The Chicago International Film Festival
October 16-27, 2019

SPONSORSHIP OPPORTUNITIES
The Chicago International Film Festival is the longest running competitive film festival in North America. The Festival is a celebration of cinema that includes film premieres, tributes to stars and directors, and signature red carpet events. Internationally renowned for its excellence in programming, showcasing the finest in U.S. and world cinema, the Chicago International Film Festival offers attendees opportunities to experience innovative works by first-time filmmakers alongside films by celebrated masters and also preview the season's top award contenders.

Cinema/Chicago, the presenting organization of the Chicago International Film Festival, is a 501(c)3 nonprofit arts and education organization dedicated to fostering better communication between people of diverse cultures through the art of the moving image.
RECEPTIONS & SPECIAL EVENTS
Page 6
A high profile opportunity to promote your brand through red carpet events, receptions, and unique experiences.

ON-SITE ACTIVATIONS
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Engage directly with Festival-goers, filmmakers and influencers by creating pop-up activations.

BRAND RECOGNITION & PROMOTION
Page 7
Opportunities for print and digital advertising on various Festival signage, printed programs, social media and website.

NICHE FILM PROGRAMS
Page 8
Sponsor film programs to connect with specific audiences and target your brand message.

AWARD NAMING
Page 9
An opportunity to have your organization associated with a Festival award, e.g. Audience Choice Award.

EDUCATION PROGRAM
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An opportunity to support our Education Program, which includes free screenings for Chicago Public School students and our annual youth film festival.

YEAR-ROUND PROGRAMS
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Target your support by sponsoring different Cinema/Chicago events throughout the year.

STAR-STUDDED OPENING NIGHTS
SPONSORSHIP OPPORTUNITIES

RECEPTIONS & SPECIAL EVENTS
A high profile opportunity to promote your brand through red carpet events, receptions, and experiences.

FESTIVAL PREVIEW EVENT
September 2019
Attendance: 300+ guests
Held three weeks prior to the Festival, the Preview event gives VIP guests a sneak peek at the Festival’s full line-up of films and special events. A reception immediately follows the preview.

OPENING NIGHT
October 16, 2019 | AMC River East
Attendance: 1000+ guests
Opening Night kicks off the Chicago International Film Festival with the red carpet premiere of a highly anticipated film with special guests in attendance. An Opening Night party follows the film presentation.

TRIBUTES
The Festival pays tribute to celebrated artists at these special events, which include red carpets, clips showcasing the remarkable work of the honoree, an intimate one-on-one conversation and/or film, and an award presentation.

AWARDS NIGHT
October 25, 2019
Attendance: 200 guests
Filmmakers, industry members, and VIP guests come together for an Awards Presentation and Reception to honor and celebrate the winners of the Festival’s various competitions.

BLACK PERSPECTIVES TRIBUTE AND RECEPTION
October 26, 2019 | AMC River East 21
Attendance: 250 guests
Since 1992, the Festival has paid tribute to a notable African-American director or actor/actress who has made a significant impact on the film industry. A reception immediately follows the presentation.

INDUSTRY DAYS
A four-day conference held during the Festival, Industry Days serves as the central hub for Chicago-based and visiting filmmakers to connect with and learn from industry experts through panels, workshops, master classes, and networking events.

MEET THE FILMMAKERS
“Meet the filmmakers” roundtable events during the Festival give audiences and film students opportunities to get an in-depth look into the stories and craft behind each filmmaker and film.

CLOSING NIGHT
October 27, 2019 | AMC River East 21 | Attendance: 400 guests
The Festival concludes with the presentation of a high profile film with the director and/or talent in attendance. A cocktail reception for 200 guests immediately follows the film presentation.

“Thank you for screening and supporting so many of the films I’ve been lucky enough to work in...and more importantly for the amazing support of all of these incredible films that are shown at this Festival and to continue to support honest storytelling.” – Carey Mulligan, Oscar®-nominated actress
Chicago International Film Festival honoree

“Thank you very much to the Chicago Film Festival for presenting our picture here...I’m so in gratitude to the people of Chicago and what it did for this movie.” – Steve McQueen, Oscar®-winning director
Chicago International Film Festival honoree

ON-SITE ACTIVATIONS
Create displays and sampling opportunities to build brand awareness, engage with attendees, and promote your product.

BRAND RECOGNITION AND PROMOTION
- Branding and advertising opportunities to achieve your marketing objectives and maximize your impact
- Sponsor logo and promotion included in Festival Schedule (125K printed and distributed)
- Sponsor ad in collectible Festival Program Book (1,200 printed and distributed)
- Sponsor logo included on daily e-newsletters (sent to 50K+ subscribers)
- Sponsor logo on Festival advertising
- Newsletters, e-blasts, social media, website recognition
- On-site activations to interact with Festival patrons

CUSTOM PACKAGES
All opportunities are highly customizable to maximize exposure and meet your brand marketing objectives.
NICHE FILM PROGRAMS
Sponsor film programs to connect with specific audiences and target your brand message.

GALA PRESENTATIONS
The first look at the year’s most highly anticipated films, awards contenders, and cinema classics.

