

**SYDNEY  
FILM  
FESTIVAL**

**SEE  
IT  
ALL**

**5-16  
JUNE  
2024**

**2024 SFF  
PARTNERSHIP  
OPPORTUNITIES**

# SYDNEY FILM FESTIVAL

Sydney Film Festival (SFF), with its 70 years of history, is one of the largest and longest running film festivals in the world and spotlights the best cinematic storytelling from Australia and around the globe.

SFF has a strong history of championing Indigenous voices through its First Nations program.

The Festival is committed to representing cultural diversity, under-represented voices and critical issues – including gender equity, accessibility and sustainability.

SFF delivers films to its 120,000+ dedicated audience members a program that creates dialogue, community and connection.

SFF is a vital showcase for the exceptional Australian film creatives and builds for the industry as a whole.

SFF is built and owned by the people of Sydney and Australia, it is an iconic event – with buzz, energy and a not-to-be missed experience.

## OUR VISION



Top to bottom: Festival guests from SFF 2023 Elena Ora, Taika Waititi, Warwick Thornton and Rita Ora on Opening Night; State Theatre audience; Bong Joon-Ho accepting the SFF 2019 Official Competition Film Prize for *PARASITE*

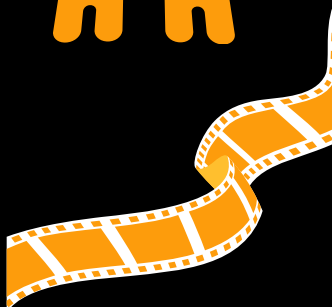
# SYDNEY FILM FESTIVAL



12 DAYS OF CINEMA, CULTURE  
AND CONNECTION



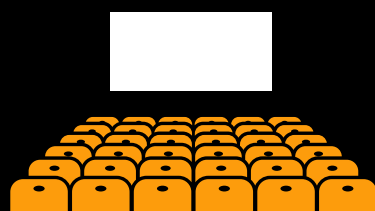
122,000+ ATTENDEES



220+ FILMS ACROSS 390+  
SESSIONS FROM OVER 70  
COUNTRIES



MULTIPLE WORLD AND  
AUSTRALIAN PREMIERES



12 ICONIC VENUES ACROSS  
SYDNEY

## 2023 FESTIVAL HIGHLIGHTS



[Click here to watch the 2023 Festival Highlights Reel](#)

# SYDNEY FILM FESTIVAL

## DIGITAL, SOCIALS AND MEDIA COVERAGE



### WEBSITE & APP

Web Sessions: 468K  
Web Users: 233.2K  
App Sessions: 75.5K  
(iPhone and Android)



### E-NEWSLETTER

Subscribers: 76.8K  
E-Newsletters: 66  
Open Rate: 46.4%  
Click Through: 4.65%



### SOCIAL MEDIA

Facebook: 75.1K  
Instagram: 28.7k  
Twitter: 47.4K



3K Media items  
153 interviews  
6.7M combined reach



1.3K International  
media items &  
international outlets  
running stories on  
key Festival guests



Secured 5 Print  
Front Covers



256 Media items for  
First Nations films



NITV & SBS News  
Opening Night Red  
Carpet TV Broadcast



Sydney Morning  
Herald social pages  
features Opening  
Night Red Carpet

# 2023 AUDIENCE ENGAGEMENT AND REACH



Top Left: SMH news headline and article, Top Right: SFF Banners down Oxford Street  
Bottom Left: SFF Promo on Central Line Trains, Bottom Right: SFF Billboard in City of Sydney

## 2023 AUDIENCE ANALYSIS

SFF’s audience is made up of educated culture lovers and working professionals who are curious, discerning, and seeking to extend their understanding of the world through their love of films. They span across all age groups and backgrounds and represent a diversified cross-section of Sydney, Australia.

**In 2023, SFF increased its audience from the previous year by 22%.**

Festival audiences skew female, mature, educated and professional with higher than average household incomes.

