

CORPORATE SPONSORSHIP OPPORTUNITIES

MORE
MOVIES
THAN



**VIRGINIA
FILM FESTIVAL**

A PROGRAM OF THE UNIVERSITY OF VIRGINIA



WHO WE ARE

THE VIRGINIA FILM FESTIVAL,

now in its third decade, is one of America's leading regional film festivals, and one of the premier cultural events in the Mid-Atlantic region. Each year, the VAFF attracts 30,000+ attendances over five days, combining an inspiring and diverse program of films and events with an array of remarkable guests from throughout the entertainment industry and beyond. Our program features some of the most anticipated and acclaimed films of the festival circuit as well as a wide range of features, documentaries, and shorts by filmmakers from around the world and right here in Virginia. Thanks to our home at the University of Virginia, the VAFF is known not just for its films, but also for the meaningful discussions that follow them, often featuring leading UVA academics and cultural experts.

“VAFF provides an invaluable way for me to stay connected with my alma mater and the UVA filmmaking community. VAFF screenings are special because they reach a college audience that wouldn't normally see the film.”

—Steven J. Kung, Writer-Director & VAFF Advisory Board Member

We strive to be a festival that **matters** - a cultural experience that goes far deeper than the movies we screen and that consistently and intentionally forges connections both within and between our communities, all while facilitating conversations around the most important issues of our time.

“This was one of the best public events I ever had. It was just all joy.”

—Werner Herzog, Director



RECENT FILMS

Marriage Story
Harriet
Parasite
Green Book
Free Solo
The Two Popes
Roma

RECENT GUESTS

Spike Lee
Shirley MacLaine
Werner Herzog
Ethan Hawke
Allen Hughes
Colin Firth
Meg Ryan
Christoph Waltz
Ben Mankiewicz
Ashley Judd
Oliver Stone



OUR FESTIVAL & OUR IMPACT

CULTIVATING COMMUNITY DIALOGUE

The Virginia Film Festival is known throughout the industry not just for its films but for the dynamic and interactive conversations that follow them. Thanks to our unique and deep ties to the University of Virginia and our home in Charlottesville, we are able to bring together world-renowned academic and cultural experts to engage with our audiences and help all involved develop a deeper understanding and appreciation for the most important issues of our time. The Festival's longstanding partnerships with renowned institutions like The Miller Center of Public Affairs, the UVA Center for Politics, and The Library of Congress only strengthen our reach and impact, and help us to deliver memorable audience experiences year in and year out.

CELEBRATING DIVERSE VOICES

We give a platform to the rich diversity of our community through our sidebar series of films and guests, supported by our diverse team of guest programmers. Our inclusive sidebar series include Race in America, LGBTQIA+ Focus, Jewish & Israeli Voices, Middle Eastern & South Asian, and most recently a series highlighting Korean films.

SUPPORTING VIRGINIA FILMMAKING

We work closely with the Virginia Film Office to shine a spotlight on the ever-increasing profile of the Commonwealth of Virginia as a home for major film and television projects. Over the past several years alone, we have been proud to host high-profile pre-release screenings of Virginia-based films and series including *Harriet*, with actor Vanessa Bell Calloway and producer Daniela Taplin Lundberg; *Loving*, with director Jeff Nichols and producer Colin Firth; and the world premiere of *Big Stone Gap* with writer/director Adriana Trigiani alongside actors Ashley Judd, Patrick Wilson, Jenna Elfman, and Jasmine Guy.

EDUCATING AND ENGAGING LOCAL YOUTH

Our educational programs aim to directly engage elementary, middle, and high school students, local educators, members of the UVA student body, as well as our local community in educational and engaging experiences around the art of film. Annual outreach programs include: our free Family Day during the Festival weekend; our Young Filmmakers Academy for local elementary school students; sensory-friendly film screenings; our Festival Scholars Program for UVA undergraduate students; and special screenings and discussions for local middle and high school students.





OUR PROGRAM

ANNUAL FESTIVAL

30,000+

Total Attendances

200+

Total Films

120+

Screenings and Events

150+

Special Guests

42

Countries Represented

38

Sold Out Films

YEAR-ROUND

20 Year-Round Screenings and Events

3,800+ Attendances



OUTREACH AND EDUCATION PROGRAMS

22 Schools Participate



1,500 Family Day Attendances

4,800+ Annual Reach



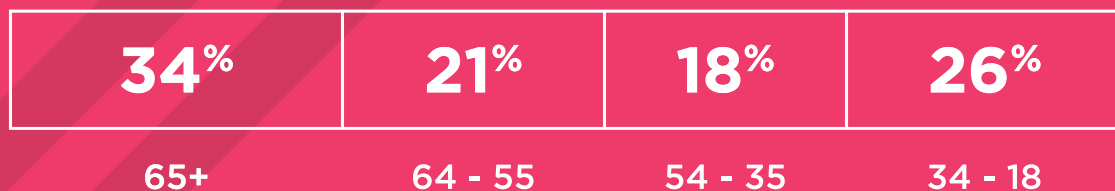
“Out of all of the film festivals I’ve screened, Virginia is by far my favorite. The audience was the most engaged and the staff and volunteers were the most organized. It was a pleasure to screen there.”

