

MARCH 22-26, 2023

NEW YORK CITY

WOMENFILMFEST.COM

By Women, About Women & For All Who Love Women™



Women's International Film & Arts Festival

FILM FESTIVAL, CONFERENCE & EVENTS

REACH INFLUENCERS AND TREND-SETTERS!

- The two-time, Award Winning Women's International Film & Arts Festival (WIFF) is considered **one of the premier festivals in the world** dedicated to celebrating the very best cinematic work and artistic development of female filmmakers.

- The Festival's **red carpet screenings, gala, two-day conference, and parties** buzz with accomplished filmmakers, artists, celebrities, innovators, while providing corporations and associations access to **media creators and influencers** from around the world.

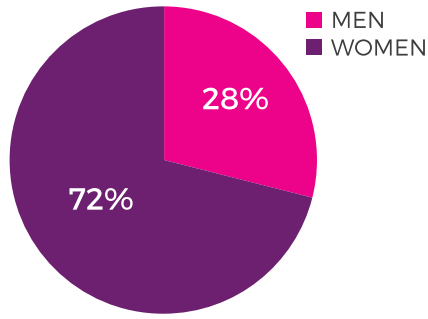
- WIFF is a unique opportunity to **gain access** to a convergence of talent, smart audiences and **industry leaders** in a uniquely creative, supportive and social environment.

- After 11 years of presenting films and launching a conference in Miami, WIFF is excited to expand its efforts to **empower women's visions and voices** by moving to one of the world's largest and most dynamic media and independent cinema capitals, **New York City**.

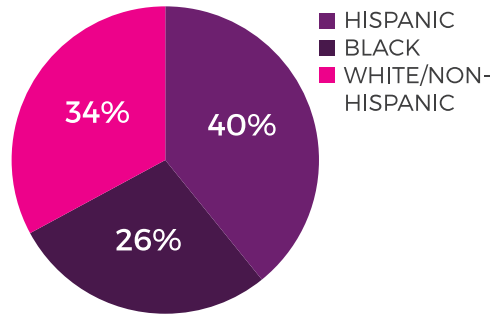


ATTENDEE PROFILE

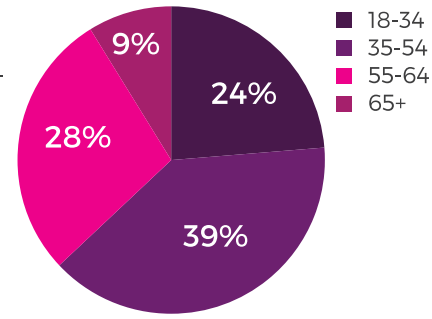
GENDER



RACE



AGE



WHY SHOULD YOUR COMPANY PARTICIPATE IN WIFF?

- 1. Reach The Right Demographic:** Our industry delegates are executives and creatives from major distributors, studios, independent production companies, publicists, international buyers and the filmmaking community. They are **influencers** in the **development of brands and pop culture**.
- 2. Brand Loyal Audience:** Our audience is 72% women. Up to 15,000 attend WIFF events annually. Over 74% of those surveyed report making **more than \$200,000 annually and 30% over \$500,000** and would support brands that support women's causes.
- 3. Promote Your Brand/Service/Products:** WIFF encompasses three markers of influence - **Celebrity, Innovation and Women's Empowerment**. Our media plan includes exposure to millions through multiple platforms of television, print, radio, social media and online.

ENGAGEMENT

Our conference panelists of media content creators and influencers provide a potential reach that extends well beyond on-site participants.



**OVER 1 MILLION
IMPRESSIONS**



**20,000-25,000
EXPECTED
ATTENDANCE**



**5 MILLION
ONLINE SOCIAL
MEDIA REACH**

AWARD WINNING SIGNATURE EVENT

WIFF has the distinction of being named the "**Best Film Festival**" by the Miami New Times Newspaper, twice, and is consistently covered by traditional and new media.

