



50

Anniversary

The Chicago International Film Festival
October 9 – 23, 2014

2014 Sponsorship Opportunities

including: **FESTIVAL
ADVERTISING**

**WEBSITE
PRESENCE**

**ON-SITE
ACTIVATION**

**NEWSLETTERS &
SOCIAL MEDIA**

**PRODUCT PLACEMENT
AND MORE...**

THE MOST ANTICIPATED EVENT IN CHICAGO!

The Chicago International Film Festival's 50th Anniversary!



October 9–23
2014

The oldest competitive international film festival in North America, the Chicago International Film Festival will be a two-week celebration of cinema, with premiere programming, tributes to stars and directors, and red carpet excitement. Now approaching its 50th anniversary, it is sure to be a high profile event not only in Chicago but throughout the world.

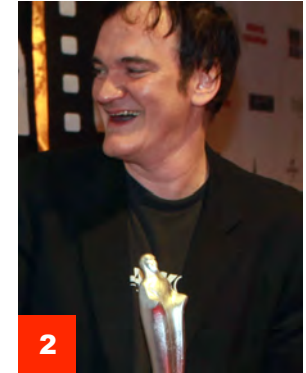
The Festival is internationally renowned for its excellence, and will premiere the finest in U.S and international cinema and play host to returning Hollywood icons of the past 50 years while still offering filmgoers the opportunity to discover innovative and inspiring works from first-time filmmakers and notable masters as well as preview the season's award contenders.

Highlights include:

- **175 films** from more than 50 countries
- **200 international guests**, including A-list stars
- **325 screenings** on 8 screens
- **60,000 attendees** from the Chicago metropolitan area and beyond



1



2



3

Opening Night presentation (1).
Quentin Tarantino (2).
Vanessa Ferlito, Alan Arkin, director Fisher Stevens, Christopher Walken, Al Pacino, Addison Timlin, and Jon Bon Jovi. (3).
Tom Cruise and Steven Spielberg (4).



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50th Chicago International Film Festival

OUR AUDIENCE



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The Chicago International Film Festival's audience is one of the most sought-after markets in the U.S., one that is rich in diversity and backgrounds, with a high level of cultural savvy.

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

- 100,000+ year-round attendance
- 60,000+ attendance at the Festival
- 65% female, 35% male
- 50% of the audience is between the ages 25-54
- 81% have completed post-secondary education
- 72% of the Festival audience is from Chicago
- 92% attend monthly cultural events
- Loyal audience base who attend each year

Data gathered from surveys collected at the 48th Chicago International Film Festival in 2012.



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SPONSORSHIP BENEFITS



October 9–23
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Our sponsorship benefit packages offer a variety of branding and advertising opportunities customized to meet your marketing and sales objectives.

Depending on the level you choose, our Sponsorship Benefits may include a combination of the following elements:

- Your Brand commercial before each screening
- Festival Advertising
- On-Site Activation
- Outdoor signage
- Product Placement
- Event and Movie Tickets
- Hospitality
- Newsletters & E-Blasts
- Social Media
- Website Presence
- Contests



50th Chicago International Film Festival

SPONSORSHIP BENEFITS: GROUP A



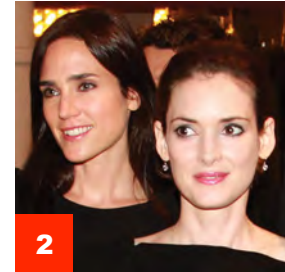
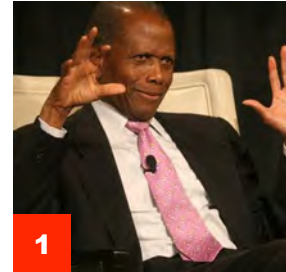
October 9–23
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Unique and exciting high profile ways to connect your brand to the 50th Anniversary celebration!

GALAS AND RECEPTIONS

We offer various event sponsorship experiences to promote your brand through RED CARPET events such as:

- Opening Night Gala
- Closing Night Awards and Reception
- Black Perspectives Gala and Filmmaker Tribute
- Awards Night Gala
- Q Hugo Film Tribute and Awards Show and Reception



Sidney Poitier (1). Jennifer Connelly and Winona Ryder (2). Steven Spielberg (3). Ron Howard (4). Jodie Foster (5). Roger Ebert (6). Tom Tykwer, Lana Wachowski, and Andy Wachowski (7). Michael Kutza and Viola Davis (8).

50th Chicago International Film Festival

SPONSORSHIP BENEFITS: GROUP B



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Sponsor film programs to connect with specific audiences and target your brand message.

NICHE FILM PROGRAMS

- **Cinema of the Americas**
Featuring films from Mexico, Central and South America
- **Black Perspectives**
Featuring films from African American Filmmakers
- **New Directors**
Featuring films from first and second time directors
- **OUT-Look**
LGBTQ Films
- **REELWomen**
Films directed by women from around the world
- **DocuFest Film Program**
Documentary films
- **“Spot Light”**
Scandinavian Films
- **Animation Film Program**
- **After Dark Film Program**
Film horror, suspense and graphic in nature
- **Chicago and Illinois Film Program**
Highlighting filmmakers from Chicago and Illinois
- **World Cinema**
Exceptional presentations of International Cinema
- **Education Outreach**
Screenings for Chicago public school students

50th Chicago International Film Festival
SPONSORSHIP BENEFITS



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Cinema / Chicago

For more in-depth information, please contact:

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