Celebrating 35 years in 2020!
Dear Family,

Thank you for your interest in partnering with the 35th Santa Barbara International Film Festival on January 15 - 25, 2020!

With your support, our mission to engage, enrich, and inspire through the power of film can come to life.

At the 34th SBIFF, we:

- Featured 66 world premieres
- Brought in 30 national students from 30 different colleges and universities
- Welcomed 11,000 underserved families and children
- Hosted 58 Oscar®-nominated and award-winning filmmakers
- Hosted 325 film screenings from 50 countries
- Featured 60 U.S. premieres
- Hosted 275 filmmakers

Again, thank you!

Roger Durling, Executive Director

Hope to see you in 2020!
SBIFF is recognized as one of the premiere film festivals and partners with top international brands.

Sponsoring SBIFF provides ways for you to get your name in front of a captive audience and increase your brand’s visibility.

All sponsorship packages are completely customizable. Sponsorship packages begin at $15K.

**OPPORTUNITIES INCLUDE:**

- Venue branding and naming rights
- Marquee signage
- Commercial advertising
- Branded red carpet step & repeats
- Custom lounge build-outs
- On-screen and print advertising
- Digital promotions
- Social media outreach
- Custom activation programs
- Direct consumer engagement
- Host company clients & VIPs
Reach OUR AUDIENCE

SBIF offers your brand opportunities to amplify your marketing message by creating unique spaces that reflect your brand image.

Opportunities include:

- Opening Night Gala
- Opening Night Gala VIP Lounge
- Pre-Tribute Green Room
- Post-Tribute VIP Lounge
- Passholder Lounges
- Arlington Theatre
- Lobero Theatre
- Lobero Theatre Courtyard (Festival Pavilion)
- Metro 4 Theatre
- Fiesta 5 Theatre
- Will Call Office
- Film Sidebar Series
Onsite Activations
AND BUILD-OUT OPPORTUNITIES
Engage OUR FILMMAKERS

The timing of the Festival, just after the Oscar® nominations are announced and weeks prior to the Academy Awards® ceremony, makes SBIFF a high-profile stop for filmmakers and press outlets.

The 2019 Film Festival hosted 275 filmmakers.

Filmmaker events include:

- **Celebrity Tributes**
- **Industry Panels**
- **Filmmaker Happy Hours**
- **Studio Parties**
- **Filmmakers Seminars**
- **Screenings and Q&As**

SBIFF provides an opportunity for guests to interact with industry professionals and listen in on panel discussions about current topics in the film industry.
Education and community are at the heart of the Santa Barbara International Film Festival’s mission. Over 10,000 people participated in SBIFF’s free education programs during the 2019 Festival.

Education programs include:
- Mike’s Field Trip to the Movies
- AppleBox Family Films
- 10-10-10 Student Filmmaking Competition
- Free Community Screenings
- Silent Film Sunday
- Film Studies Program
- Industry Seminars

Support FILM EDUCATION
2019 FILM FESTIVAL OVERVIEW

FILM SCREENINGS: 325
U.S. PREMIERES: 60
WORLD PREMIERES: 66
COUNTRIES REPRESENTED: 50
FILMMAKERS: 275
FREE FILMMAKER SEMINARS: 7
FREE COMMUNITY SCREENINGS: 16

2019 FILM FESTIVAL DEMOGRAPHICS

OVERALL ATTENDANCE: 95,000
MALE: 27% / FEMALE: 73%
ADULTS 18-29: 4%
ADULTS 30-44: 9%
ADULTS 45-64: 37%
ADULTS 65+: 50%
HOUSEHOLD INCOME
$250K+: 25%
$150K - $249K: 21%
$75K - $149K: 37%
< $75K: 18%
GRAD DEGREE: 35%
BA DEGREE: 6%
PROF. DEGREE: 17%
SOME COLLEGE: 7%
MARRIED W/ CHILDREN: 46%
MARRIED W/O CHILDREN: 23%
SINGLE W/ CHILDREN: 10%
SINGLE W/O CHILDREN: 21%
SANTA BARBARA COUNTY: 68%
CALIFORNIA (OUTSIDE OF SB): 18%
OUTSIDE CALIFORNIA: 14%
2019 Film Festival
Media Impressions

