Who we are

Hi, we are SFFILM. We believe in film’s power to inspire, entertain, and change the world.
Mission & Values

SFFILM champions the world’s finest films and filmmakers through programs anchored in and inspired by the spirit and values of the San Francisco Bay Area.

“Cinema matters now more than ever. Film is an incredibly efficient medium and empathetic machine for delivering ideas about who we are and what we might become.”

— Noah Cowan, SFFILM Executive Director
Our community of film enthusiasts is young, educated, and diverse.
Demographics

AGE + GENDER

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>25-34</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>35-44</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>45-54</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>55-64</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>65</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

LOCATION - TOP CITIES

- SAN RAFAEL 1.3%
- SAN FRANCISCO 59%
- SAN MATEO 0.9%
- PALO ALTO 0.9%
- BERKELEY 4.2%
- OAKLAND 6.5%
- SAN JOSE 1.8%
- LOS ANGELES 1.5%
- RICHMOND 1.0%
- NEW YORK 1.0%

Source: Facebook
Source: Google
Youth Education

- Reaches 17,000+ students and teachers in 160+ schools annually
- Over 60% of education programs engage Title I public schools
- Helps students—kindergarten through college—develop media literacy skills, cross-cultural awareness, and a lifelong appreciation of movies

"How can a 20th century organization maintain its relevance in the screen-agnostic 21st century? One obvious area would be introducing the kind of education initiatives in place at organizations like SFFILM."

— The New York Times
Demographics

HOUSEHOLD SIZE
Number of adults and children in a single US home

HOUSEHOLD INCOME
In thousands of US dollars

Source: Acxiom

Source: Facebook
SFFILM supports every aspect of film culture from education to production to presentation.

We have funded more than 150 film projects in various stages of production since 2009.

We present the longest-running film festival in the Americas (62nd edition: April 2019).

We reach 12,000+ students and teachers in 160+ schools annually.

We mount a robust slate of public screening programs throughout the year.
Typical calendar year

- **February**: Member Screening
- **April**: Member Screening
- **July**: HK Cinema
- **September**: Member Screening
- **October**: SFFILM Festival
- **November**: SF Honors, Special Presentations
- **December**: Doc Stories, Special Presentations

- **SFFILM Awards Night**
Artist Development

- Largest grantmaker for narrative features in the US, providing more than $1M annually
- Financial and creative resources for filmmakers through grants, fellowships, residencies, and advisory services
- FilmHouse: the Bay Area’s premiere residency space for independent filmmakers
Year-round Programming

- Member Screenings
- Doc Stories
- Hong Kong Cinema
- SF Honors
- SFFILM Awards Night
- Essential SF
- Special Presentations
FESTIVAL ATTENDANCE

51,582
TICKETS ISSUED

100,000+
IN-THEATER IMPRESSIONS

FESTIVAL GUIDE

40,500
PRINT RUN

160,000+
IMPRESSIONS

80,000+
REACH
● The longest-running film festival in the Americas and a major cultural event in the Bay Area

● Lineup includes marquee premieres, international competitions, new media work, live performances, and scintillating artist talks

FESTIVAL WEBSITE

155,650
USERS

1,827,861
PAGEVIEWS

275,285
SESSIONS
2018 ticket-buyers: zip code map

93.67% WOULD RECOMMEND THE SFFILM FESTIVAL TO A FRIEND

92.28% AGREE THAT THEY WERE VERY SATISFIED WITH THEIR EXPERIENCE AT THE 2018 SFFILM FESTIVAL
## Major Festival Properties to Sponsor

<table>
<thead>
<tr>
<th>Property</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening Night Film &amp; Party</strong></td>
<td>Film: 1,400 attendees, Party: 1,000 attendees</td>
</tr>
<tr>
<td><strong>Hospitality Lounge</strong></td>
<td>500+ filmmakers, industry, &amp; press</td>
</tr>
<tr>
<td><strong>Filmmaker Brunches &amp; Receptions</strong></td>
<td>100–200 attendees</td>
</tr>
<tr>
<td><strong>Centerpiece Film</strong></td>
<td>1,400 attendees</td>
</tr>
<tr>
<td><strong>Live &amp; Onstage Program</strong></td>
<td>4,600 attendees</td>
</tr>
<tr>
<td><strong>Golden Gate Awards</strong></td>
<td>40,000–60,000 ballots</td>
</tr>
<tr>
<td><strong>Volunteer Program</strong></td>
<td>300+ Volunteers (with visibility across Festival)</td>
</tr>
<tr>
<td><strong>Industry Tributes</strong></td>
<td>1,000+ attendees</td>
</tr>
<tr>
<td><strong>Creativity Summit</strong></td>
<td>800 attendees</td>
</tr>
<tr>
<td><strong>Schools at the Festival</strong></td>
<td>9,000+ attendees</td>
</tr>
<tr>
<td><strong>SFFILM Makers Party</strong></td>
<td>1,000 attendees</td>
</tr>
<tr>
<td><strong>Closing Night Film &amp; Party</strong></td>
<td>Film: 1,400 attendees, Party: 1,000 attendees</td>
</tr>
</tbody>
</table>

**Festival Festival Out of Home Campaign**
- Millions of impressions