

SYDNEY | **4-15**
FILM | **JUNE**
FESTIVAL | **2025**

2025 SFF
PARTNERSHIP
OPPORTUNITIES

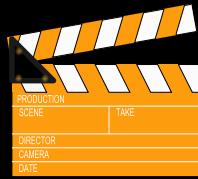
Sydney Film Festival (SFF) acknowledges the traditional owners of the land on which it works and presents its programs. SFF recognises the tradition of sharing and celebrating stories and culture has been handed down by Australian Aboriginal and Torres Strait Islander elders over tens of thousands of years.

SFF honours this tradition in our programming and respects all First Nations people on whose land we operate, or are represented by the films we share.

SFF strives to continue and grow on our strong history of partnering with First Nations filmmakers to celebrate their work and share First Nations stories at both the Sydney Film Festival and at Travelling Film Festivals.

We aspire to be a diverse, equitable and inclusive workplace and event that represents all voices.

SYDNEY FILM FESTIVAL



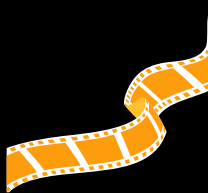
12

DAYS OF CINEMA, CULTURE AND CONNECTION



134,000+

ATTENDEES (+10% FROM 2023)



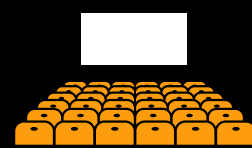
200+

FILMS ACROSS 400+ SESSIONS
FROM OVER 70 COUNTRIES



MULTIPLE

WORLD AND AUSTRALIAN PREMIERES



12

ICONIC VENUES ACROSS SYDNEY



**2024 FESTIVAL
HIGHLIGHTS REEL**

2024 FESTIVAL HIGHLIGHTS



SYDNEY FILM FESTIVAL

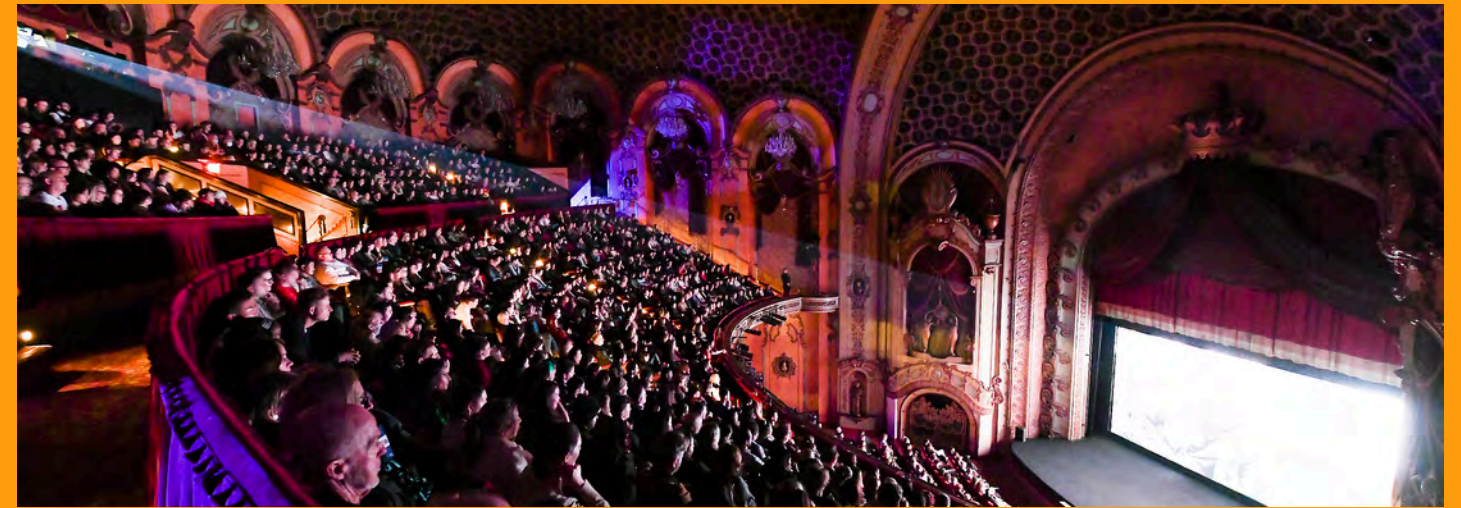
OUR VISION

Sydney Film Festival (SFF), with its 71 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 and is committed to representing cultural diversity, under-represented voices and critical issues – including gender equity, accessibility and sustainability.