INTERNATIONAL FEATURE FILM COMPETITION
Representing a wide variety of styles and genres, these outstanding international films compete for the Festival’s top honor, the Gold Hugo, and other awards.

NEW DIRECTORS COMPETITION
This selection of U.S. premieres by first- and second-time directors celebrates the spirit of discovery and innovation upon which the Festival was founded.

DOCUMENTARY COMPETITION AND DOCUMENTARY PROGRAM
This program of compelling documentary films from around the world displays the power of real-life storytelling.

OUT-LOOK COMPETITION
These LGBTQ-themed films exhibit artistic perspectives on sexuality and identity and compete for the Q Hugo Award.

SHORT FILM COMPETITION
A robust collection of films that highlight the artistry and craft of the short format. Best Narrative and Best Documentary winners are eligible for Oscar® consideration.

AFTER DARK
Cinema’s underworld of horror and fringe films created by some of the most exciting genre artists from across the globe.

BLACK PERSPECTIVES
This program celebrates the richness of African-American filmmaking and the diversity of cinemas from black cultures around the world.

CINEMAS OF THE AMERICAS
This program highlights the vibrant work of emerging and established filmmakers from South and Central America, Mexico, and the Caribbean.

CITY & STATE
This collection of stellar films from Chicago and Illinois celebrates the talents and creativity of the local filmmaking community.

IMMERSIVE CINEMA
Virtual Reality is taking hold as a powerful new method of storytelling — engulfing viewers in worlds and human experiences in unique and transformative ways.

INTERNATIONAL COMEDY
From bawdy and dark to satire and slapstick, the films in this program represent all forms of comedy at their best.

WOMEN IN CINEMA
This program celebrates the depth of talent of dynamic female filmmakers from around the world.

U.S. INDIES
These independent films represent the freshest and most innovative narratives in U.S. filmmaking today.

WORLD CINEMA
A mix of classical narratives and stylish new innovations, this program offers a snapshot of the contemporary cinematic landscape from around the world.

AWARD NAMING
An opportunity to have your organization associated with a prestigious, internationally recognized Festival award. Possibilities range from best film in each competition (International Feature, New Directors, Documentary, Out-Look, Short Films) to the Audience Choice Award.

The Audience Choice Award is chosen via ballot by the Festival’s 50,000 audience members for the Best English Language Feature, Foreign Language Feature, Documentary Feature, and Short Film.

THE CHICAGO INTERNATIONAL FILM FESTIVAL
2018 FESTIVAL QUICK FACTS:

FESTIVAL PROGRAM

FILMS UNDER CONSIDERATION: 5,500
OFFICIAL FILM SELECTIONS: 175
FILM SCREENINGS: 272
COUNTRIES REPRESENTED: 58
FILMMAKERS IN ATTENDANCE: 200

FESTIVAL AUDIENCE

ATTENDEES: 50,000+
AGES: 18-65+
FROM CHICAGO: 71%
ATTEND MONTHLY CULTURAL EVENTS: 90%
COLLEGE EDUCATED: 82%
EDUCATION: 95%
ETHNICITY: Caucasian 65%
GENDER: Male 35%, Female 61%
AGE: Aged 35-54 31%, Aged 55-64 19%

“Festivals are so important, because they show to the world, they show to distributors, they show to an audience, they show to critics movies that don’t necessarily otherwise get a chance.” – Helen Mirren, Oscar®-winning Actress Chicago International Film Festival honoree

OUR AUDIENCE

The Chicago International Film Festival’s loyal audience represents one of the most sought-after markets in the U.S., one that is rich in diversity and backgrounds.

The Festival represents a prime opportunity to speak to a valuable and influential market segment:

YEAR-ROUND ATTENDANCE 75,000+
ATTENDANCE AT THE FESTIVAL 50,000+

FESTIVAL HIGHLIGHTS

54th Chicago International Film Festival (October 10-21, 2018)

124 feature-length fiction and documentary films and 51 short films representing 58 countries.
200 filmmakers from over 27 countries, who participated in post-screening discussions, free public panels, tributes, conversations, and Industry Days events, giving Festival audiences insights into their work and their creative process.

Recent Festival films going on to win major awards include: Moonlight, La La Land, Lady Bird, The Shape of Water, Three Billboards Outside Ebbing Missouri, Arrival, Son of Saul, Birdman, and many more.

Data gathered from surveys collected at the 54th Chicago International Film Festival in 2018.
MARKETING

The Festival generates awareness through different media including: traditional advertising (television, radio, print, digital, podcasts, out of home); grassroots marketing; and digital marketing. The Festival builds a strong social media presence and reaches across the city with the extensive distribution of the Festival Schedule and Sneak Preview brochures.

