

SOCIALLY RELEVANT



FILM FESTIVAL N.Y.

6th ANNUAL INTERNATIONAL FILM FESTIVAL

Sponsorship Opportunities

CINEMA VILLAGE • MARCH 15-21, 2019





WHAT THEY SAID ABOUT US

TRIBECA *Tribecafilm.com*

"Rated SR Socially Relevant Film Festival New York is sure to appeal to cinema fans of all interests. So come on and support New York's latest festival."

- Catherine Fisher



"I am proud to support the mission of SR Socially Relevant Film Festival New York. Movies have a unique ability to bring social issues to life and films like these can truly change lives, I should know."

- Erin Brockovich

THE HUFFINGTON POST

"Amy Goodman provided a rousing key note address to a festival that will hopefully last well into the future."

- Chris Atamian



"The world seems to have lost its way - filled with fear, exclusion and building walls. See [it] at the wonderful SR Socially Relevant Film Festival in NY."

- Martin Sheen

Louis Proyect: *The Unrepentant Marxist*

"As the founder of the SR film festivals, Nora Armani is blessed with an uncommon ability to curate some of the most important films being made today."

- Louis Proyect

FilmFreeway

"SR is easily one of North America's best film festivals and we're very proud to be partnered with such an amazing event!"

Indiewire® | SydneysBuzz

"... an important program of films."

- Peter Belsito



Great to see such a wonderful festival go from strength to strength, and congratulations to Nora Armani and her team for all their hard work."



WHAT IS SRFF?

SR Socially Relevant™ Film Festival New York - www.ratedsrfilms.org - is a 501 c 3 non-profit film festival with a mission to shine the spotlight on filmmakers who tell compelling, socially relevant, human interest stories across a broad range of social issues without resorting to gratuitous violence and violent forms of movie making. SR believes that it is possible to create a better world through expanded knowledge about diverse cultures and the human condition with the help of the powerful medium of cinema.

SR FILMS ENLIGHTEN, UPLIFT, EDUCATE, BUT MOST OF ALL ARTISTICALLY ENTERTAIN.

Close to 300 films from 35 countries, ranging from shorts to feature length narratives and documentaries have been screened in competition and as spotlight screenings during the past five years since the festival's creation. Screenplays are also selected and awarded.

Submissions come from 6 continents!

NEXT FESTIVAL DATES: March 15-21, 2019

LOCATIONS: Chelsea, Union Square & Greenwich Village.

VENUES: Cinema Village, SVA Social Documentary Film, Tenri Institute.





THE FESTIVAL AT A GLANCE



What we achieved
in our first five years.

287 FILMS SHOWN FROM 35 COUNTRIES OVER 28 DAYS

WITH 52 PARTNERS ON BOARD



THE SR AUDIENCE

Demographically the SR Socially Relevant™ Film Festival audience ranges from millennials through seniors. They are mostly professional, well-travelled, internationally educated, diverse, socially conscious individuals who appreciate art, culture and choose socially relevant film content over the sensationalistic and often violent blockbusters. Attempts are made to reach out to schools that do not fit this demographic to initiate and educate younger populations about this genre.

OUR AUDIENCE EITHER FITS INTO ONE OF THE BELOW CATEGORIES, OR BECOMES INITIATED THROUGH THE FESTIVAL TO BE:

- Socially responsible and politically active.
- Advocate social causes related to women, children, gender and age
- Dine out at health-conscious, sustainable establishments, and be aware of sustainable practices.
- Become conscious of environmental and social issues and take responsibility for these matters.
- Utilize educational services, fitness, responsible shopping, and donate to social causes.
- Read up on current trends in technology, social entrepreneurship, social issues, arts and entertainment.

Your affiliation with SR Socially Relevant™ Film Festival New York, will inform the film enthusiasts in attendance, and those on our social media outlets, that you are committed to positive social change through your business or social actions.





OUR REACH AT A GLANCE



People **we reach** through our and our partners' sites.