Over 12 days in June each year, the Festival delivers a program that creates dialogue, community and connection to its dedicated 134,000+ audience members, and provides ample opportunities for an impactful partnership that delivers on ROI.

ABOUT THE FESTIVAL



SYDNEY FILM FESTIVAL

2024 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 the last two years, SFF have increased its audience by 32% from 2022.

Festival audiences skew female, mature, educated and professional with higher than average household incomes.

GOOGLE ANALYTICS

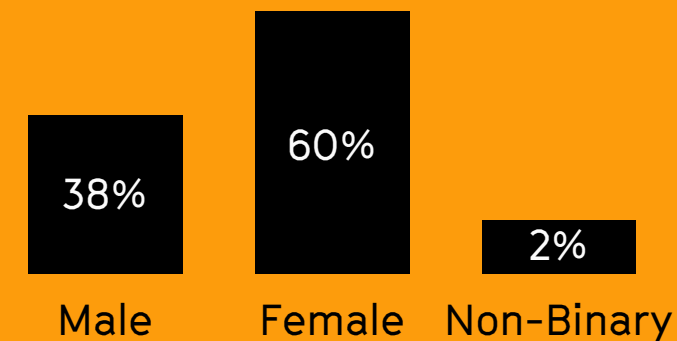
IN MARKET FOR: Dining, Luxury Apparel, Travel/Air Travel, Real Estate, Business/ Advertising/ Marketing Services, Home & garden/Home decor, Events/ Concerts/ Music/ Festival Tickets

AFFINITY CATEGORIES: Lifestyle, Green Living, Media, Movies, Theatre, Shopping, News, Sports, Travel, Food & Drinks

2/3 of attendees spend between \$100 - \$500/month on other interests: Travel, Music & Cultural Festivals, Food and Wine (top 3)

2024 AUDIENCE PROFILE

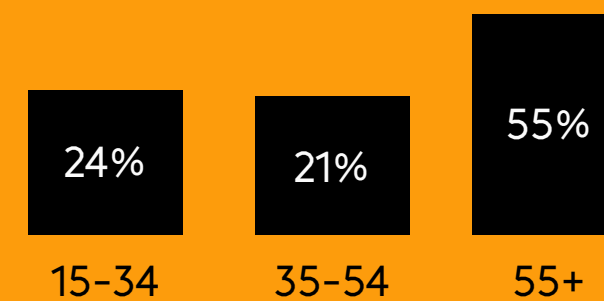
GENDER



EDUCATION

83% are university educated

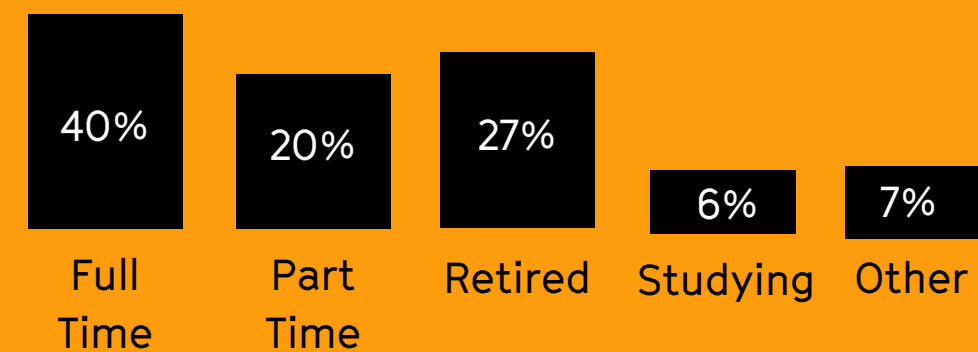
AGE



INCOME

49% household income over 100K

EMPLOYMENT STATUS



SYDNEY FILM FESTIVAL

2024 AUDIENCE ENGAGEMENT AND REACH

DIGITAL & SOCIAL MEDIA COVERAGE



WEBSITE & APP

Web Sessions: 566K
Web Users: 265K
App Sessions: 102K
(iPhone and Android)



