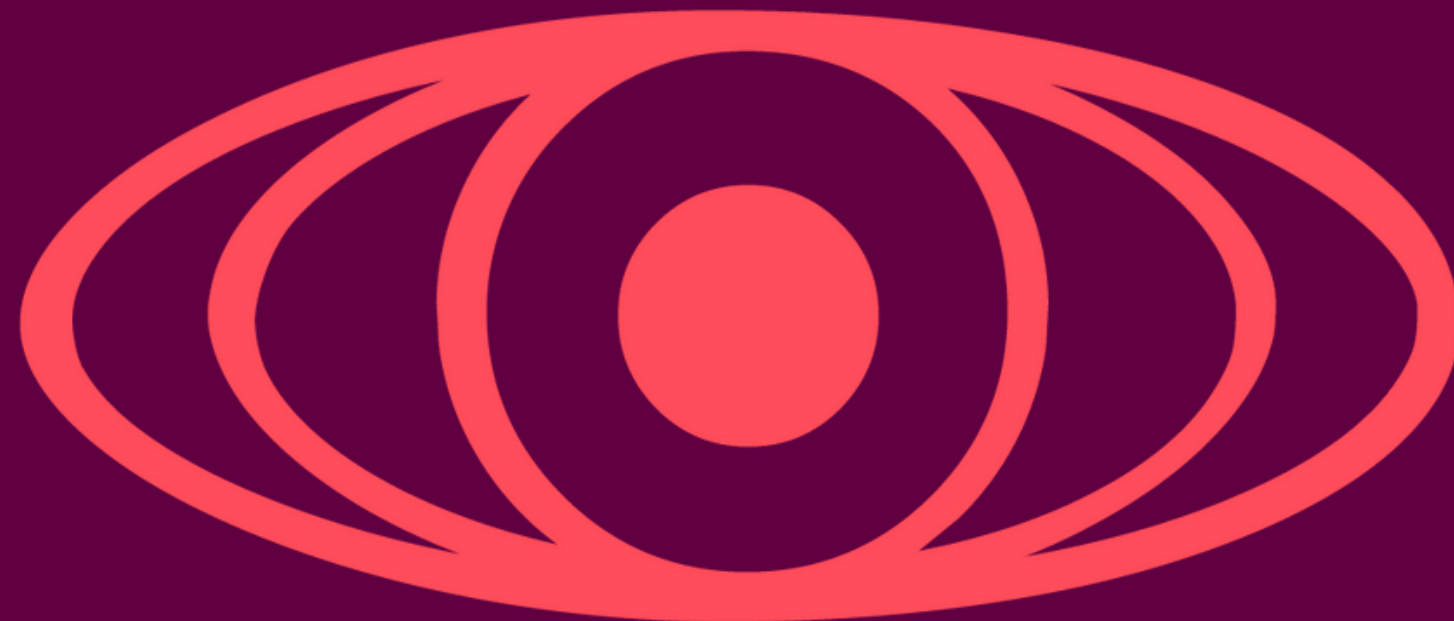


SYDNEY FILM FESTIVAL

MEDIA PACK

The following MEDIA PACK details
ADVERTISING OPPORTUNITIES
for the 2023 FESTIVAL

NO. 00066



A SYDNEY FILM FESTIVAL THING, INC.

SYDNEY FILM FESTIVAL

Over 69 years, Sydney Film Festival (SFF) has earned its reputation as a revered, cultural institution that finds and spotlights critical stories from Australia and around the world.

SFF takes risks, curating films that platform under-represented voices and tackle provocative and important topics. The audience relies on the Festival to deliver films that open eyes to new ideas and diverse perspectives. It pushes back against a trend towards mono-cultural onscreen representation and continues to build support for the Australian film industry.

Over 12 days each June, Sydney Film Festival showcases the best films from across Australia and the world, opening a dialogue between filmmakers and audiences with a program of talks and Q&As.

SFF is one of the largest and longest running Film Festivals in Australia, an iconic Sydney cultural event and an important player within the international film festival circuit.

The Festival is attended by large, high value audiences including local and international celebrities; film and entertainment industry; federal, state and local government; business leaders and the media.

