Sponsors

Customers reporting improved opinion of sponsors that support the Film Festival **63%**

Based on findings from an audience analysis survey conducted at 2007 SFIFF by the SFFS and Rigney & Associates

ABOUT THE FESTIVAL

Dates April 24–May 8, 2008

Films forecast **180 international films**

Attendance forecast **80,000**

Venues

Films are presented on ten screens throughout the Bay Area, including:

Sundance Cinemas Kabuki, San Francisco

Castro Theatre, San Francisco

Landmark's Clay Theatre, San Francisco

SF MOMA, San Francisco

Pacific Film Archive, Berkeley (East Bay)

Landmark's Aquarius Theatre, Palo Alto (Peninsula)

OPPORTUNITIES FOR OUR SPONSORS

Festival Media Impressions

Estimated 2007 print and broadcast media impressions **over 136 million** excluding publicity

Outdoor Media Impressions

Transit shelters (60) **52.4 million**

Oversize posters (10) **10.47 million**

Muni Buses (60) **8.88 million**

Eye Candy screen **455,000**

Pier 30 Videoboard **500,000**

Castro marquee **5.7 million**

Festival miniposters print run **2,500**

Miniguide newspaper insertion **150,000**

Media Buys

Media buys and media sharing opportunities can be developed to include logo/name placement on Festival advertisements in *Variety*, and *San Francisco Chronicle* (circ. 8.1 million) as well as broadcast (radio, television) PSAs and commercials.

In-Theater Impressions

Sponsor thank you banner **84,000**

Sponsor reel **84,000**

Sponsor logo slides **84,000**

Direct Marketing

Festival direct mail invitations **17,000**

Film Society email newsletter **240,000**

Community flyers **66,000**

Online

www.sffs.org page hits **1.75 million**

SF360.org **12,000 newsletter subscribers**

Festival Publications

Miniguide **200,000 circ.**

Logo placement, sponsorship sections

Program Guide **10,000 circ.**

Advertisements, logo placement, sponsorship sections

Picture Talk (bimonthly) **2,500 circ.**

SELECTED RECENT

SPONSORS

SKYY Vodka

Wells Fargo

Stella Artois

Tiffany & Co.

Hong Kong Economic & Trade Office

Women in Film/GM Alliance

bebe

Academy of Motion Picture Arts and Sciences

Cathay Pacific Airways

Sundance Channel

Yahoo!

TV5Monde

Alliance Française of San Francisco

Consulate General of France

Macy's West

Agnès b

Delta Air Lines

Air France

San Francisco Film Commission

Dolby

Sundance Cinemas Kabuki

DHL

Kodak

Landmark Theatres

SELECTED RECENT MEDIA PARTNERS

San Francisco Chronicle/
SFGate.com

Variety

7x7 Magazine

San Francisco Magazine

Eye Candy

CBS Outdoor

Netflix

JC Decaux