E-NEWSLETTER

Subscribers: 80K
E-Newsletters: 50
Open Rate: 35.4%
Click Through: 5.9%



SOCIAL MEDIA

Facebook: 76K
Instagram: 33K
Twitter: 46.9K
LinkedIn: 9K

MEDIA & PRESS COVERAGE



2.9K Media items
164 interviews
5.5M combined
reach



1.3K International
media items &
international outlets
running stories on key
Festival guests



Secured 2 Print
Front Covers



270 cross-promotional
opportunities with
cultural and
community
organisations



380 media breaks
across ABC radio, TV
and online



Sun Herald social
pages features
Opening Night Red
Carpet



SYDNEY FILM FESTIVAL

PRESENTING PARTNER: \$500K + GST

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 + GST

Become a Principal Partner of Sydney Film Festival and receive prestigious recognition throughout the Festival, with bespoke partnership opportunities.

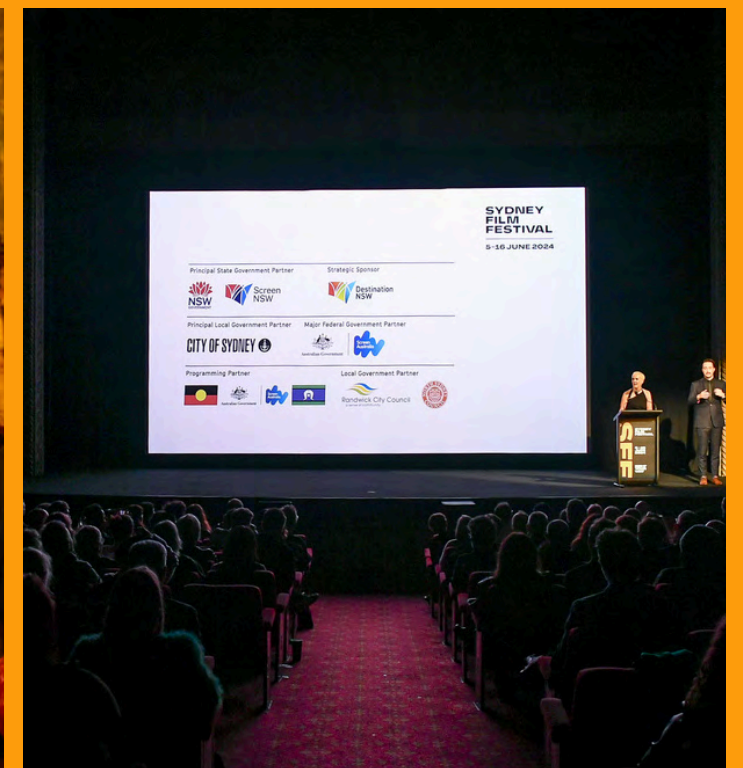
MAJOR PARTNER: \$100K + GST

Join the Major Partner league of Sydney Film Festival and become one of the most recognised brands across this iconic 12 day event.

SUPPORTING PARTNER: \$25-\$80K + GST

Join SFF at this unique partnership level that showcases your brand/product directly to SFF's dedicated audience.