Every year, SFF offers:

- 12 days of cinema, culture and glamour
- 100,000+ attendees
- 200+ films across 350+ sessions from over 60 countries
- Multiple world and Australian premieres

Sydney Film Festival
7 – 18 June 2023

OVERVIEW



From top to bottom: State Theatre audience; Still from [The Final Quarter](#); Festival Director, Nashen Moodley, Sam Neill, SFF CEO Leigh Small, Bryan Brown, Gladys Berejiklian, Premier of NSW, Rachel Ward and Deanne Weir, SFF Chair.

FILMS



206
films



67
countries
represented



62
Australian
productions



99
features



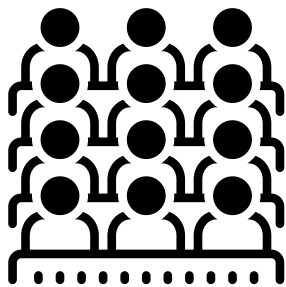
37
documentaries



40
shorts



23
retrospective titles



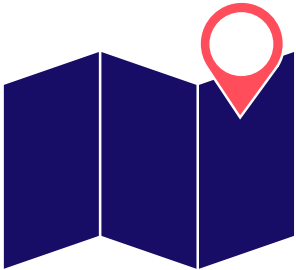
100,000+
in-cinema
attendances



72
Events



394
sessions



9
venues



165+
filmmaker
guests

PROGRAM OVERVIEW

The 69th Sydney Film Festival returned to cinemas in its traditional June dates, once again hosting international filmmaker guests, in-person talks and parties in celebration of cinema.

Despite two dramatically disrupted years in film production and distribution, and a shorter turnaround between 2021 and 2022 Festivals; the breadth of this year's film program showcased the greatest, most daring and diverse work global cinema has to offer.

2022 SFF OPENING NIGHT

The 2022 Sydney Film Festival opened on June 8 with the World premiere of **WE ARE STILL HERE** - an unparalleled First Nations celebration, interweaving eight stories by ten directors from Australia, New Zealand and the South Pacific. Conceived as a cinematic response to the 250th anniversary of James Cook's arrival in this region, the film is a poetic and powerful statement of resistance and survival.

SFF's Opening Night was attended by an invited audience including: NSW Arts Minister Benjamin Franklin, Lord Mayor of Sydney, Clover Moore, SFF Partners, Donors and 2022 filmmakers.

PROGRAM HIGHLIGHTS

There were **37 documentaries** screened, including 9 Australian finalists competing for the **Documentary Australia Award for Australian Documentary**.

Now in its 53rd year, the Dendy Awards for Australian short films welcomed a fourth award: the inaugural **AFTRS Craft Award** for demonstrated excellence by a craft practitioner in an Australian short film.

The **Sustainable Future Award** was awarded to **DELIKADO**, for its empowering depiction of grass roots climate change battles.

ACMI and NFSA partnered with SFF to present a retrospective of the American filmmaker **Frederick Wiseman**.

A powerful **First Nations** program was supported by Deutsche Bank and Screen Australia First Nations Department, and **Screenability** returned, celebrating the talent of filmmakers with disability.

Audiences and filmmakers gathered in more numbers than ever at the **Festival Hub** at Lower Town Hall for Talks, Panels and Themed Parties.



[Click here to watch the 2022 Festival Highlights Reel](#)



Clockwise from top: WE ARE STILL HERE cast and crew with Festival Director Nashen Moodley, Opening Night After-Party at Town Hall, Opening Night attendee getting popcorn, our lively 2022 audience excited to be back in cinema together again.

