

**SYDNEY
FILM
FESTIVAL**

**SEE
IT
ALL**

**5-16
JUNE
2024**

**2024 SFF
ADVERTISING
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.

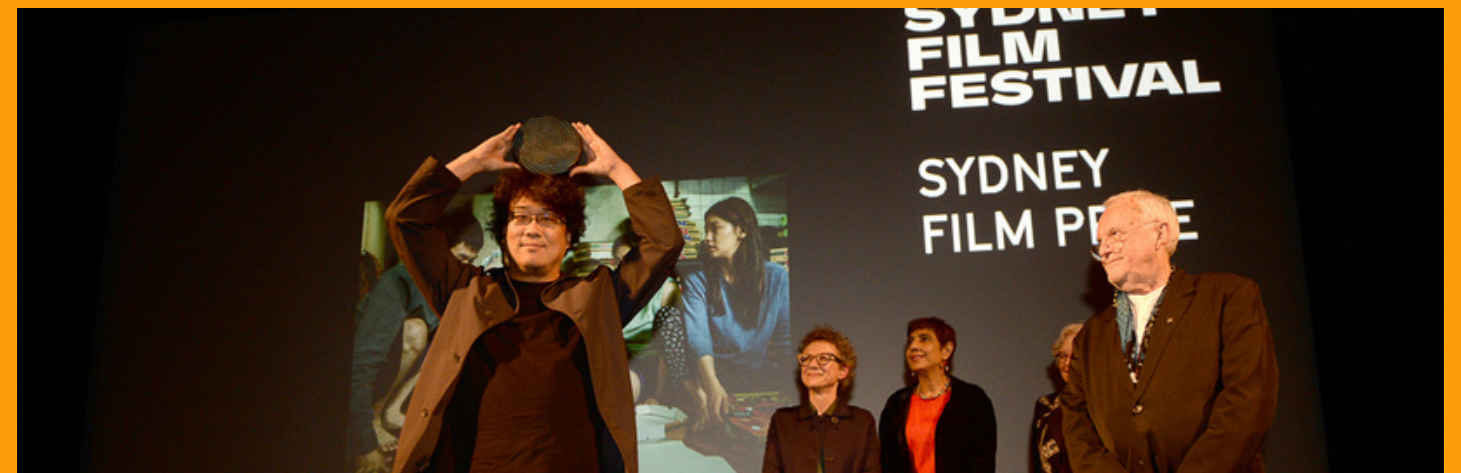
SFF has a strong history of championing Indigenous voices through its First Nations program.

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*

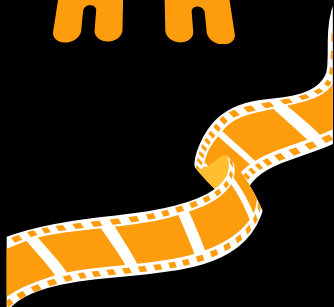
SYDNEY FILM FESTIVAL



12 DAYS OF CINEMA, CULTURE
AND CONNECTION



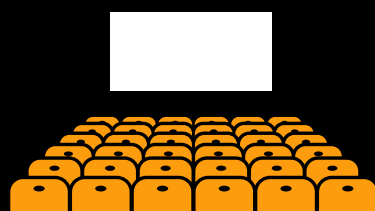
122,000+ ATTENDEES



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

SYDNEY FILM FESTIVAL

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

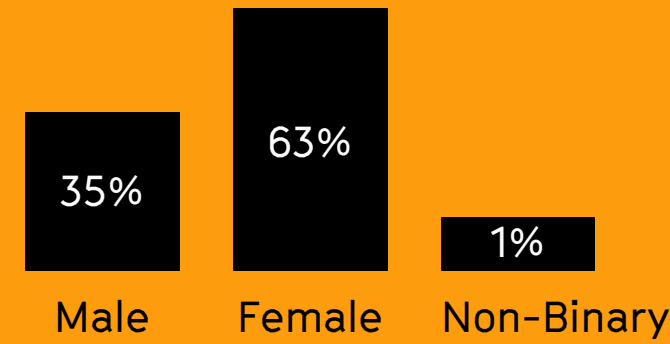
IN MARKET FOR: Apparel, Travel/Air Travel, Real Estate, Business/ Advertising/ Marketing Services, Employment, Home & garden/Home decor, Events/ Concerts/ Music/ Festival Tickets