—Josh Davidsburg, Director

OUR AUDIENCE

Our sponsors have the opportunity to directly and meaningfully connect with the VAFF's highly **engaged, educated, and curious** patron base.

AGE



LOCATION

5% Travel From Out of State



20%
From other Virginia cities/counties



75%
Residents of
Charlottesville/Albemarle

EDUCATION

Post-Secondary Degree

85%

UVA AFFILIATION

Have a connection to UVA

60%

INCOME

Household income \$100k+

52%

MARKETING REACH

The VAFF's diverse and wide-reaching marketing and advertising campaigns **offer our sponsors unique opportunities to amplify their brand** through our engaged social media communities, targeted community outreach efforts, extensive Program distribution, traditional advertising channels, & more!

SOCIAL MEDIA



Followers: 11,000
Reach: 141,700



Followers: 4,400
Impressions: 149,800



Followers: 2,130
Post Likes: 2,270

PRINTED PROGRAM

30,000

Distribution

75,000

Readership

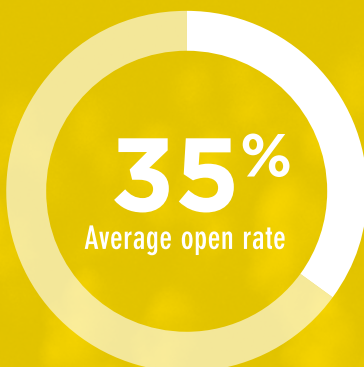
EMAIL NEWSLETTER

395,000+

Number of emails sent annually

14,000+

Email Subscribers



WEBSITE

157,000

Sessions

541,000

Page Views



22% Returning

78% New



SPONSORSHIP OPPORTUNITIES

Your company's partnership with the VAFF aligns your mission with a beloved arts institution that combines an increasing regional and national profile with an ongoing commitment to, and impact on, our local community's economic vitality and cultural vibrancy. Your support will go directly into bolstering the quality of program and supporting our Outreach and Education programs, all while giving you an opportunity to connect with a highly educated and engaged audience. Please reach out to our development staff to receive a tailored partnership proposal.

EXCLUSIVE ACCESS

STAKEHOLDERS RECEPTION

Invitation to the first official, public event of the VAFF season with the chance to connect with other film-lovers and enjoy delicious food and drink.

FILMMAKERS AND SPONSORS LOUNGE

Located on Charlottesville's historic Downtown Mall, the Lounge is an exclusive space for donors, sponsors, actors, and filmmakers to meet, interact, and refuel between screenings.

SPONSORS SOIREE

Join filmmakers, industry guests, and your fellow sponsors to toast the Festival at this festive private reception, held right before our Opening Night Film.

PRODUCER'S CLUB RECEPTION & INDUSTRY NIGHTS

Enjoy exclusive access to intimate gatherings with the VAFF's top industry guests.

LAUNCH PARTY

Be the first to hear our lineup of films, events, and guests at this annual sneak preview party.

TICKET BENEFITS

ADVANCE TICKET ACCESS

Skip the lines and get early access to tickets before they go on sale to the public.

FILM AND SPECIAL EVENT TICKET PACKAGES

CONCIERGE TICKET SERVICE

Our personal concierge service ensures the best Virginia Film Festival experience.

OPENING NIGHT GALA

An annual VAFF highlight, this comfortably elegant affair offers supporters and friends an opportunity to join special guests to officially kick off the Festival.

LATE NIGHT WRAP PARTY

Celebrate the Festival on Saturday night with an evening of music, dancing, and pure fun.

BRAND ACTIVATION

- Sponsor a Film, Series, or Special Event
- Support the VAFF Volunteer Program
- Partner on an Outreach and Education Program
- Materials in Filmmakers and Sponsors Lounge
- Branded Industry Welcome Bag opportunities

VISIBILITY

- Printed Program, Website, and e-Newsletter
- On-Screen Advertising
- Step and Repeat Banner
- Press Releases and TV Commercials
- Event Signage



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