



**AUDIENCE** Our audience is divided into 3 groups:

- Event Buffs** are looking for social events with friends.
- Film Lovers** are passionate long-term supporters.
- Filmmakers** who are in the industry or are aspiring to be.

Let us help you reach an engaged and influential group of media-minded attendees.

**MARKETING**

- Branded t-shirts for volunteers and for sale
- Festival Guide
- Affiliated promos
- Banner Ads on the streets of Portland

**PDXFF FESTIVAL GUIDE**

**ADS:**

- \$400** 1/8 ad
- \$650** 1/4 ad
- \$1200** 1/2 page ad
- \$1995** Full-page ad



**Contact us for:**

**DIGITAL AND VIDEO AD PACKAGES**

**EVENT PACKAGES**

**SPONSORSHIP PACKAGES**

All sponsorships include advertising or logo recognition in the PDXFF Film Festival Guide, on our website, in our social media feeds. Year-round recognition at website portlandfilm.org.

**OVERVIEW**

The Portland Film Festival (PDXFF) is a week-long event (extended online to a whole month!) that brings together filmmakers and film lovers to view and participate in a wide range of independent films, mass audience films, workshops, panels, film industry events and parties.

We welcome your sponsorship as a way of demonstrating your commitment to and involvement in the local community and as a perfect showcase for your products and services.

We are a 501(c)3 non-profit organization.

**EVENT & SPONSORSHIP PACKAGES**

**Presenting, Titling & Awards Sponsors**

Festival or event co-branding and inclusion in all aspects of the festival. Let us work with you!

**Special Tract Sponsors** - Black Voices, Women’s Voices, Veterans, Oregon Stories, Made In Portland, Indigenous Peoples, LatinX, Voices of Ability and more. Stand with us in proudly promoting important new voices in our special film tracts.

**Boys & Girls Club & Future Filmmakers**

We hold workshops for kids and screen their productions to provide the opportunity for kids to learn by doing and to experience the big screen.

**Special Online Events Sponsors**

New this year will be more online events including on-demand screenings, online parties THE LOBBY. and zoomed workshops.

## **PDXFF FESTIVAL GUIDE:**

- **\$400** 1/8 page ad in PDXFF Guide
- **\$650** 1/4 page ad in PDXFF Guide
- **\$1200** 1/2 page ad in PDXFF Guide
- **\$1995** FP full-color ad in PDXFF Guide

## **EVENT PACKAGES:**

### **Awards/Events Sponsor - \$5000**

- Award/Event naming opportunity (Student Awards brought to you by...)
- Half-page full-color ad in PDXFF Guide
- Logo on Step & Repeat
- VIP Lounge Access

### **STREET BANNER - \$350**

- Your name/logo across lower width of banner as a sponsor of the Portland Film Festival placed on the streets of Portland

## **IN-KIND SPONSORSHIPS:**

- Logo inclusion in PDXFF sponsor graphic
- In-theater movie slide
- Possible pouring/serving opportunity at VIP lounge or event contingent on festival format

Other in-kind (goods & services) and media sponsorships available. PLEASE CALL!

## **DIGITAL ADS:**

### **From Our Sponsors – \$500**

- Integrated short video (you supply) in the *From Our Sponsors* slider on main page of Virtual Watch Site

### **Digital Display Ads**

#### **Run of Catalog - \$1000**

#### **Specific Tracts or Films - \$500**

- Digital Display ad (600x600 pixel) in right rail) on Virtual Screening Watch Page

### **Social Media Pkg. - \$500**

- PDXFF-crafted social media ad to run in our social media channels

### **Trailer Spot - \$5000**

- You provide the content, and we'll run your 30-second spot before films

## **ALL PACKAGES INCLUDE:**

- Full color logo placement in PDXFF Guide
- In-theater movie slide (1920x1080 pixel)
- Acknowledgement on social media
- Premium item or flyer in VIP Swag Bags (you supply)
- Year-round recognition at website [portlandfilm.org](http://portlandfilm.org)

**Sponsorship packages can be customized for any budget.**

**For further opportunities, please contact:**

**Andrea Danehower 503-545-6932 or [andrea@portlandfilm.org](mailto:andrea@portlandfilm.org)**