SANTA FE INDEPENDENT FILM FESTIVAL

SANTA FE’S PREMIERE FILM EVENT

OCTOBER 14TH-18TH

2020 SPONSORSHIP OPPORTUNITIES
Santa Fe Independent Film Festival Mission:

Santa Fe Independent Film Festival (SFiFF) is the premiere forum for international and independent cinema in the area. Focusing on artistic excellence, SFiFF serves as a creative center for film year-round, and as a showcase of the year’s top films each October. SFiFF provides professional opportunities for artists, and unmatched audience participation in the world’s greatest little film city.

The 12th Annual SFiFF will be held October 14th-18th, 2020, dubbed “a young Sundance” by IndieWire, and “an all-inclusive resort for cinephiles” by Filmmaker Magazine. SFiFF is not only the most attended film event in the State of New Mexico, it is now a top regional fest in the United States. SFiFF promotes emerging and established filmmakers by presenting features and short films alongside other film events in the picturesque setting of downtown Santa Fe. Artists can let down their guard and network every evening at a different venue, where they can at once enjoy our spectacular festival nightlife and create lasting professional connections.
SFiFF provides individuals, brands, and companies with events and media marketing platforms to align your company with key consumers, entertainment industry influencers, and press.

SFiFF gives sponsors exposure to an audience of filmgoers and filmmakers from all over the world and advantageous placement in New Mexico’s fastest growing industry.

Sponsor Benefits

- Opening & Closing Night Film and Reception tickets
- VIP all-access festival passes
- Invites to official festival events
- Special Access to Filmmaker Events
- Seats and/or table(s) at Santa Fe Film Institute’s Spring Gala
- On-screen advertising
- Sponsor signage
- Digital and print advertising opportunities
- Inclusion in social media marketing and year-round email blasts
  - Custom advertising opportunities
  - Logo inclusion on Festival Trailer
- Company logo with link featured prominently on our website
  - Logo placement in festival publications
  - Printed advertisement in festival program
  - Venue sponsorship
- Opening or Closing Night film and/or reception
  - Opportunities to host Festival Events
  - Installation or pop-up at Festival Headquarters
  - Company trailer played before screenings
  - Sponsor a screening
  - Custom hospitality packages
A festival sponsorship connects a company with their customer through a much more personal experience than an advertisement ever could. SFiFF offers unique and customizable packages that further brand awareness through marketing and access to SFiFF events and promote your brand to the diverse audience of filmmakers, casual moviegoers, and industry professionals from around the globe that attend the Festival. SFiFF’s audience comes from creative communities in New Mexico in addition to travelers from the surrounding states of Colorado, Texas, and Oklahoma and also larger metropolitan areas including New York, Los Angeles, and Chicago.

By boasting a diverse local and national audience, SFiFF creates its own week of tourism with an artistic and diverse event that attracts film professionals, movie-lovers, and locals, alike. In 2019, the direct economic impact of the event on the local economy, including spending by attendees and on marketing and production, comes to an estimated total of $2,564,373 and generated $219,837 in direct tax benefits. Utilizing an indirect and induced multiplier of 1.4 attendees generated a total of $3,590,122 in direct, indirect and induced spending and generated $307,772 in direct, indirect and induced tax benefits to the State of New Mexico.
Santa Fe Independent Film Festival Events celebrate international and independent film in the relaxing and beautiful old-world charm of Santa Fe, NM.

**EVENTS**

- Opening Night Screening & Party
- Centerpiece Screening & Party
- Special Screenings
- Filmmaker Brunch
- Master Classes and Discussion Panels
- VIP Gallery and Restaurant Receptions
- Nightly Filmmaker Events
- 100+ Film Screenings
PARTICIPANTS

Shirley MacLaine
Gena Rowlands
Robert Redford
Ethan Hawke
Tantoo Cardinal
John Waters
Jane Seymour
Wes Studi
Jacqueline Bisset
Cassidy Freeman
Gary Farmer
Ali MacGraw
N. Scott Momaday
George R.R. Martin
Yolonda Ross