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

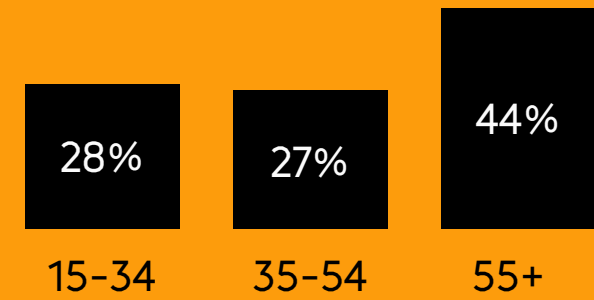
GENDER - 2023



EDUCATION

83% are university educated

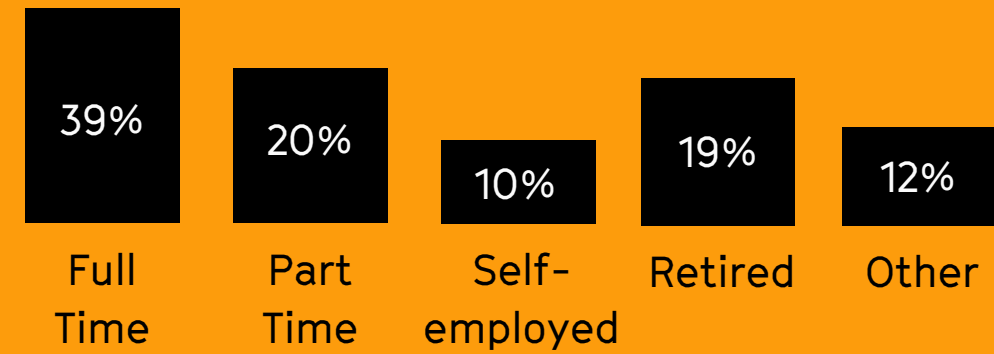
AGE - 2023



INCOME

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

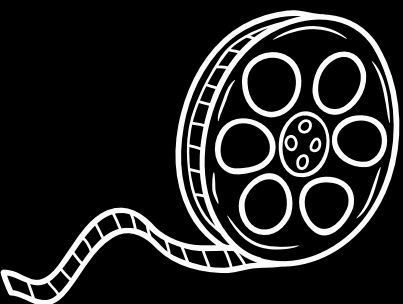
EMPLOYMENT STATUS - 2023



SYDNEY FILM FESTIVAL

OFFICIAL PROGRAM GUIDE (PRINT)

SFF's Official Program Guide, affectionately known as "The Festival Bible", is one of the most popular mediums for film selection with 40% of the audience using it as their primary source for film information.



50,000 copies distributed
Distribution from 8 May for 6 weeks
Long shelf-life as memento and reference tool
Permanently archived on sff.org.au with
over 207,000 unique visitors every year

PRINT PROGRAM ADVERTISING RATES

FULL PAGE: \$10,000 + GST
340mm D x 270mm W with 5mm Bleed

HALF PAGE: \$7,000 + GST
152mm D x 243mm W

QUARTER PAGE: \$4,000 + GST
152mm D x 119mm W

Content Deadline: 5th April 2024

PARTNER ADVERTISING



The SFF Official Program Guide being read and handed out across all Partner venues

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 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.

TVC ADVERTISING RATES

20 SESSIONS: \$6,000 + GST

30 SESSIONS: \$10,000 + GST

70 SESSIONS: \$25,000 + GST

Content Deadline: 19th April 2024

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

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

SYDNEY FILM FESTIVAL

PARTNER BENEFITS

		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

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!