The festival has
4155
followers on





GREAT SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIP LEVELS ARE CUSTOMIZED TO THE SPONSOR'S NEEDS

Spotlight your company's mission, profile and actions through varied exposure possibilities! Promoting our sponsors and their engagement is a top priority for us. Sponsorships may be in-cash and partly in-kind such as donation of post-production, distribution, exhibition, software & related goods and services.

- Brand, logo and signage, throughout the festival week. Festival's Step and Repeat, X-Banner, Signage, Festival Swag Bags, Promo Gifts based on level of sponsorship.
- Advertising in the festival guide, website/social media and onscreen in the festival trailer shown at Cinema Village three weeks prior to the festival and throughout the festival week.
- Corporate hospitality of spotlight events and receptions highlighting the opening or closing night, special films, award-winners, and our sponsors' brands.



Our audience.



SONY giving a partner demonstration.



VR/AR demonstration at the Arc/k Project table.



SPONSORSHIP LEVELS

CATEGORY OF PERKS *	PRESENTING Sponsor \$50,000.00 Only one (Exclusive)	PREMIER Sponsor \$25,000.00 Only one (Exclusive)	CATEGORY Sponsor \$10,000.00 Only 3 Available	ASSOCIATE Sponsor \$5,000.00 Only 3 Available	SUPPORTING Sponsor \$1,500.00 Only 5 Available
TRADITIONAL MEDIA OUTLETS					
Name Placement in Media** Calendar Entries	Yes	Yes			
Press Release Announcing Sponsorship along with festival program	Yes	Yes			
Recognition and mention at the Festival's Press Event - February 2nd	Yes	Yes	Yes		
Logo Placement in Press Release announcing sponsors	Yes	Yes			
<i>**Media is defined as Print, Electronic, Blogs, TV, Radio and Social Media outlets</i>					
ORGANIZATIONAL BRANDING					
Industry Exclusivity (no two companies from the same industry)	Yes	Yes	Yes		
Logo Placement on Main Step & Repeat & X-Banners	Yes	Yes	Yes		
Logo and/or Name Placement on E-Newsletter	Yes	Yes			
Logo and/or Name Placement on Event Invitations	Yes	Yes			
Logo Placement Hyperlinked to Sponsor Website	Yes	Yes	Yes	Yes	Yes
EVENT BRANDING					
Company Banner Placement at venue(s)	Yes	Yes			
Presenter of one or more Major Event(so based on level or sponsorship)	Opening & Closing	Opening or Awards	A highlight	Workshops	1-2 Screenings
Company Name on Passes & Badges (Festival Sponsored by 'Your' Name)	Yes	Yes			
Company Name Printed on Screening Tickets	Yes	Yes			
Name Branding on Selected Film Blocks (Countries, Genres, etc.)	Yes	Yes	Yes		
Name Branding on Educational Events and Industry Panels	Yes	Yes	Yes	Yes	
Priority and Reserved VIP Seating	Yes	Yes	Yes	Yes	
30 Second Trailer Before All Film Screenings during the festival week	Yes	Yes	Yes		
Logo Branding on Printed Festival Postcards	Yes	Yes			
Logo Branding on Screen Placeholder/ Sponsor Slide in cinema	Yes	Yes	Yes		
Company Materials in VIP Swag Bags (Promo Items, i.e. Pens, etc.)	Yes	Yes	Yes	Yes	Yes
Program Advertisement and Website - On Website Home page Banner - Presenter, Premier Sponsor, or Category Sponsor as the case might be.	Full page back cover	Full page inside back	Full page inside any page	Half page	Quarter page
Complimentary VIP Passes to all festival events and screenings	50 Passes	24 Passes	12 Passes	8 Passes	4 Passes
SOCIAL MEDIA					
Facebook Event and Evite Page mention - In Header for Presenter level	5 Posts	3 Posts	2 Posts	One post	
Facebook Main Page mention - In Header for Presenter level	5 Posts	3 Posts	2 Posts	One post	
Twitter mention - All levels	6 Tweets	3 Tweets	2 Tweets	One Tweet	

* All category perks are customizable and we are happy to discuss them with you.

“We make a living by what we get, but we make
a life by what we give.”

—*Winston Churchill*



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