Rudolfo Anaya
Judy Blume
June Diane Raphael
Jay Roach
Casey Wilson
Kirby Dick
Kirk Ellis
John Sayles
Maggie Renzi
Ted Hope
John Nichols
Bill Broyles
Pen Densham
Bill Plympton

Gena Rowlands
George R.R. Martin
Shirley MacLaine
Robert Redford
John Waters
Jane Seymour
Wes Studi
Jacqueline Bisset
Cassidy Freeman
Gary Farmer
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John Sayles
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santafeindependent.com
OVERVIEW

By boasting a diverse local and national audience, SFIFF creates its own week of tourism with an artistic and diverse event that attracts film professionals, casual moviegoers, and locals alike. SFIFF strategically chose the dates of the Festival to extend Santa Fe’s tourism season into mid-October. SFIFF attracts visitors to Santa Fe for everything the city has to offer in late fall, including the changing golden aspens, art galleries and museums, luxury spas and hotels, retail shops, and vibrant culinary culture. Santa Fe is also one of the greatest theater cities on earth, with the historic Lensic Performing Arts Center, Violet Crown Cinema, George R.R. Martin’s Jean Cocteau Cinema, the Center for Contemporary Arts (CCA), and The Screen.

In April 2019 the Festival was named one of Moviemaker Magazine's “50 Festivals Worth the Entry Fee” for its sixth consecutive year.

SFIFF welcomed over 11,000 attendees for five days of world-class film screenings, filmmaker Q&As, discussion panels, award ceremonies, and networking events. SFIFF opened with a sold-out, early showing of Destin Daniel Cretton’s latest film, Just Mercy, starring Michael B. Jordan, Jamie Foxx, and Brie Larson. Just one week before Wes Studi received an honorary Academy Award, he presented Tantoo Cardinal with a SFIFF Lifetime Achievement Award. 2019 SFIFF also bestowed two-time Golden Globe winner Tantoo Cardinal with a SFIFF Lifetime Achievement Award. SFIFF also presented a Visionary Award to 2019 Sundance Institute Momentum Award winner Alexandria Bombach, whose film On Her Shoulders won Best Directing in the US Documentary Competition at the Sundance Film Festival.

In 2017, the festival honored John Sayles and Maggie Renzi (Brother from Another Planet, Lone Star) with the Lifetime Achievement Award. In 2016 SFIFF presented Jacqueline Bisset (Day for Night, Bullitt) with the Lifetime Achievement Award and Jay Roach (Trumbo, Bombshell) with the American filmmaker award.

In April 2019, the festival was named one of Moviemaker Magazine’s 50 Festivals Worth the Entry Fee for the sixth consecutive year. 2019 SFIFF welcomed over 11,000 attendees and bestowed Lifetime Achievement Awards to actresses Jane Seymour (Dr. Quinn Medicine Woman) and Tantoo Cardinal for the sixth consecutive year. 2019 SFIFF welcomed over 11,000 attendees and bestowed Lifetime Achievement Awards to actresses Jane Seymour (Dr. Quinn Medicine Woman) and Tantoo Cardinal with Alexandria Bombach and a Masters Discussion with Rambo creator David Morrell. 2019 SFIFF celebrated its 10th Annual Festival in 2018 by honoring legendary cartoonist Bill Plympton with a Lifetime Achievement Award. SFIFF also presented a Visionary Award to 2019 Sundance Institute Momentum Fellow, and 2019 SXSW Chicken & Egg Award Fellow: Alexandria Bombach, whose film On Her Shoulders won Best Directing in the US Documentary Competition at the Sundance Film Festival.

In April 2019, the festival was named one of Moviemaker Magazine’s 50 Festivals Worth the Entry Fee for the sixth consecutive year. 2019 SFIFF welcomed over 11,000 attendees and bestowed Lifetime Achievement Awards to actresses Jane Seymour (Dr. Quinn Medicine Woman) and Tantoo Cardinal (Dances With Wolves), who was presented her award by SFIFF Alum, Wes Studi.

In addition to the annual festival, SFIFF hosts screenings throughout the year, including a free outdoor community screening every summer as part of the annual summer series “Festival de Santa Fe.”

