

SINCE 1997
CELEBRATING 29 YEARS

SPONSOR OPPORTUNITIES

SIF | SONOMA | MARCH
INTERNATIONAL | 25-29
FILM FESTIVAL | 2026

YOUR ADVENTURE IN FILM, FOOD, WINE, & FUN

WWW.SONOMAFILMFEST.ORG





MARCH 25/29
WELCOME

Cradled in the valley of its namesake the unparalleled beauty that embraces the Sonoma International Film Festival is brought to a new beginning as spring sets in with a five-day cinematic experience that beckons film connoisseurs from all corners of the globe.

From Sonoma's historic colonial plaza to the world-renowned vineyards that surround it. See films in the 91-year-old Sebastiani Theater as it transports its guests to a bygone time that recalls life's simple pleasures. Discover the valley's exquisite culinary and wine pairings destined to become a part of your story and shared beyond the dining table. Cinephiles gather here annually to taste the best fruits of this fine city's harvest.

We welcome you to a curated program of film and storytelling like that of no other.

"SIFF is a jewel of a film festival: serious in its celebration of cinema, but as warm and inviting as Sonoma itself. Somehow it manages to bring in the best talent Hollywood and the world have to offer, while staying true to its small town charm."

JD HEYMAN | Deputy Editor **People**



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JOIN US

IN PARTNERSHIP

The Sonoma International Film Festival is highly recognized, earning praise from Destination Film Guide as one of the **"Top Film Festivals In North America"**, MovieMaker Magazine as one of the **"25 Coolest Festivals in the World"** and one of **"America's Top 10 Destination Film Festivals"** by USA Today.

2025 FESTIVAL
ATTENDANCE:

2,629

OUR AUDIENCE

+EDUCATED +AFFLUENT +PASSIONATE +ADVENTUROUS

TOP FILM FESTIVALS
IN NORTH AMERICA
DESTINATION FILM GUIDE

DF

58%

FEMALE

\$183K

AVG. INCOME

42%

MALE

54

AVG. AGE

GEOGRAPHY:

56% NORCAL

36% U.S.

8% INTERNATIONAL

23K

SOCIAL MEDIA
FOLLOWERS

76K

AVG. VIEWS
PRE, DURING
& POST
FESTIVAL

11K+

EMAIL SUBSCRIBERS

45%

OPEN RATE

Melania Mahoney

SIF

SONOMA
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"The San Francisco Chronicle is thrilled to sponsor the Sonoma International Film Festival and is proud to continue its support of our unique arts and entertainment community of the Bay Area."

BILL NAGEL | Publisher **San Francisco Chronicle**



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SPONSOR INVITATION OPPORTUNITIES

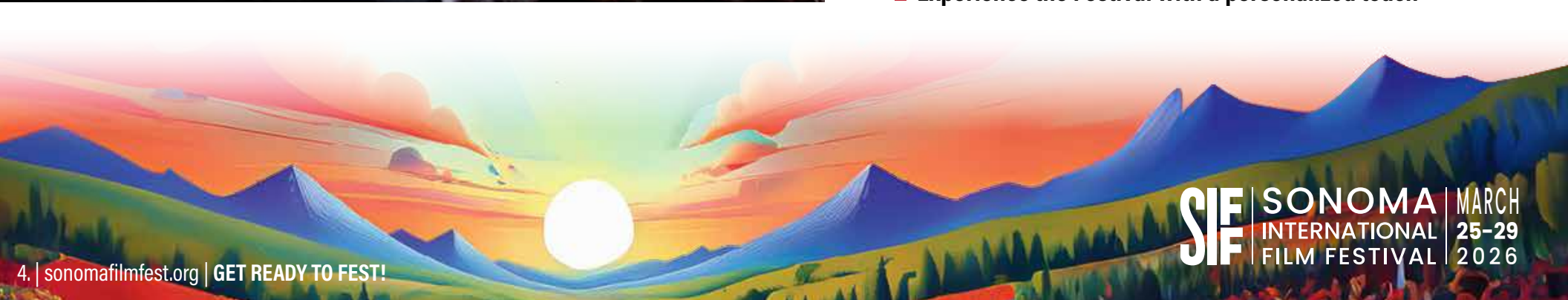
YOUR BRAND

+VISIBLE +ACCESSABLE +ALIGNED

SIFF is a powerful marketing vehicle that elevates our partners and introduces them to our audience, not only with a presence but with pride.