DIGITAL ASSETS

SOCIAL MEDIA:

Facebook

- Estimated Paid Impressions: 16,142,400
- Estimated Owned Impressions: 1,936,000
- Social Media Impressions: 1,104,970
- Estimated Earned/Editorial Impressions: 172,000,000

Year-Round

- Impressions: 1,280,000
- Organic: 777,030
- Paid: 846,073

54th Festival Sept–Oct

- Impressions: 1,100,269
- Organic: 307,500
- Paid: 792,769

Twitter

- Impressions: 1,587,800
- Organic: 229,540

Instagram

- Impressions: 718,000
- Organic: 102,998

WEBSITE:

- Sessions: 178,000
- Page Views: 810,000
- Unique Users: 130,000
- Email Subscribers: 55,000
- Returning Visitors: 44%
- New Visitors: 56%

Based on the 2018 Chicago International Film Festival

PUBLICATIONS

FESTIVAL SCHEDULE

Distribution: 125,000

This complimentary must-have guide to the Festival is distributed to the Festival’s mailing list and throughout Chicago where culturally-minded residents and tourists shop, dine, and attend events. 40,000 copies are inserted into the Chicago Sunday edition of the New York Times and in other select publications.

OFFICIAL PROGRAM BOOK

Distribution: 1,200

The Program Book is distributed to Festival filmmakers, VIP guests, high-level members, sponsors, film distributors, and studios as well as at international festivals such as Berlin and Cannes. This publication is also available for purchase by the general public.

“I’m really thrilled to be here. I love film festivals, it’s really where I found myself.” – Jason Reitman, Oscar®-nominated director

Closing Night guest
PUBLICITY

The 2018 Festival accredited 130+ media professionals and outlets including television, radio, print, online, podcast, and photographers. 87% of coverage came from local and regional outlets, 13% from national and international outlets.

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<th>Coverage Included</th>
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<td>Over 410 articles and coverage pieces</td>
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<td>Resulting in over 172,000,000 earned impressions</td>
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**TV**
- Univision
- WBBM-TV (CBS)
- WCIU
- WDCB
- WGN-TV (WGN)
- WLS-CHI (ABC)
- WTTW

**RADIO**
- CHIRP Radio
- Vocalo (WBEZ station)
- WBBM-AM (News/Talk)
- WGN-AM (News/Talk)
- WXRT-FM (Rock)
- WZVN-FM (Arts/Culture)

**PRINT**
- Chicago Reader
- Chicago Sun-Times
- Chicago Tribune
- Daily Journal
- Gay Times Magazine
- Hoy
- Michigan Avenue
- Newcity
- Time Out Chicago

**DIGITAL**
- AMovieGuy.com
- ChicagoMag.com
- Cinefile.com
- ChicagoEve.com
- HollywoodChicago
- Hollywood Reporter
- IndieWire
- Just Jared
- Rebellious Magazine
- Reel Chicago
- RogerEbert.com
- Screen International
- Screen Magazine
- TheMovieBlog.com
- Variety
- Vulture
- Windy City Times
- China Daily
- China Film Insider
- E-Duesse.it (Italy)
- Fra Noi
- HAVC (Croatia)
- Jerusalem Post
- France in the US
- Olisa TV (Nigeria)
- Voice of America
- Yediot America (Israel)
EDUCATION SCREENINGS

At Cinema/Chicago, we recognize that film is a powerful tool to engage audiences, young and old alike, with diverse cultures, viewpoints, and subject matter. Since 1992, our year-round Education Screenings program has brought a broad spectrum of films to more than 5,500 Chicago Public School students each year.

At twice monthly screenings during the school year and weekdays during the Chicago International Film Festival, students have the opportunity to experience world-class cinema and interact with filmmakers, film subjects, and cultural experts in post-screening discussions. Bus transportation, study guides, and curriculum support is provided to students and educators free of charge.

EDUCATION CINEYOUTH FESTIVAL
APRIL
The CineYouth Festival celebrates the work of filmmakers under the age of 22 and encourages youth creativity with public screenings of official selections, workshops, discussions, and a hands-on filmmaking challenge. Free and open to the public.

SUMMER GALA
One of the highlight events of the summer, Cinema/Chicago’s annual benefit pays tribute to a notable filmmaker or actor/actress who has made an indelible impact on the world of cinema. The memorable evening includes a red carpet, dinner, live and silent auctions, one-on-one conversation with honoree, and award presentation. Past honorees include Helen Mirren and Taylor Hackford, Jane Fonda, Kevin Kline, Steven Spielberg, and Ron Howard, among many others.

SUMMER SCREENINGS
JUNE-OCTOBER
In partnership with the City of Chicago and various consulates and cultural organizations, the International Screenings program is a unique 18-week free public event that casts a spotlight on a national cinema each week by presenting films not widely available in the U.S. Discussions with film critics and cultural experts engage audiences following each film. Free and open to the public.

MEMBERSHIP
ALL YEAR LONG
Cinema/Chicago members come from all walks of life and share a passion for film. The Members Film Series includes free monthly screenings of some of the year’s most exciting films.

“Being at the Chicago International Film Festival, it really reminds me that I haven’t made my ‘Lawrence of Arabia’ yet – I haven’t made my ‘Grapes of Wrath’ yet. It makes me hungry. I will go home from here with a healthy appetite to keep working.” – Steven Spielberg, Oscar®-winning Director
Chicago International Film Festival honoree
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For more information on sponsorship opportunities, contact:

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