Engage Curiosity.
Experience the World.
Together.

SCOTTSDALE INTERNATIONAL FILM FESTIVAL

NOVEMBER 1-10, 2019

Harkins Shea 14, Harkins Camelview at Fashion Square & Scottsdale Center for the Performing Arts
About Us

Founded in 2001, the Scottsdale International Film Festival celebrates humanity. We showcase a blend of films to satisfy a broad range of interests and tastes. There are smaller films for the appreciative, daring cineaste; and bigger, more mainstream films that reveal the burgeoning of the commercial market—a wonderful mix of film genres from light-hearted comedies to period dramas chosen from all corners of the world.

During its 18-year history, the Festival has presented more than 700 films ranging from major Academy Award© winners to undiscovered indie gems to more than 100,000 attendees. We pride ourselves on being the only film festival in the Valley with a focus on multicultural, art house, independent and foreign film.

Highlights from 2018

Based on the success of the 2017 Festival, the 2018 Festival was expanded to 10 days and greeted with overwhelming praise. The Festival kicked off at the Scottsdale Center for the Performing Arts with a preview screening of Alfonso Cuaron’s masterpiece ROMA, which would go on to earn 10 Academy Award nominations, and winning three (Best Foreign Film, Director, Cinematographer). Other Oscar nominated films screened included COLD WAR (Poland) and SHOPLIFTERS (Japan).

Arizona premieres of mainstream films at Scottsdale International Film Festival included: BOY ERASED (USA), EVERYBODY KNOWS (Spain), MAPPLETHORPE (USA), and A PRIVATE WAR (USA).

2019 Goals

With the success of the 2018 Festival, and feedback from our patrons, we are expanding the weeknight offerings from one screening nightly to two. The weeknight screenings will be held at the Harkins Camelview at Fashion Square, expanding the geographic reach of the event back to the prestigious Camelview where the Fest began in 2001.

We will open the Festival at the Scottsdale Center for the Performing Arts, then run full-day schedules on two consecutive weekends at the Harkins Shea 14 Theatres.

Directors, cinematic scholars, high profile actors, and film critics will be invited to participate in moderated Q-and-A discussions.
Local Benefits
The Scottsdale International Film Festival makes an economic impact on the city and broader community through:

• **Promoting tourism and the city** - The Scottsdale International Film Festival is a destination event. The Festival draws in visitors from all over the US and around the world.

• **Benefitting local merchants** - Visitors to the city shop and dine at local stores and restaurants, stay in local hotels and make use of local services.

• **Raising the Community Profile** - Through publicity and media campaigns in the months leading up to the Festival, the Scottsdale community receives much public exposure.

• **Encouraging Community** - The Festival brings together locals and visitors alike to foster an atmosphere of city pride and unity.

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Reach Our Audience as A Sponsor
The Festival currently draws a diverse, well-educated and wealthy attendee base:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>75.9%</td>
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<tr>
<td>Male</td>
<td>22.8%</td>
</tr>
<tr>
<td>Non-binary</td>
<td>0.8%</td>
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<tr>
<td>Trans woman</td>
<td>0.4%</td>
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<table>
<thead>
<tr>
<th>Age-Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>24-34</td>
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<tr>
<td>35-44</td>
<td>5.7%</td>
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<tr>
<td>45-54</td>
<td>11.4%</td>
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<tr>
<td>55-64</td>
<td>27%</td>
</tr>
<tr>
<td>65-74</td>
<td>37.1%</td>
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<tr>
<td>75+</td>
<td>16%</td>
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<table>
<thead>
<tr>
<th>Income Level</th>
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<tbody>
<tr>
<td>&lt; $24,999</td>
<td>4.6%</td>
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<tr>
<td>$25k - $34k</td>
<td>3.8%</td>
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<tr>
<td>$35k - $49k</td>
<td>10.5%</td>
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<tr>
<td>$50k - $74k</td>
<td>19.4%</td>
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<tr>
<td>$100k - $149k</td>
<td>22.8%</td>
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<tr>
<td>$150k - $200k</td>
<td>8%</td>
</tr>
<tr>
<td>$200k+</td>
<td>11.4%</td>
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<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Associate or Bachelor's Degree</td>
<td>32.5%</td>
</tr>
<tr>
<td>Graduate Degree or above</td>
<td>54%</td>
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</tbody>
</table>
2019 Sponsorship Levels

**Official Sponsor | $1,000**  Available: 15

**Exclusive Benefits:**
- 1/4 page ad in SIFF official program guide (75,000 copies)
- 2 Festival Tickets

**Cumulative Benefits:**
- Logo on SIFF sponsor slide prior to 70+ screenings
- Logo on all SIFF banners
- Logo on SIFF website
- Logo on SIFF email blasts Aug to Nov 10

**Artistic Sponsor | $2,500**  Available: 10

**Exclusive Benefits:**
- 1/2 page color ad in SIFF official program guide (75,000 copies)
- 4 Festival Tickets | 2 Opening Night Reserved Tickets | 2 VIP Passes

**Cumulative Benefits:**
- Shares all cumulative benefits from lower levels.

**Festival Sponsor | $5,000**  Available: 5

**Exclusive Benefits:**
- Full-page color ad in SIFF official program guide (75,000 copies)
- 4 Festival Tickets | 4 Opening Night Reserved Tickets | 4 VIP Passes

**Cumulative Benefits:**
- Shares all cumulative benefits from lower levels.
- Logo on SIFF program cover
- Logo on official SIFF poster

**Presenting Sponsor | $10,000**  Available: 2

*Industry Exclusive*

**Exclusive Benefits:**
- Full-page color ad in SIFF official program guide (75,000 copies)
- 4 Festival Tickets | 4 Opening Night Reserved Tickets | 4 VIP Passes

**Cumulative Benefits:**
- Shares all cumulative benefits from lower levels.
- Possible artist meet and greet opportunities
- Logo on SIFF window graphics at Harkins
- Logo on SIFF promotional slides at Harkins 6 weeks prior
- Logo on all SIFF newspaper ads

**Title Sponsor | $25,000**  Available: 2

*Industry Exclusive*

**Exclusive Benefits:**
- Premium Placement full-page color ad in SIFF official program guide (75,000 copies)
- 8 Festival Tickets | 8 Opening Night Reserved Tickets | 8 VIP Passes

**Cumulative Benefits:**
- Shares all cumulative benefits from lower levels.
- First right of renewal for the next year
- Naming rights to audience choice film awards
- Logo on official SIFF voting ballot

**In-Kind Sponsorships**
We welcome in-kind sponsorships of products and/or services in support of the needs of the Festival. Items might include: Accommodations | Television | Print | Airfare | Guest Services | Transport | Restaurants | Raffle Items | Radio | Member benefits
For more information on Sponsorship participation or to advertise in the Program Guide, contact:

Amy Ettinger
Executive Director
✉️ Amy@ScottsdaleFilmFestival.com  📞 602.410.1074

Scottsdale International Film Festival
November 1 – 10, 2019
Harkins Shea 14 Theatres • 7354 E Shea Blvd, Scottsdale, AZ 85260
Harkins Camelview at Fashion Square • 7014 E Camelback Rd, Scottsdale, AZ 85251
Scottsdale Center for the Performing Arts • 7380 E 2nd St, Scottsdale, AZ 85251

Scottsdale International Film Festival is a 501(c)(3) Non-Profit Organization - EIN 26-1804044

www.ScottsdaleFilmFestival.com