## GOOGLE ANALYTICS

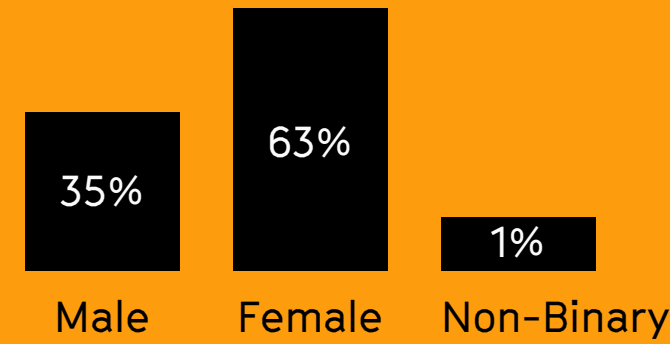
**IN MARKET FOR:** Apparel, Travel/Air Travel, Real Estate, Business/ Advertising/ Marketing Services, Employment, Home & garden/Home decor, Events/ Concerts/ Music/ Festival Tickets

**AFFINITY CATEGORIES:** Lifestyle, Green Living, Media, Movies, Theatre, Shopping, News, Sports, Travel, Food

*2/3 of attendees spend between \$100 – \$500/month on other interests: Travel, Music & Cultural Festivals, Food and Wine (top 3)*

# AUDIENCE PROFILE

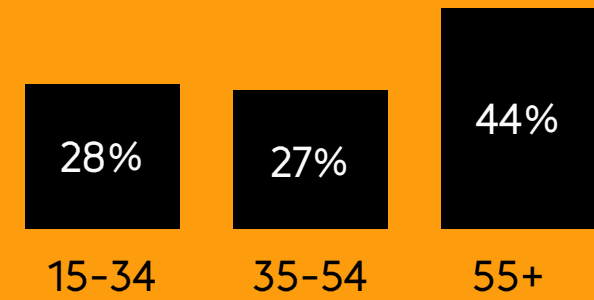
## GENDER - 2023



## EDUCATION

83% are university educated

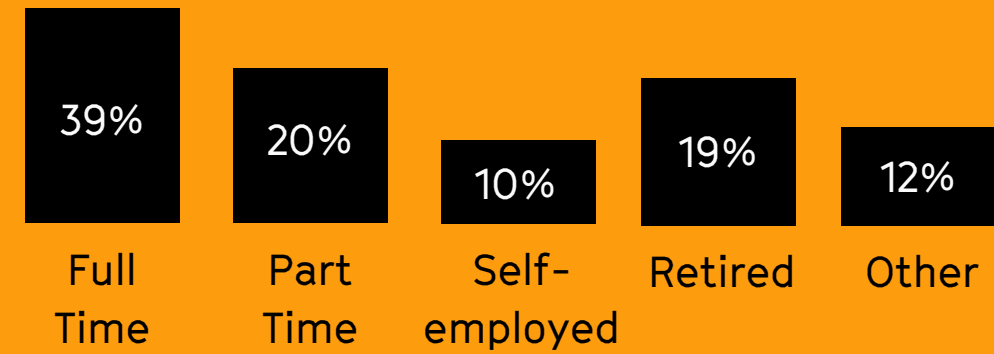
## AGE - 2023



## INCOME

52% household income over 100K  
14% over 200K

## EMPLOYMENT STATUS - 2023



# SYDNEY FILM FESTIVAL

## PRESENTING PARTNER: \$500K

*Go bold and become the Presenting Partner of Sydney Film Festival. Connect your brand directly with one of the globe's most iconic film festivals.*

### SYDNEY FILM FESTIVAL Presented By

## PRINCIPAL PARTNER: \$250K

*Become a Principal Partner of Sydney Film Festival and receive prestige recognition throughout the Festival, with bespoke partnership opportunities.*

## MAJOR PARTNER: \$125K

*Join the Major Partner league of Sydney Film Festival and become one of the most recognised brands across this prestigious 12 day event.*

## SUPPORTING PARTNER: \$20k - \$50k

*Join SFF at this unique partnership level that showcases your brand/product directly to SFF's dedicated audience*

# SFF PARTNERSHIPS



Top Left: SFF70 Marketing across Sydney. Top Right: Closing Night Partner Thank You. Bottom Left: SFFTV at Martin Place. Bottom Right: SFF70 See It All Campaign Banners