Save the date for the 12th Annual Santa Fe Independent Film Festival: October 14th-18th, 2020!

HISTORY

The Santa Fe Independent Film Festival (SFIFF) began in 2009 as a fringe festival that took place in a community center. By 2011 it was the largest event of its kind in New Mexico, screening over 100 films during a 5 day Fest. SFIFF has grown from humble beginnings to becoming one of the top annual events in New Mexico and has effectively extended the tourism season in Santa Fe into late October.

The 2012 festival honored Chris Eyre (Smoke Signals), Rudolfo Anaya (Bless Me, Ultima), and Judy Blume (Tiger Eyes) and included two sold-out screenings at the Lensic Performing Arts Center and a Red Carpet event. The festival also organized a historic filmmakers brunch, bringing industry professionals and local filmmakers together for a discourse on the future of filmmaking in New Mexico.

In 2013 George RR Martin reopened the Jean Cocteau Cinema adding another world-class theater to the festival venues. In November 2013 Santa Fe Independent Film Festival was named one of Moviemaker Magazine's 25 Coolest General Film Festivals on the planet. The 2013 SFIFF honored John Waters (Hairspray, Cry Baby) with the American Director Award and Wes Studi (Last of the Mohicans, Avatar) with the American Actor Award.

The 2014 festival hosted over 10,000 attendees for the first time, and presented Lifetime Achievement Awards to Shirley MacLaine (Terms of Endearment) and George RR Martin (Game of Thrones). SFIFF was recognized nationally by IndieWire Magazine as “a young Sundance.” 2014 SFIFF also presented Ted Hope (Head of Amazon Original Production) with the Visionary Award, Imogene Hughes with the Community Spirit Award, and Hampton Sides (writer Blood & Thunder) with the American Author Award.

The 2015 festival presented Gena Rowlands (Woman Under the Influence, The Notebook) with a Lifetime Achievement Award during A Tribute to Gena Rowlands. SFIFF expanded to the newly built Violet Crown to allow SFIFF to expand our program and create a dynamic opening night at Violet Crown.

In 2016 SFIFF presented Jacqueline Bisset (Day for Night, Bullitt) with the Lifetime Achievement Award and Jay Roach (Trumbo, Bombshell) with the American filmmaker award.

In 2017, the festival honored John Sayles and Maggie Renzi (Brother from Another Planet, Lone Star) with the Lifetime Achievement Award, writer N. Scott Momaday was presented SFIFF’s Lifetime Achievement Award by Robert Redford and SFIFF welcomed our returning guests John Waters, Chris Eyre, George R.R. Martin, and Wes Studi. The festival also hosted a special Q&A with Ethan Hawke.

SFIFF celebrated its 10th Annual Festival in 2018 by honoring legendary cartoonist Bill Plympton with a Lifetime Achievement Award. SFIFF also presented a Visionary Award to 2019 Sundance Institute Momentum Fellow, and 2019 SXSW Chicken & Egg Award Fellow: Alexandria Bombach, whose film On Her Shoulders won Best Directing in the US Documentary Competition at the Sundance Film Festival.
Santa Fe Independent Film Festival attracts a diverse and educated audience of 12,000+ attendees annually. An overwhelming majority of out-of-town respondents (89.2%) indicated that the event was either the primary reason or one of the reasons for visiting Santa Fe.

- **69%** FEMALE
- **30%** MALE
- **74%** Local Resident
- **86%** College Graduates
- **50%** Advanced Degrees
- **56** Average Age
- **101,195K** Average Attendee Income
- **26%** Live 50+ Miles from Santa Fe
- **1%** OTHER

**Audience Demographics**

- 26,000+ Likes
- 7,400+ Followers
- 13,000+ Follows
2019 MEDIA IMPRESSIONS

Over 7 Million Media Impressions excluding Media Coverage

Over 27 Million Total Impressions!

- Social Media Impressions: 3,296,202
- Print Advertisements: 3,063,000
- Website: 571,000
- Signage: 60,000
- TV Coverage: 40,000
- Press Releases: 25,000
- Poster: 30,000
- In-Theater Slide/Trailer: 11,000
- Festival Guide: 5,000
THANK YOU

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