



SIF | SONOMA
INTERNATIONAL
FILM FESTIVAL

SIF

MISSION



Sonoma is a festival that's passionate about film, about the art of filmmaking and storytelling, and not all that periphery.

Sir Ben Kingsley

The Sonoma International Film Festival provides a welcoming, entertaining and inspiring cinematic experience that supports and promotes independent films, and celebrates the cultural diversity in the Sonoma Valley through the art of film. We are dedicated to the financial support of the visual arts educational programs in Sonoma Valley schools and community outreach programs.

SIFF

ORGANIZATION

\$1.9M
ECONOMIC IMPACT
ANNUALLY



22.5K
SOCIAL MEDIA
FOLLOWERS

2X
25 COOLEST FESTIVALS
IN THE WORLD BY
MOVIEMAKER
MAGAZINE

\$750K
SVHS MEDIA ARTS
& YOUTH PROGRAMS
SINCE 2002

208K
ANNUAL
WEBSITE REACH

15K
EMAIL SUBSCRIBERS |
24% OPEN RATE



TOP 10
BEST DESTINATION
FILM FESTIVALS BY
USA TODAY

\$15K
FILMMAKER AWARDS
ANNUALLY



50/50
GENDER PARITY
COMMITMENT

SIF

FESTIVAL

120+
FILMS SCREENED |
30+ COUNTRIES
REPRESENTED



4
PARTIES

2
CULINARY EVENTS

5
DAYS & NIGHTS

100+
FILMMAKERS &
INDUSTRY GUESTS

150+
SPONSORS



12K
ATTENDEES

250+
VOLUNTEERS



27
YEARS

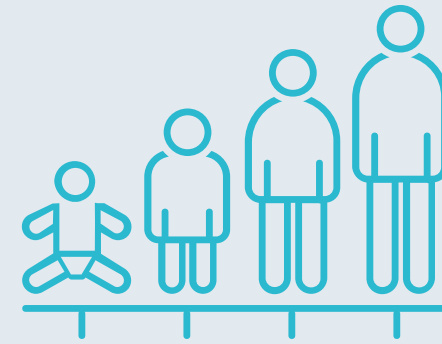
PROFILE



FEMALE 58%
MALE 42%



AVERAGE HH INCOME
\$183K



AVERAGE AGE
54



EDUCATION
Graduate Degree: 17%
Bachelor's Degree: 26%
Associates Degree: 8%
Some College: 20%



GEOGRAPHIC REACH
NorCal: 56%
LA | NYC | CHI | DAL: 36%
International | Other: 8%

INTERESTS



Luxury Goods



Fine Dining | Wine



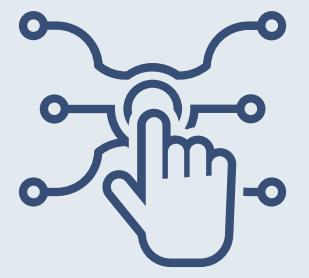
Travel



Entertainment



Real Estate



Technology

SIF

NOTABLES



SIF

BUZZ

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

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, The San Francisco Chronicle

The Sonoma International Film Festival has something for everyone with its variety of films. The town and entire community embrace everyone with such welcoming enthusiasm that you immediately feel like you are among old friends.

Hunt Lowry | Film & TV Producer, Warner Brothers

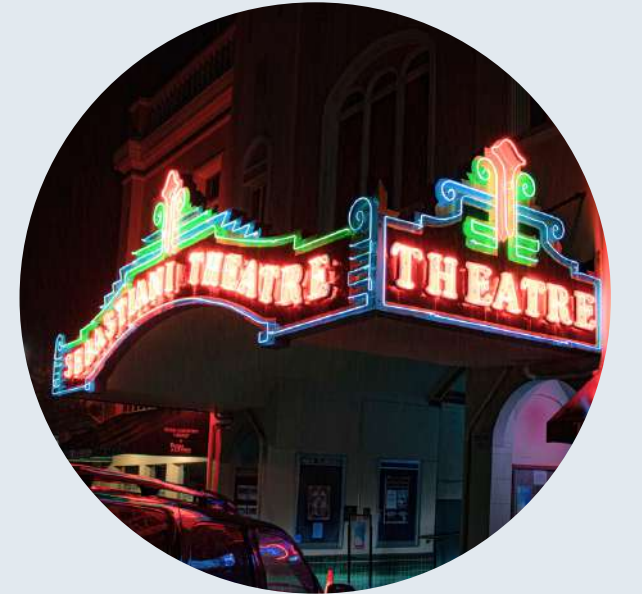
What a lovely setting for a congenial gathering filled with nice people and an eclectic selection of films.

Leonard Maltin | Film Critic & Historian

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. To be a part of it is to fall in love with the movies again--in one of the most beautiful spots on Earth.

JD Heyman | Deputy Editor, People Magazine

SIF



VIBE

SIF

PRESS





SPONSORSHIP

BUILD EQUITY

Generate awareness among desirable and captive consumers

ENHANCE INFLUENCE

Initiate affinity by aligning with a long-standing, credible asset

TARGET IMPACT

Achieve ownership of singular asset features and benefits

ELICIT ENGAGEMENT

Activate lasting relationships with stakeholders



OPPORTUNITIES

- **Organization and Festival Investment Levels:**
Sustaining, Presenting, Premiere, Star, Film, Wine & Epicurean, Community, Technical, and Government Categories
- **Spotlights:**
Festival and Venue Naming Rights, Film, Industry Panels, Awards, and Culinary Special Events, including Category Exclusivity and Preferred Status
- **Visibility:**
Signage, Displays, Merchandise, Sampling, Cross-Promotions, and Cause/Community Relations Programs
- **Marketing Extensions:**
Digital, Social, Web, Public Relations, and Print Integrations
- **Hospitality:**
Passes, Culinary, Party and Film Packages



LEADERSHIP

EXECUTIVE STAFF

Ginny Krieger
Executive Director

Carl Spence
Artistic Director

Dr. Kevin W. McNeely
Director Emeritus

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