SYDNEY FILM FESTIVAL

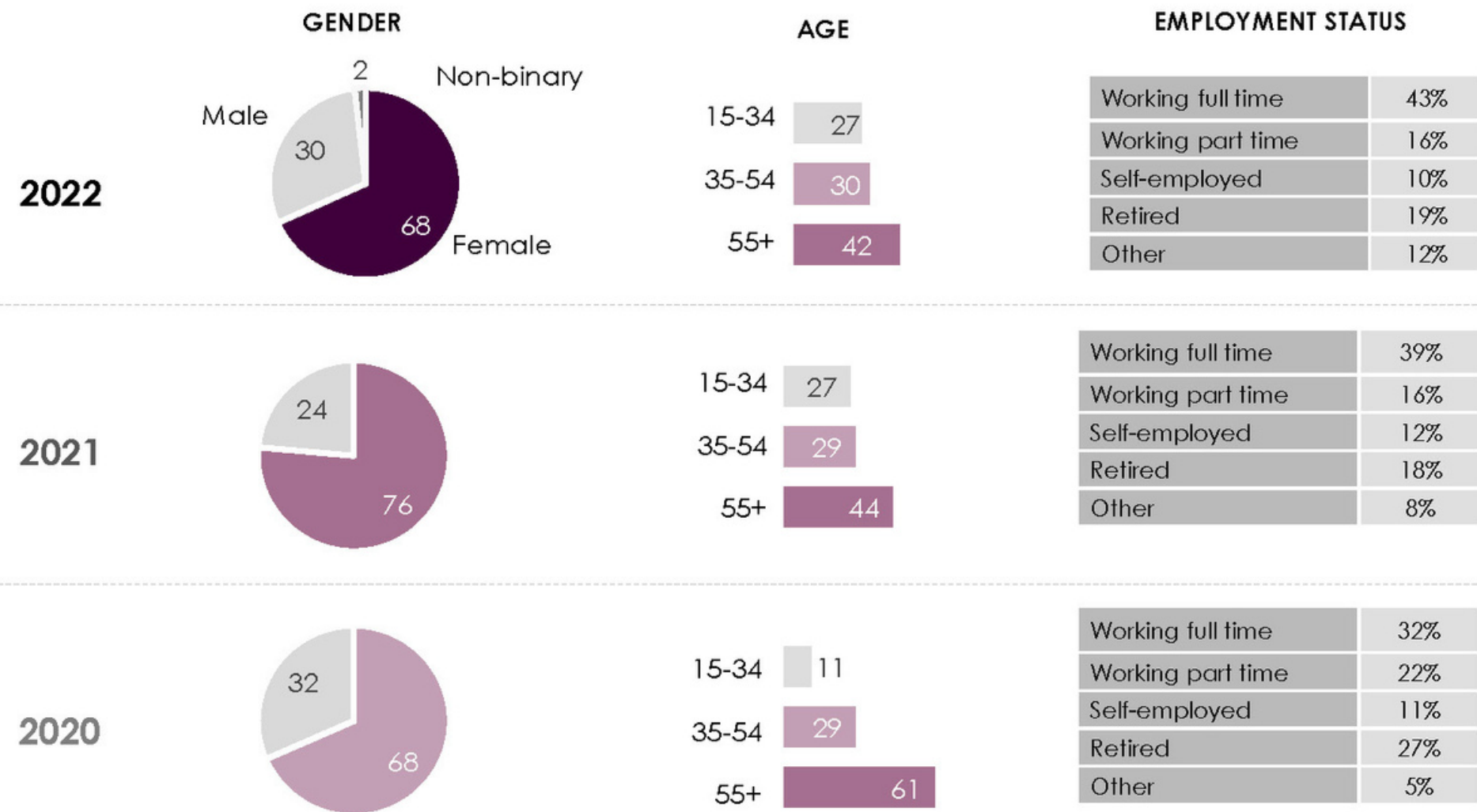
The Festival owns it's database and ticketing system of educated, affluent and influential past, current and future attendees, resulting in an in-depth understanding of its audience.

This insight is supported and enhanced by market research conducted annually.



Opening Night
Highlights Reel

AUDIENCE PROFILE



SARA
Screen Audience Research Australia

Source: 2022 Sydney Film Festival Audience Survey conducted through SARA Market Research

SYDNEY FILM FESTIVAL

MEDIA COVERAGE



Moodley NASHEN

The Sydney Film Festival director on the glamour and delirium of global film-hunting. BY GARRY MADDOX

remembering dozens of complicated names is ever easy. So in front of 2000 people at Sydney's grandest theatre - having rushed 11 days between Sydney Film Festival sessions - how do you make sure you introduce Thailand's Apichatpong Weerasethakul correctly on stage? Or renti's Kleber Mendonça Filho? Or Japan's Hiroshi Okuyama? Festival director Nashen Moodley has a secret that he reveals over lunch just a month's early from the cinema to State and