		Presenting Partner \$500K	Principal Partner \$250K	Major Partner \$125K	Supporting Partner \$20K - \$50K
CATEGORY EXCLUSIVITY	Presenting Partner Rights + Exclusivity	★			
	SFF Logo lockup - all collateral	★			
	Industry Exclusivity	★	★		
IN-CINEMA	Logo - SFF Sizzle Reel - all film screenings	★	★	★	
	Logo - In-Cinema Slide - major film screenings	★	★	★	★
	Logo - Partnership Banners - cinema venues	★	★	★	★
	TVC or Slide - select SFF film screenings	★	★	★	★
DIGITAL	Logo - SFF Website	★	★	★	★
	Promo - eNews	★	★	★	★
	Tile - SFF Website/Homepage	★	★		
	Promo - Social Media	★	★	★	★
PRINT	Logo - Program Guide	★	★	★	★
	Print Advertising - Program Guide	Full Page Ad	Full Page Ad	Half Page Ad	
EVENT PROMOTIONS & ACTIVATIONS	TVC or Slide - SFFTV Martin Place	★	★	★	★
	Exclusive Event - The Hub	★	★		
	Logo - Partnership Signage - The Hub	★	★	★	★
	Activation - The Hub	★	★		
	Logo - Partnership Signage - Festival Launch	★	★	★	★
VIP TICKET & EVENT PACKAGE	VIP Ticket & Gala Package	★	★	★	★
	VIP Corporate Entertainment Event	★	★		
	Employee Ticket Package	★	★	★	★
	Screenings outside of Festival	★	★	★	★
PRESS	Acknowledgement - Select Press Releases	★	★	★	

# SYDNEY FILM FESTIVAL

# 2024 PARTNER OPPORTUNITIES

OPENING NIGHT GALA  
AND RED CARPET



CLOSING NIGHT GALA  
PRESENTING PARTNER



FESTIVAL HUB PARTNER



OFFICIAL COMPETITION  
AWARD PARTNER



FILM STRAND  
PRESENTING PARTNER



# SYDNEY FILM FESTIVAL

## OPENING NIGHT GALA

Sydney Film Festival's Opening Night Gala is Sydney's premier film event of the year. The evening brings 2,000 VIP international and Australian film industry, government, business leaders, high net-worth donors and corporate partners together for a VIP reception, gala screening and a large scale after-party with 1,200 guests.

### Presenting Partner of Opening Night

*Including:*

Opening Night VIP Reception at The Hub Lower Town Hall  
Opening Night Gala Screening at the State Theatre  
Opening Night co-branded Red Carpet media wall with national and global reach  
Opening Night After-Party at Town Hall

**Partnership fee: \$100,000 + GST**

## OPENING NIGHT PRESENTING PARTNER



Top Left: Rita Ora and Taika Waititi attend the 2023 Opening Night Red Carpet, Opening Night at the State Theatre Presented by Lexus, Inside the State Theatre on stage at Opening Night Film Presentation, Bottom Right: Opening Night Gala After Party at Town Hall

# SYDNEY FILM FESTIVAL

## CLOSING NIGHT FILM + AWARDS

Bid a fitting farewell to the Festival at the Closing Night Gala at the State Theatre. Find out which films take out the top prizes at Sydney Film Festival's Awards Ceremony, followed by an exclusive Closing Night film.

At SFF's Awards Ceremony, all of the Festival Award winners including the coveted Official Competition prize are announced. The Ceremony is hosted by a prominent media identity (past hosts include Margaret Pomeranz and Tim Minchin).

Attended by international and local filmmakers, sponsors, government officials, industry leaders and the general public. The evening is a buzz - full of entertainment and the culmination of the Festival's momentous journey and a very high profile opportunity for partnership.

**Partnership fee: \$50,000 + GST**

## CLOSING NIGHT PRESENTING PARTNER



Top: 2023 AFTRS Craft Award Winners, What's In A Name  
Bottom: SFF 2023 Closing Night Screening of Indiana Jones and Awards Ceremony Audience

# SYDNEY FILM FESTIVAL

## FESTIVAL HUB PARTNER

Each year, during the Festival, the Sydney Lower Town Hall is styled and transformed into a cultural Hub for 12 days. The Hub is programmed with public talks, filmmaker parties, partner events, exhibitions and panel discussions.