OUR TEAM WILL CRAFT A CUSTOM-DESIGNED PACKAGE TO:

- Support your company's business objectives and resources
- Integrate your brand, image, products and services with our highly receptive community of esteemed attendees and VIP guests
- Align your brand with the Festival and be seen and heard with speaking opportunities
- Experience the Festival with a personalized touch



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"The festival provides a heady celebration of food, wine, and film over five days amid the lush vineyards of California wine country."

ANNE THOMPSON **IndieWire**



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WHO'S TALKIN' MEDIA COVERAGE

The Press Democrat

The Sonoma & Index-Tribune

USA TODAY

MOVIE DEAREST

MovieMaker

WEEKEND
SHERPA

WorldAtlas

yahoo!

NATIONAL
ACADEMY
OF FILM AND
TELEVISION
ARTS AND SCIENCES

NILSEN REPORT

7x7

AARP

artdaily.com

BACKSTAGE

Below the Line

LOCAL NEWS MATTERS

MARIN
MAGAZINE

Microsoft Start

bnp

BOHEMIAN

BROADCASTPRO

Broadcast
World

cineuropa

MOVIED

mxduun.com
ALL THAT MATTERS IN MOVIES

Register

COSMIC
CIRCUS

CV
SF

DATEBOOK

DEADLINE

EAT DRINK FILMS

NORTH
BAY Business Journal

PacificSun

Patch

FANDOR
FOR MOVIE LOVERS

FILM
CARNAGE

FILMFESTIVALS.COM

FILMOBSSESSIVE

FLM
THREAT

BAYTIMES
LGBTQ+ Network for the Bay Area

San Francisco Chronicle

Scannain

FIRSTSHOWING.NET

FOX 2

gettyimages

GVS

HAUTE LIVING
SAN FRANCISCO

EXPERIENCE
Sonoma Valley

SONOMA
VALLEY
SUN

SONOMA COUNTY
GAZETTE

IMDb

IndieWire

KPIX CBS SF BayArea

KQED

KRON 4

today

THE HOLLYWOOD
REPORTER

The
Krush
95.9

Petaluma
ARGUS & COURIER

QUEERTY*

StarkInsider

starobserver

VARIETY

VIMooZ

SonomaTV

KSVY 91.3

SCREENDAILY

sonoma magazine

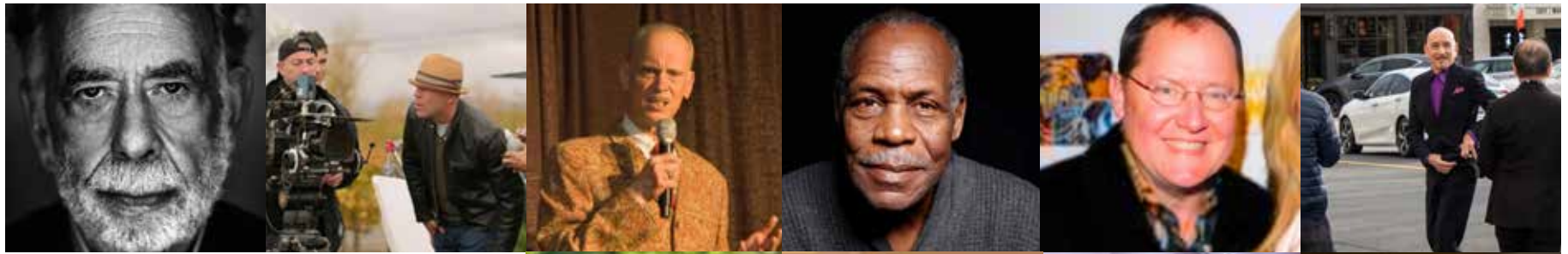
The Mercury News

PLAYLIST

YouTube



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FEST
**SPECIAL GUESTS+
 HONOREES**



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SPONSORSHIP 2026 TIERS



SIF PRESENTING: \$100K

- Festival and Venue Naming Rights
- Signage, Displays and Merchandise
- Sampling opportunities
- Branding on passes
- Pre-roll in front of films
- Logo inclusion on website & print insertions
- Social media mentions
- Cross-promotions
- Sponsor of industry panels
- Category exclusivity & first right to refusal