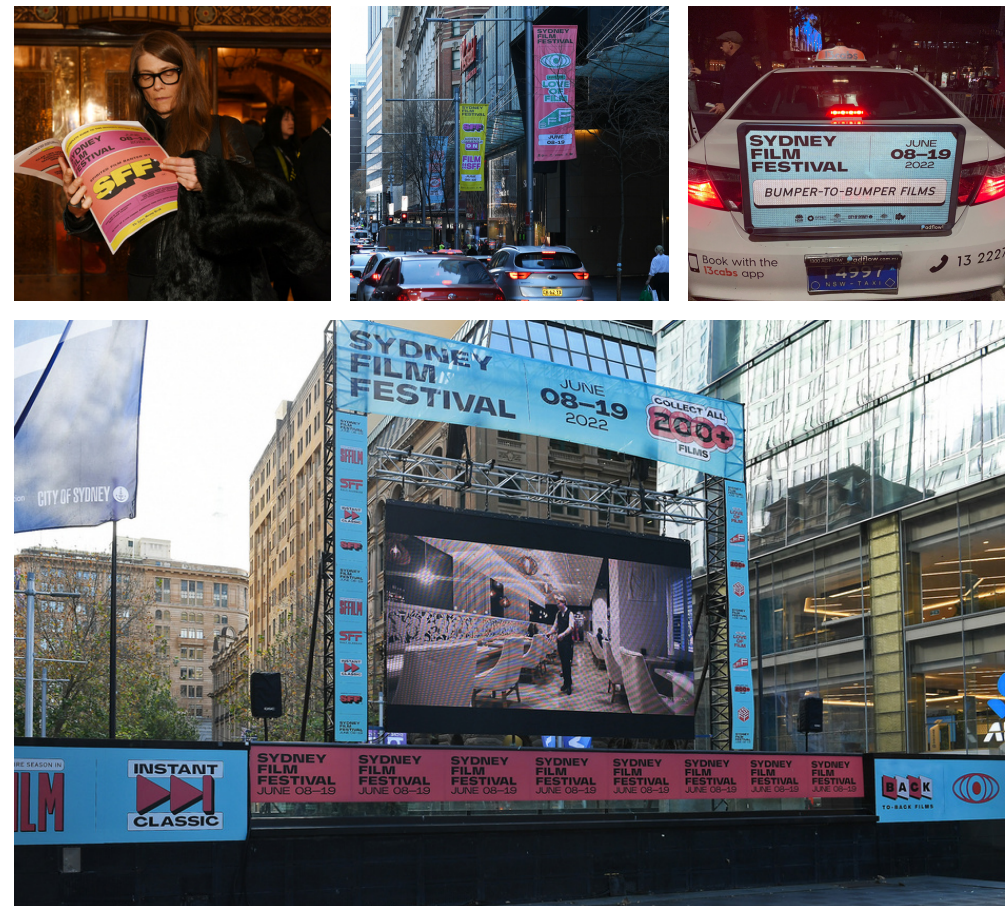


The Festival receives significant media coverage each year, with a concentration of exposure during the 6 week campaign period (April – June).

On average, the Festival generates over **4,200 media items**:

- 300+ print pieces
- 80 TV pieces
- 200+ radio segments
- 3,500+ digital items

ADVERTISING & OUT OF HOME



The Festival secures extensive advertising each year, with approximately:

- \$250,000 **broadcast media** achieved across TV and Radio
- Over 200 **print and online advertisements** with over 25 outlets
- 165+ **City Flags** across CBD locations over 3 weeks
- **Taxi backs and taxi tops** reaching 50,000 people over 5 weeks across Sydney

MASS REACH

DIGITAL



eNews

73,755 subscribers
(7.14% increase from 2021)

Social Media

73,951 Facebook followers

24,600 Instagram followers

48,000 Twitter followers

SYDNEY FILM FESTIVAL

POWER OF CINEMA

Brands can reach the festival audience through highly valuable in-cinema advertising that provides a memorable impression on a captive, engaged and loyal demographic.