"Miami Women's Film Festival Gathers International Directors." **The Examiner.com**

"The celebration of all things female, and there was an inspiring representation of woman directors – admirable... We can't wait to see what's on the marquee next year." **New Times Newspaper**

"It's All About Her, But He'll be Welcome Too." **Miami Herald**

"It certainly helps the festival's allure to have Barazza and Dee making personal appearances." **Sun Sentinel**



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Women's International Film & Arts Festival

SPECIAL EVENT OPPORTUNITIES

OPENING NIGHT RED CARPET FILM & RECEPTION

Perhaps one of the most exciting events of the Festival, the opening night, red carpet activities official kick off the film festival, complete with all the fanfare of celebrities, media and executives. This is a great opportunity to expose your brand to the most prestigious filmmakers, influencers, and media.

WIFF-TV LAUNCH PARTY

With the launch of WIFF-TV, The Women's International Film Festival has taken its brand into the digital age. We expect an event filled with executives, film lovers, influencers and loyal fans. This new platform and it's official party presents a great opportunity for leisure brands interested in reaching a female demographic digitally and in person.

WIFF JEWEL AWARDS BRUNCH

This event is one of the feel-good parts of the festival where the best films, actors are presented with awards. The program includes a delectable brunch meal followed by "A Conversation With.." a noted director or actress. It culminates with the presentation of awards named after gems (Diamond, Ruby, Pearl, etc.). This event is a great naming opportunity, also an opportunity for food & beverage brands, jewelry brands, and any brand that aligns with or wants to show their support of women.

CLOSING RED CARPET FILM

Our closing film is another highlight of the festival with actors, celebrities, and considered one of the best films of the festival. We expect another sold-out event filled with film lovers, buzz and excitement.

We will create a partnership program specialized for you to accomplish your goals.



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BRAND PARTNERSHIP OPPORTUNITIES

WIFF offers a number of ways to showcase your product and brand through our sponsorship programs, including platforms across WIFF's annual or year round activities.

SUSTAINING YEAR-ROUND SPONSORSHIP

Presenting sponsorship that aligns with your company's goals. Year long activations tailored to your specific objectives maximizing exposure of your brand while supporting the Festival's ongoing programs.

FESTIVAL OR CONFERENCE SPONSORSHIP

Festival sponsorship that aligns your company throughout the **4-day Film Festival** and provides broad based media exposure and coverage to our filmgoers, industry delegates and event attendees.

BRAND ASSOCIATION

Become a **named sponsor for programs, events** or industry workshops and receive recognition on a wide range of WIFF platforms including television, online, in-venue and on Conference and Festival materials.

HOSPITALITY

Entertain clients, prospects and new friends at one of WIFF's evening events, Film Food Fun event, screening locations or Conference breakfasts or luncheons and enjoy networking opportunities with honorees, sponsors and celebrities.

AUDIENCE ENGAGEMENT

Reach a highly engaged and educated audience of film goers, industry delegates and VIP's with targeted experiential marketing, sampling and promotions.



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ADDITIONAL BRAND PARTNERSHIP OPPORTUNITIES

Other sponsorships to expose your brand are available beginning at \$1,000.
Let us create a program designed specifically to help you reach your marketing goals.



A 20-second commercial to show prior the screening of your sponsored film



Advertisement in program guide



A Dedicated E-blast with your branding (logo)



A Dedicated Press Release Announcing your sponsorship



Opportunity to Welcome guests and introduce your product, service or organization just before the film



Opportunity to distribute product samples, brochures or other collaterals at the screening of your film



Logo and Name of Company Listed with film in official program booklet



Signage placed strategically throughout Festival venues



Naming rights to opening night gala, awards brunch, film series, or other signature events



Naming rights to filmmakers lounge or WIFF pop up venues & screening rooms



Table of 10 for your staff, guests, clients to attend our coveted awards brunch



Presenting sponsor of WIFF Conference



Tickets to films and signature events

CONTACT

Thank you for your interest in partnering with the Women's International Film & Arts Festival.

We pride ourselves on developing partnership programs designed specifically for you.

To find out more information about our events, brand partnership programs, or investment opportunities, please email our Business Development Officer Jody Jones at:

Jody@womensfilmfest.com

or call her at:

1.914.689.4229



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