OVERALL IMPRESSIONS
4+ BILLION

INTERNATIONAL PRESS
400+

KEYT
VARIETY
AWARDS DAILY
EL LATINO
VOICE MAGAZINE
THE SANTA BARBARA INDEPENDENT
INDIEWIRE
CITIZEN’S JOURNAL
THE HOLLYWOOD REPORTER
DEADLINE
FOX LA
LOS ANGELES TIMES
HOLLYWOOD ELSEWHERE
VISUAL ART SOURCE
DAILY MAIL
PEOPLE MAGAZINE
FILMMAKER MAGAZINE
REFINERY 29
THE BEACH REPORTER
TIME
INSIDE REEL
MSN
YAHOO NEWS
IMDB
FORBES
KCRW
LA WEEKLY
THE WRAP
ENTERTAINMENT TONIGHT
+ MANY MORE
2019 Film Festival
In-Kind Trade Sponsors

BENCHMARK
805 BO BA
BELMOND EL ENCANTO
BIBI JI
BRASIL ARTS CAFÉ
BRIGHT EVENT RENTALS
CHESHIRE CAT INN
COX
DANIEL GIBBING SJ JEWELRY
DEADLINE
DELL INC.
DON’T WONDER PRODUCTIONS
EL ENCANTO
EL LATINO
ENDLESS SUMMER/CHUCKS
FINAL DRAFT
FIREFSTONE BREWERY
FRANCISCAN INN
HAAGEN PRINTING
HOLIDAY INN CARPENTARIA
HOTEL CALIFORNIAN
HOTEL SANTA BARBARA
ISABELLA GOURMET FOODS
KEYT
KI EE
LA CONFIDENTIAL
LITTLE KITCHEN
LOS AGAVES
LOS ARROYOS
NIMITA’S CUISINE
OAT BAKERY
OLIO E LIMONE

PACIFIC PICKLE WORKS
PACIFICA SUITES
PANAVISION
PASCucci
PASEO NUEVO
PERSONA WOOD FIRED PIZZA
POKE CEVICHE
PROUD SOURCE WATER
RINCON BROADCASTING
SANTA BARBARA HOTEL GROUP
SANTA BARBARA INN
SANTA BARBARA MAGAZINE
SANTA BARBARA SIGNS & GRAPHICS
SAVOIR FAIRE
SCARLETT BEGONIA
SECRET GARDEN INN
SHALHOOB MEAT CO.
SIMPLY COCKTAILS
SOUTH COAST DELI
SPANISH GARDEN INN
THE BERRY MAN
THE HILTON SANTA BARBARA
THE HOLLYWOOD REPORTER
THE RITZ CARLTON, BACARA SANTA BARBARA
THE SANTA BARBARA INDEPENDENT
UPHAM HOTEL
VALLE FRESH
VARIETY
VOICE MAGAZINE
WEST BEACH FILMS
+ MANY MORE
2019 Film Festival
Select Sponsors

TOYOTA
BELVEDERE VODKA
amazonstudios
DANIEL GIBBINGS JEWELRY
HOTEL SANTA BARBARA
PANAVISION
ADL SANTA BARBARA/ TRI-COUNTIES
Monterito Bank & Trust
IMDbPro an amazon company
Driscoll’s Only the Finest Berries
UNIONBANK
WINCHESTER MYSTERY HOUSE
NETFLIX
VARIETY
Hollywood REPORTER
see international
On behalf of all of us at SBIFF,

Thank you for your interest in partnering for the 35th Festival taking place on January 15 - 25, 2020!

If you have any questions please do not hesitate to call or email us.

Roger Durling, Executive Director
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