SFF PARTNERSHIPS OPPORTUNITIES



SYDNEY FILM FESTIVAL

2025 PARTNER BENEFITS

		Presenting Partner \$500K	Principal Partner \$250K	Major Partner \$100K	Supporting Partner \$25K - \$80K
CATEGORY EXCLUSIVITY	Festival 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	★	★	★	★
SFFTV MARTIN PLACE	TVC or Slide - across 12 days	★	★	★	★
DIGITAL	Logo - SFF Website	★	★	★	★
	Promo - eNews	★	★	★	★
	Tile - SFF Website/Homepage	★	★		
	Promo - Social Media	★	★	★	★
	Content creation - highlight partnership	★	★		
PRINT	Logo - Program Guide	★	★	★	★
	Print Advertising - Program Guide		Double Page spread	Full Page Ad	1/2 Page Ad
EVENT PROMOTIONS & ACTIVATIONS	Exclusive Event - The Hub	★	★		
	Major competition giveaway	★	★	★	
	Activation - Outdoor (case by case)	★	★	★	
	Activation - Hub (case by case)	★	★	★	★
	Activation - Major Events (Launch, Opening, Closing)	★	★	★	★
	Activation - Bespoke donor and partner events	★	★	★	★
VIP TICKET & EVENT PACKAGE	VIP Ticket & Gala Package	★	★	★	★
	VIP Corporate Entertainment Event	★	★		
	Employee Ticket Package	★	★	★	
	Tickets to screenings outside of Festival	★	★	★	
PRESS	Acknowledgement - Select Press Releases	★	★	★	

SYDNEY FILM FESTIVAL

2025 PARTNER OPPORTUNITIES

MAJOR EVENTS PARTNER



FESTIVAL HUB PARTNER



FILM STRAND PRESENTING PARTNER



BEVERAGE PARTNER



PRIVATE DONOR EVENTS



FLEET PARTNER



SYDNEY FILM FESTIVAL

OPENING NIGHT GALA

Sydney Film Festival's Opening Night Gala is Sydney's premier film event of the year, and as the Presenting Partner of Opening Night, your brand will be associated with the prestige of this high-profile event. The evening brings 2,000 VIP international and Australian film industry, government, business leaders, high net-worth donors and corporate partners together for a VIP reception, gala screening and a large scale after-party with 1,500 guests.

Presenting Partner of Opening Night also includes:

- Opening Night VIP Reception at The Hub Lower Town Hall
- Opening Night Gala Screening at the State Theatre
- Opening Night co-branded Red Carpet media wall with national and global reach
- Opening Night After-Party at Town Hall

Partnership fee: \$100,000 + GST

MAJOR EVENTS PRESENTING PARTNER



OPENING NIGHT HIGHLIGHTS REEL



SYDNEY FILM FESTIVAL

CLOSING NIGHT FILM & AWARDS

Bid a fitting farewell to the Festival at the Closing Night Gala at the State Theatre. Find out which films take out the top prizes at Sydney Film Festival's Awards Ceremony, followed by an exclusive Closing Night film and after-party. As the Presenting Partner of Closing Night, your brand will have touchpoints across the entire Festival and be associated with all the activities taking place over the 12 days.

The Ceremony is hosted by a prominent media identity (past hosts include Margaret Pomeranz and Tim Minchin) and attended by international and local filmmakers, sponsors, government officials, industry leaders and the general public.

Partnership fee: \$50,000 + GST

MAJOR EVENTS PRESENTING PARTNER



SYDNEY FILM FESTIVAL

FESTIVAL HUB PARTNER

Each year, during the Festival, the Sydney Lower Town Hall is styled and transformed into a cultural Hub for 12 days. The Hub is programmed with public talks, filmmaker parties, partner events, exhibitions and panel discussions.

PRESENTING PARTNER

Own The Festival Hub experience, with your brand intertwined with the beating heart of SFF for all our Festival-goers.

Partnership fee: \$100,000 + GST

LOUNGE/DEDICATED SPACE PARTNER

Own a Hub Lounge or Dedicated Space, get your brand amidst the VIP's, creatives and influencers that hang out here & talk about it!

Partnership fee: \$50,000 + GST

EVENT PARTNER

Own an Event at the Hub, SFF produces a range of exceptional events that attract the crowds or let us produce a bespoke event for you.

Partnership fee: \$25,000 + GST

FESTIVAL HUB PARTNER



SYDNEY FILM FESTIVAL

FLEET PARTNER

Sydney Film Festival's fleet car partner will be afforded opportunities for extensive brand exposure over the course of the 12 days.

