

San Francisco Film Society Corporate Sponsorship Overview



Serving an influential Bay Area creative community along with mass audiences who embrace a sense of discovery, compassionate humanity and world citizenship, the Film Society's mission is to embrace the art and innovation of the world's most imaginative storytellers while educating, entertaining, and enriching a wide range of audiences.

Unique Year-Round Strategic Partnerships

SFFS seeks to foster corporate partnerships aligned with core Film Society goals—Internationalism, Education, Citywide Outreach, Digital Media—and with the diverse constituencies and social groups it serves. Join us in celebrating the 51st anniversary Festival and building a next-generation Film Society that extends into new areas its long tradition of progressive exploration of new works, new platforms and new audiences. As a strategic partner, you will support us in presenting America's longest-running and most influential showcase for international and independent cinema—the flagship San Francisco International Film Festival (SFIFF)—and also the key year-round programs of the country's most energetic film organization.

San Francisco International Film Festival SFIFF51

One of the world's most admired and adored cultural events, the International celebrates its 51st anniversary from April 24 to May 8, 2008 as the longest-running film festival in the Americas. Over its magnificent first half-century, SFIFF has screened more than 6,000 films from 121 countries, entertained and inspired 1.8 million Festivalgoers, and hosted thousands of prominent guests and luminaries from Bette Davis and Spike Lee to Catherine Deneuve and Werner Herzog.

SFIFF Extensive Visibility and Reach

As the city's most highly publicized and best-attended film event for five decades, SFIFF receives extensive local, national and international media coverage, garnering over 100 million media impressions through TV, radio, online and print campaigns. The 15-day program presents 200+ films from 50 countries and reaches an audience of more than 80,000 film lovers, filmmakers and industry professionals. SFIFF also features panels, awards, tributes and the acclaimed Schools at the Festival program.

Rewarding Benefits of Partnerships

From corporate entertainment and branded content to high-profile marketing exposure and naming opportunities, strategic partnerships with the Film Society provide a unique opportunity to associate your company with a range of innovative and progressive citywide film and media programs dedicated to Internationalism, Education, Citywide Outreach and Digital Media.

Our programs offer multiple means for brand association and custom designed packages to meet your business requirements. A year-round association with SFFS provides valuable repeated access to highly sought-after audiences, while involvement in the 51st SFIFF associates your company's name, image, products and services with an extraordinary event in the hearts and minds of a clearly defined, influential and highly receptive audience.

"The San Francisco Film Festival is the best film festival in the country. There is no place in North America where you could get a better education in film, where you can learn to be a smart filmgoer."

– Susan Sontag

"Going into its 50th year, the San Francisco International seemed to have all of the mellowness of a well-aged wine while having the youthful spark of a grape right off the vine. SFIFF is a big, busy Festival, yet it still seems to be able to offer the filmmakers and the audiences a feeling of intimacy that is hard to find in big city fests these days."

– David Poland, film writer,
MovieCityNews.com

Year-Round Program Calendar

SF360 Program: New Experiences from America's Film & Media Frontier—Ongoing

SF360 is a citywide program of events designed to showcase the extraordinary vitality and innovation of the thriving Bay Area film and media scene. Program tracks include: sf360.org—San Francisco's online magazine, copublished with indieWIRE, devoted to daily news coverage of the local film community and social networking support for those who make it flourish; SF Movie Nite—the largest citywide film screening in the country; SF360 Live—roving salon with stimulating discussions; SF360 Satellite Screenings; SF360 Film+Club.

SFFS Youth Education Program—Ongoing

The Film Society's deep commitment to education has touched the lives of more than 30,000 Bay Area students and 2,500 teachers from more than 500 educational institutions over 15 years with programs that foster imagination and encourage understanding. A comprehensive year-round program offers insight into the lives and experiences of the many cultural groups in our local and global communities, enhances foreign language aptitude, develops critical analysis skills and inspires a lifelong appreciation of cinema. Tracks include monthly in-school screenings, filmmaker visits, lesson plans, teacher training and curriculum support.

Film in the Fog—September 29, 2007

Copresented with the Presidio Trust, this free, all-ages picnic and classic movie screening has become one of the city's most popular outdoor film events, attracting crowds of some 1500 viewers. The spacious lawn of the Main Post Theatre provides a spectacular outdoor setting for this fifth annual family event.

Second Annual SF International Animation Showcase November 8–11, 2007

Currently one of the most fertile, creative and productive forms in cinema and television, animation occupies a pressure point and hub between artistic, experimental, commercial and industrial media. It ranges from the latest visual fx-based arthouse films to family friendly cartoons. The four-day SFIAF celebrates San Francisco's preeminence as a hub for one of the most creative forms in cinema today. The 2007 event included a sampling of the wide breadth of animation film production with ten eclectic and international screenings of feature length and short films, presenting the latest technical, aesthetic and narrative techniques in animation.

New Italian Cinema – November 11–18, 2007

Copresented with the Italian Cultural Institute, this annual week-long festival features the best of new Italian films directed by

talented, emerging directors along with marquee new films from renowned directors. Nearly 5,000 attendees enjoy not only a vibrant cinema showcase, but an immersion into Italy's rich and storied culture with directors in attendance to illuminate their work in lively question-and-answer sessions. A prestigious jury has selected the best Italian entries from the year's major European film festivals to make their U.S. premieres, and each selection is in competition for the City of Florence Award.

SFFS at Sundance—January 2008

SFFS hosts a reception at the Sundance Film Festival to highlight SFFS programs and initiatives and to provide a platform for Bay Area filmmakers and companies.

51st San Francisco International Film Festival April 24–May 8, 2008

A beloved citywide cultural event and the crown jewel of the Film Society, SFIFF has brought progressive and discerning Bay Area film audiences together with the best films and filmmakers in the world since 1957. Hailed as one of the finest film festivals in the country, indeed around the globe, SFIFF is designed as a glorious feast for the eyes, heart and mind. Organized for people who love film by people who love film, SFIFF's consistently excellent and provocative slate connects the city's many diverse constituencies and social groups with new ideas and cultures.

SFFS/Just Think Youth Media Educators Summer Camp June–August 2008

During the summer, high school-aged youth from underserved neighborhoods in the Bay Area are chosen to participate in a paid, six-week intensive summer program led by seasoned media professionals and educators. YMEs learn media arts and technology skills and build important career skills including research, oral and written communications, project management, presentation, interviewing, resume writing and peer mentoring. Following the summer intensive program, YMEs are hired throughout the school year to serve as peer educators in their schools, with media education events, workshops and programs as well as work on professional video production projects.