SIF PRODUCER: \$50K

- Signage, Displays and Merchandise
- Sampling
- Cross-promotions
- Logo inclusion on website & print insertions
- Social media mentions
- Sampling opportunities
- Pre-roll in front of films
- Tent/VIP venue Naming Rights
- Naming Rights for Screening Venues



SIF DIRECTOR: \$20K

- Logo inclusion on website & print insertions
- Custom slide on screen
- Cross-promotions
- Social media mentions
- Sampling opportunities
- Naming rights for Industry or Filmmaker Dinner/Mixer

SIF PRINCIPAL CAST: \$10K

- Logo inclusion on website & print insertions
- On-screen slide inclusion
- Cross promotions
- Social media mentions
- Naming Rights for Volunteer Program/teeshirt



SCREENING SPONSOR



OVERVIEW:

Sponsoring a film at a non-profit film arts organization is an impactful and dynamic way for brands to support the arts, engage audiences, and amplify their community presence. With sponsorship opportunities starting at \$2,500, your brand will be recognized as a key supporter of cinematic storytelling and cultural enrichment.

SPONSOR BENEFITS:

1. Brand Visibility & Recognition

- Logo and name recognition on the sponsored film's screening materials (onscreen and printed).
- Inclusion in the Festival Program Guide and Website.
- Branded signage at the screening venue.
- Mention in press releases, email newsletters, and social media posts.

2. Audience Engagement

- Direct exposure to a diverse, culturally engaged audience.
- Opportunity to include promotional materials or product samples at the screening.
- Access to VIP events, film premieres, and networking opportunities.

3. Community Impact

- Support independent filmmakers and emerging artists.
- Foster cultural enrichment and artistic diversity within the community.
- Show commitment to the arts and community values.

4. Customized Activation

- Flexible benefits packages to align with your brand goals.
- Opportunities for co-branded events or hospitality experiences.

WHY SPONSORING A FILM IS GOOD FOR YOUR BRAND:

1. Enhances Corporate Social Responsibility (CSR)

Partnering with a non-profit aligns your brand with social good, enhancing your CSR profile and demonstrating authentic community involvement.

2. Builds Emotional Connections

Film is a powerful medium. Sponsorship creates emotional resonance with audiences, positioning your brand as a storyteller and champion of the arts.

3. Generates PR & Marketing Opportunities

Benefit from shared media coverage, photo ops, influencer engagement, and a positive presence in regional and industry media.

4. Reaches Niche, High-Value Audiences

Film festival audiences are educated, culturally active, and brand loyal. Sponsorship places you in front of influential consumers and decision-makers.

5. Supports Diversity and Inclusion

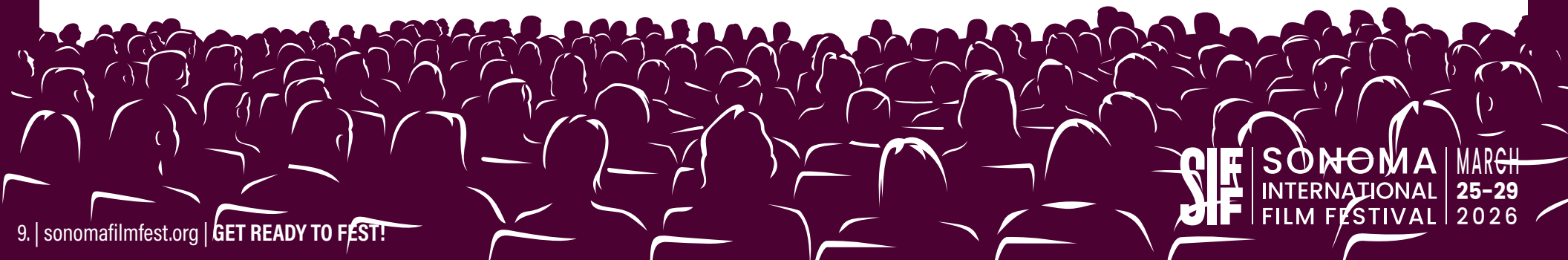
Film arts organizations often highlight underrepresented voices and stories. Sponsoring a film demonstrates your commitment to equity, inclusion, and cultural representation.

JOIN US

Support storytelling. Support the arts. Support your community.