The decaded cars will traverse the city, transporting our 200+ filmmakers and other film talent from screening venues to restaurants, private residences, hotels and the airport, providing ample branding.

Along with on-screen advertising and postings on SFF's digital platforms, your brand will reach a wide audience of corporate executives, high net-worth donors, SFF attendees and volunteer community and all of the talented filmmakers and guests who attend the Festival.

FESTIVAL FLEET PARTNER



Partnership fee: \$100,000 + GST

SYDNEY FILM FESTIVAL

SFF FESTIVAL PROGRAM

The SFF program is comprised of a diverse range of film strands that capture something for everyone.

As a Presenting Partner of a Film Strand you will have brand exposure on all key Festival collateral across print, social media channels and digital engagement.

MAJOR STRAND PARTNER

Official Competition - more next page

Partnership fee: \$60,000 + GST

PREMIUM STRAND PARTNER

Features
Special Presentations
International Documentaries

Partnership fee: \$45,000 + GST

FILM STRAND PARTNER

Family
Art + Film
Freak Me Out - SOLD
Screenability
Sounds on Screen

Partnership fee: From \$15,000 + GST

FILM STRAND PRESENTING PARTNER



SYDNEY FILM FESTIVAL

OFFICIAL COMPETITION FILM STRAND

SFF's Official Competition is a highly coveted, globally-recognised film award, that forms the very focal point of the Festival. Each year, 12 films are selected by SFF's Festival Director with a \$60,000 cash prize awarded to the most audacious, courageous and cutting edge film of the year.

OFFICIAL COMPETITION PARTNER

Enjoy naming and promotional rights including:

- TVC and on screen slide before every Competition film session (30+ occasions)
- Media releases and PR support
- Brand integration on SFF socials, email and online platforms
- Acknowledgement at presentation of Sydney Film Prize Award on Closing Night

Partnership fee: \$60,000 + GST

MAJOR FILM STRAND PARTNER



SYDNEY FILM FESTIVAL

BEVERAGE PARTNER

A partnership with SFF will expose your beverage to the Festival's highly engaged and discerning audience. SFF entertains an audience of over 134,000 attendees each June within the Sydney CBD and surrounds.

An array of benefits in supporting SFF as a beverage partner includes:

- Distribution, Venue and Retail Sales
- Brand activations at major and private events
- In-cinema and outdoor advertising
- Brand awareness and partner acknowledgement across all key collateral
- Engagement through digital inclusions
- Major event tickets and admit ones

Partnership fee: \$25,000 + GST
Contra: TBC

BEVERAGE PARTNER



SYDNEY FILM FESTIVAL

Patrons are the inner circle of the SFF, supporting the Festival through annual donations. Throughout the year, SFF hosts bespoke invitation only events to thank and engage this group of high net-worth individuals, film makers and philanthropists. Partnering with the Festival on these events is a unique way to connect directly with this group of influential people.

DIRECTOR'S CIRCLE DINNER

March 2025, 30-40 pax

This dinner is a private annual event for SFF's high-net worth donors to welcome them to the new Festival year.

DIRECTOR'S LAB COCKTAIL EVENT

March 2025, 60 pax

Ambassadors Nash Edgerton and Mia Wasikowska.

The Director's Lab brings together young Sydney philanthropists, filmmakers and film-lovers to support SFF as a vital platform for emerging creative voices.

WOMEN'S GIVING COLLECTIVE

April 2025, 25 pax

Ambassador Nicole Kidman

A bespoke event for the WGC to connect ahead of the Festival. This is both a stewardship event for current patrons and a cultivation event to facilitate new donations.

FESTIVAL CHAIR'S DINNER

June 2025 at Cafe Sydney 30 pax

This event is for SFF's most generous donors to engage with SFF Board, Senior Staff and this year's guest filmmakers.