### **The Hub – Presenting Partner**

Own The Hub Festival experience, with your brand intertwined with the beating heart of SFF for all our Festival-goers.

**Partnership fee: \$75,000 + GST**

### **The Hub – Lounge/Dedicated Space Partner**

Own a Hub Lounge or Dedicated Space, get your brand amidst the VIP's, creatives and influencers that hang out here & talk about it!

**Partnership fee: \$50,000 + GST**

### **The Hub – Event Partner**

Own an Event at the Hub, SFF produces a range of exceptional events that attract the crowds or lets produce an bespoke event for you.

**Partnership fee: \$15,000 + GST**

## THE HUB



Top Left: The Hub Party at Lower Town Hall, Sydney Film Festival Hub Partner Event, Celeste Barber and Gracie Otto attend a Hub event, Bottom Right: European Women In Film Panel Event

# SYDNEY FILM FESTIVAL

## FESTIVAL AWARDS

SFF's Official Competition is a highly coveted, globally-recognised film award, that forms the very focal point of the Festival. Each Year 12 films are selected by SFF's Festival Director with a \$60,000 cash prize awarded to the most audacious, courageous and cutting edge film of the year.

### The Official Competition Partner

*Enjoy naming and promotional rights including:*

TVC and on screen slide before every Competition film session  
(30+ occasions)

Media releases and PR support

Brand integration on SFF socials, email and online platforms

Acknowledgement at Presentation of Sydney Film Prize Award  
on Closing Night

**Partnership fee: \$75,000 + GST**

## OFFICIAL COMPETITION PARTNER



Left: 2023 Official Competition Winner Asmae El Moudir for *The Mother of All Lies*  
Middle: 2023 Documentary Australia Award Winners, Directors Derik Lynch and Matthew Thorne of *Marungka Tjalatjunu (Dipped in Black)*  
Right: 2023 Event Cinema Emerging Talent Award Winning actress Robyn Liu for her performance in *The Dancing Girl And The Balloon Man*

# SYDNEY FILM FESTIVAL

## SFF FESTIVAL PROGRAM

The SFF program is comprised of a diverse range of film strands that capture something for everyone.

As a Presenting Partner of a Film Strand you will have brand exposure on all key Festival collateral across print, social media channels and digital engagement.

### Presenting Partner of a Major Film Strand

Features  
Special Presentations  
International Documentaries

**Partnership fee: \$40,000 + GST**

### Presenting Partner of a Film Strand

Family  
Art + Film  
Freak Me Out  
Screenability  
Sounds On Screen

**Partnership fee: \$15,000 + GST**

## FILM STRAND PRESENTING PARTNER



From top: SFF films from 2022 Program - Still from GIRL PICTURE; Still from TRIANGLE OF SADNESS; Still from DONKEY

# SYDNEY FILM FESTIVAL

## IN-CINEMA TVC

SFF Partners are provided with the opportunity to amplify their brand through screening their TVCs to a captivated audience of 122,000 throughout the Festival. Sydney Film Festival's in-cinema advertising offers partners 15 seconds to showcase themselves to our engaged audiences. Whilst regular cinema sessions can be on average 10% full, Sydney Film Festival sessions are on average at 70% capacity.

## SFFTV

SFFTV at Martin Place is taking cinema to the streets! Each year, SFFTV provides its Partners with an additional opportunity to amplify their brands and directly reach out to the CBD city workers and shoppers in the heart of Martin Place. In 2023, SFFTV at Martin Place received a combined foot traffic of 1.305M and thousands took part in the free weekday lunchtime screenings.

# PARTNER ADVERTISING



Top: SFF Opening Night In-Cinema TVC at the State Theatre  
Bottom: SFFTV at Martin Place 2023 for the 70th Festival

# SYDNEY FILM FESTIVAL

SFF offers substantial return on investment and a dedicated team to assist you in leveraging your campaign!

We work closely with our Partners to customise each opportunity and tailor campaigns to meet your requirements and reflect your business objectives.

## CONTACT

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# JOIN US IN 2024!