SPONSOR A FILM TODAY - STARTING AT \$2,500

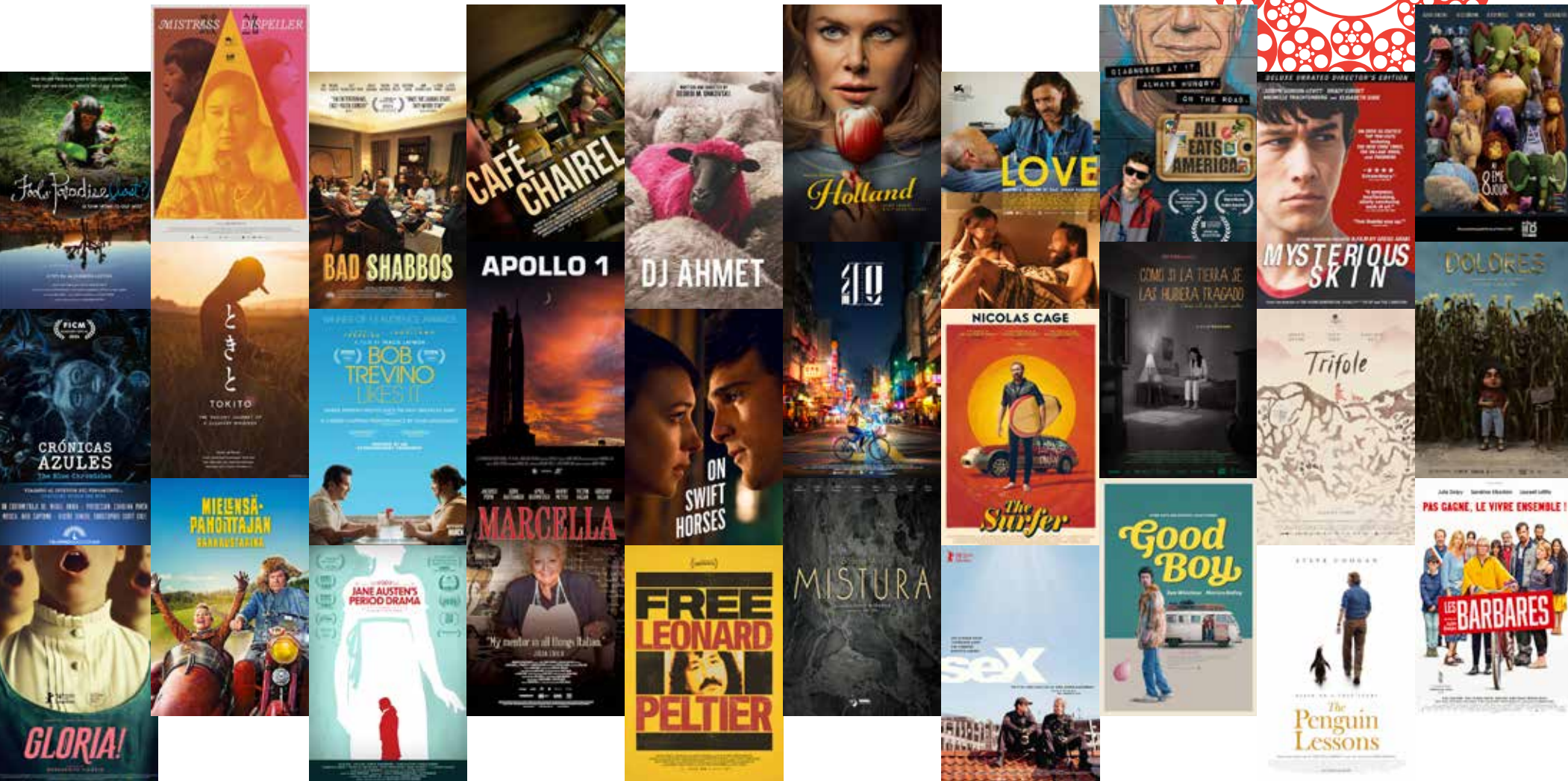
Custom packages and added benefits available.



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GLIMPSE OF 2025 CURATED FILM ADVENTURES



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SEE YOU AT THE MOVIES!

NANCY KENNEDY

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Sonoma Valley Film Society dba Sonoma International Film Festival is a 501(c)(3) organization. Tax ID: 68-0428999.

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