PRIVATE DONOR EVENTS



SYDNEY FILM FESTIVAL

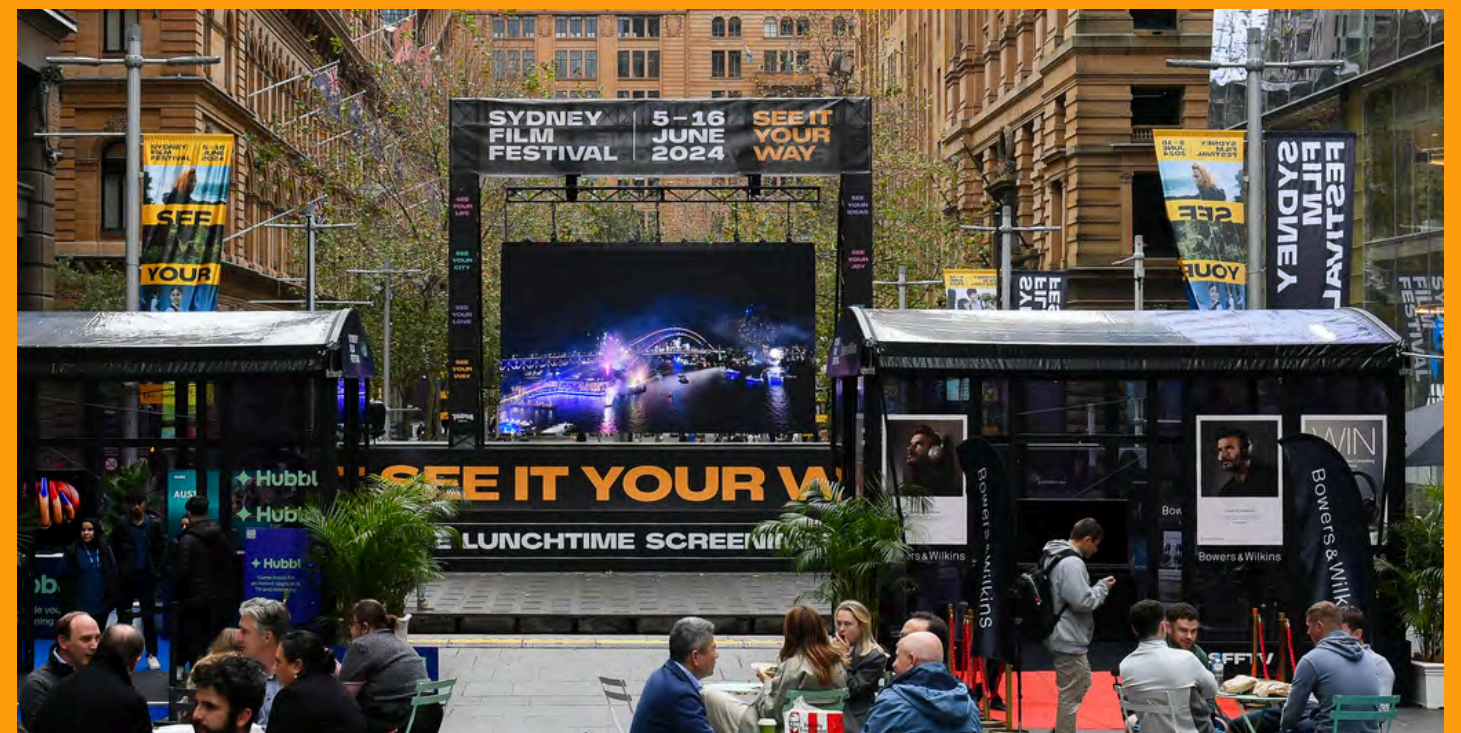
IN-CINEMA TVC

SFF Partners are provided with the opportunity to amplify their brand through screening their TVCs to a captivated audience of 134,214 throughout the Festival. Whilst regular cinema sessions can be on average 10% full, Sydney Film Festival sessions are on average at 70% capacity.

SFFTV

SFFTV at Martin Place 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 2024, over the 12 day Festival period, SFFTV at Martin Place received a combined foot traffic of 1.38M and over 4,200 attendees took part in the weekday lunchtime screenings.

SFF PARTNER ADVERTISING



SYDNEY FILM FESTIVAL

JOIN US IN 2025!

CONTACT

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Partnerships Manager

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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.

