

35th PORTLAND INTERNATIONAL **FILM** **FESTIVAL**

SPONSORSHIP OVERVIEW | FEBRUARY 9-25, 2012



PORTLAND ART MUSEUM
NW FilmCenter

100,000

PRINTED PROGRAMS

25,000 mailed to NW Film Center and Portland Art Museum members.
75,000 distributed widely throughout the metropolitan region.



50,000+

PIFF WEB SITE HITS

in the months of
January and February

ABOUT THE FESTIVAL

The Portland International Film Festival is the major film event in Oregon, and one of the most culturally diverse and best-attended arts events in the region. The 18-day festival presents more than 125 feature films and shorts from more than 40 countries at downtown venues including the Portland Center for the Performing Arts, the Regal Broadway Cinemas, Cinemagic, Cinema 21, the Hollywood Theatre, and the Portland Art Museum's Whitsell Auditorium. As the major winter arts event in Portland, the Festival garners substantial media attention and is one of the most visible events of the year.

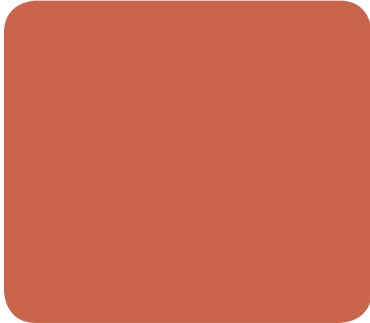
7,500+

PIFF E-NEWS SUBSCRIBERS

receiving weekly
updates and highlights

THE AUDIENCE

A loyal, passionate, and globally astute audience with a wide socioeconomic and age range, highly educated with interests in film, arts, travel, the environment, culture, global issues, and foreign languages. Attendance over the course of the festival is more than 35,000, drawing from the greater Portland metropolitan area, other regions of the state, as well as southern Washington.



600+

**ON-SCREEN LOGO
IMPRESSIONS**

preshow slideshow featuring
sponsors and festival information



100+

**PAGES OF MEDIA
COVERAGE**

tremendous city and
statewide exposure during
the month of February

SPONSOR OPPORTUNITIES

The Portland International Film Festival provides its partners significant visibility throughout the Festival's public presence. Our sponsorship team can work with you to design a tailored plan that meets your promotional and branding objectives.

> PREMIER \$50,000

The Premier Sponsorship provides top-tier recognition with festival-wide exposure in all promotional and program materials, as well as recognition announcements at all screenings and events. Premier sponsors enjoy major visibility and exclusive access throughout the festival.

> CHAMPION \$25,000

The Champion Sponsorship offers festival-wide exposure and association with one of the Festival's signature events or program sections which include New Directors, Documentary Views, Short Cuts, Oscar Submissions, Family Matinee, and regional showcases.

> PRODUCING \$10,000

A Producing Sponsorship offers major benefits and recognition in addition to a unique tailored promotional opportunity (i.e. volunteer program, public transit campaign, audience awards), or a category-exclusive relationship (i.e. official beer, coffee, wine, auto sponsor, etc.).

> SUPPORTING \$1,000-\$5,000

Our Presenting Sponsors enjoy considerable recognition throughout the festival and an association with an individual film's screenings. Includes the opportunity to host a reception for employees, clients, guests and/or public audience members inside the Portland Art Museum or other location associated with the Festival.

SPONSOR BENEFITS				
SUPPORTING \$1,000-\$5,000	PRODUCING \$10,000	CHAMPION \$25,000	PREMIER \$50,000	
X	X	X	X	Listing recognition in print & Web program
X	X	X	X	Complimentary ticket package
X	X	X	X	Logo recognition in print & Web program
X	X	X	X	Logo recognition in onscreen slide show
X	X	X	X	Listing with individually sponsored screening
	X	X	X	Logo recognition on select print advertisements
	X	X	X	Product or promotional merchandise distribution
	X	X	X	Inclusion on Festival press releases
	X	X	X	Quarter-page ad in printed program
	X	X	X	VIP passes to film programs and events
		X	X	Half-page ad in the printed program
		X	X	Unique promotional opportunity
			X	Logo recognition on all print advertisements
			X	Recognition announcements at all screenings
			X	Full-page ad in the printed program
			X	Top-tier festival-wide visibility



The Northwest Film Center, a regional media arts organization, is the parent organization of the Portland International Film Festival. Now in its 34th year, the Festival is sustained through the encouragement, leadership, and generosity of loyal sponsors who value the diverse perspectives and cultural inclusion that the Festival brings to the community.

We welcome you to join the distinguished array of corporate, foundation, and public support that continues this tradition of excellence. Whether it's hosting a social event like the Closing Night Party, underwriting the Festival's volunteer program, co-presenting a specific film, or joining one of our marketing campaigns, we look forward to the opportunity to discuss a tailored sponsorship that meets your interests and goals.

FOR MORE INFORMATION

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SPONSORS PAST AND PRESENT

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Higgins
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Hotel deLuxe
Hotel Lucia
Hotel Modera
Independent Film Channel
Journal Graphics
KBOO
KINK-FM
Kodak
LAIKA
Lufthansa
Mexicana Airlines
Nel Centro
The Nines Hotel
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The Oregon Governor's Office of Film & Television
The Oregonian
The Paul G. Allen Family Foundation
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The Rose E. Tucker Charitable Trust
Sierra Nevada
Southpark
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Willamette Valley Vineyards
Willamette Week

and numerous other public and private supporters