- Carefully crafted media campaigns can be brand-aligned alongside certain films, strands, cinemas and session times
- With minimal distractions, SFF's audience sees a maximum of 4 minutes of advertising per session, compared to 20 minutes in some commercial cinemas
- Commercial cinema advertising may screen to varied capacities as low as 10%, whereas SFF's average capacity is 70%

BONUS ADVERTISING

Each year SFFTV, a giant TV screen, is erected in the heart of the CBD to amplify partner messaging to shoppers and city workers. Past locations include Martin Place and Pitt Street Mall (pictured right) with an average foot traffic of 84K per day.

CUSTOMISED CAMPAIGNS

On screen advertisers can target audiences at the following venues:

- Art Gallery of NSW
- The State Theatre
- Dendy Newtown
- Event Cinemas George Street
- Hayden Orpheum Cremorne
- Palace Cinemas - Central, Norton Street, Chauvel
- The Ritz Cinema Randwick
- Casula Powerhouse
- SFFTV Martin Place

On screen campaigns can also align with specific program strands. Visit the SFF website for a list of programs and genres.

IN CINEMA ADVERTISING



Clockwise from the top: State Theatre, SFFTV at Martin Place, Hayden Orpheum Cremorne

IN CINEMA TVC ADVERTISING PACKAGES*

Blockbuster

Arthouse

\$6,000
20 Sessions

\$25,000

70 Sessions

Indiewood

\$10,000
30 Sessions

*Prices based on 30 second TVC

BOOKING DEADLINE
Thursday, 30 March 2023

MATERIAL DEADLINE
Friday, 21 April 2023

OFFICIAL PROGRAM GUIDE

- Full-colour, 64-page film and information guide
- 40,000 copies distributed in a Friday edition of the Sydney Morning Herald
- Additional 30,000 copies distributed by the Festival
- Distribution commences Friday 13 May for 6 weeks
- Long shelf-life as memento and reference tool
- Interactive PDF version (enabled with links to sponsor and advertiser home pages)
- Permanently archived on sff.org.au with over 207,000 unique visitors every year
- Full, Half and Quarter Page placements available

DISPLAY ADVERTISING

A WORLD
OF FILM
— DESIGNED
JUST FOR YOU

AT LEXUS, EVERYTHING WE DO IS DESIGNED TO ANTICIPATE YOUR EVERY NEED. Which is why we're proud to sponsor the Sydney Film Festival. A carefully curated world of film, designed just for you. We've been expecting you.

**SYDNEY
FILM
FESTIVAL**
OFFICIAL PARTNER

LEXUS
EXPERIENCE AMAZING

[illegible]

RATES AND SPECIFICATIONS

FULL PAGE	\$10,000 + GST
HALF PAGE	\$7,000 + GST
QUARTER PAGE	\$4,000 + GST

By comparison, the casual Sydney Morning Herald Saturday display advertising rates are:

EGN		SECTIONS	
Full Page	\$88,480 + GST	Full Page	\$38,462 + GST
Half Page	\$44,240 + GST	Half Page	\$19,231 + GST

BOOKING DEADLINE
Wednesday 12 April 2023

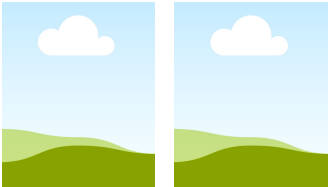
MATERIAL DEADLINE
Wednesday 19 April 2023

DISPLAY
ADVERTISING



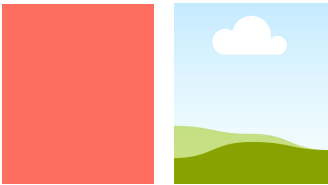
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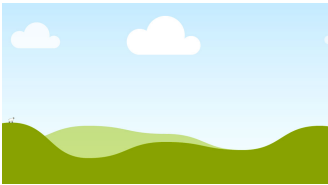
HALF PAGE

152mm D x 243mm W



QUARTER PAGE

152mm D x 119mm W



SYDNEY FILM FESTIVAL

TO BOOK OR DISCUSS YOUR
OPTIONS, PLEASE CONTACT:

Judy Gilfeather-Zhu

Partnerships Manager

judy.gilfeatherzhu@sff.org.au

02 8220 6610

JOIN US IN 2023!

