

**SYDNEY  
FILM  
FESTIVAL**

**4-15  
JUNE  
2025**

**2025 SFF  
ADVERTISING  
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.

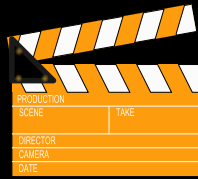
SFF honours this tradition in our programming and respects all First Nations people on whose land we operate, or are represented by the films we share.

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.

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# SYDNEY FILM FESTIVAL



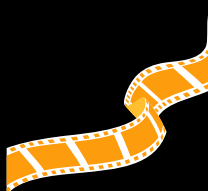
**12**

DAYS OF CINEMA, CULTURE AND CONNECTION



**134,000+**

ATTENDEES (+10% FROM 2023)



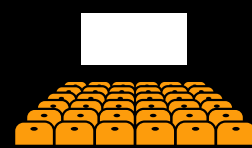
**200+**

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

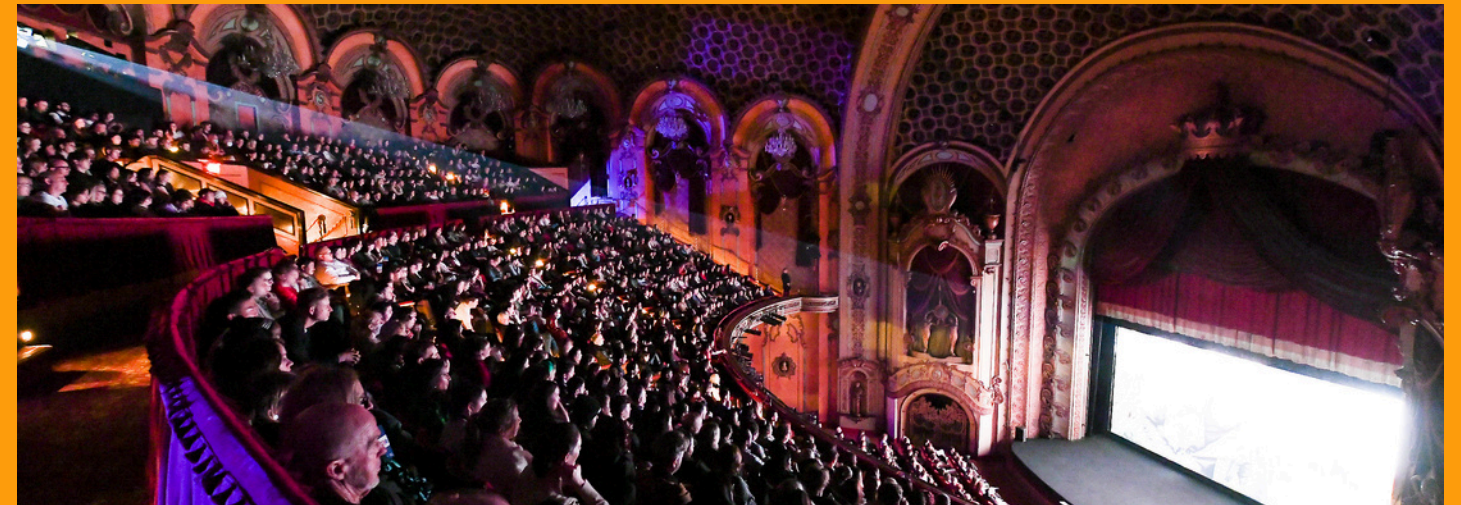
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Sydney Film Festival (SFF), with its 71 years of history, is one of the largest and longest running film festivals in the world and spotlights the best cinematic storytelling from Australia and around the globe.

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 to advertise to a captivated audience.

# 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

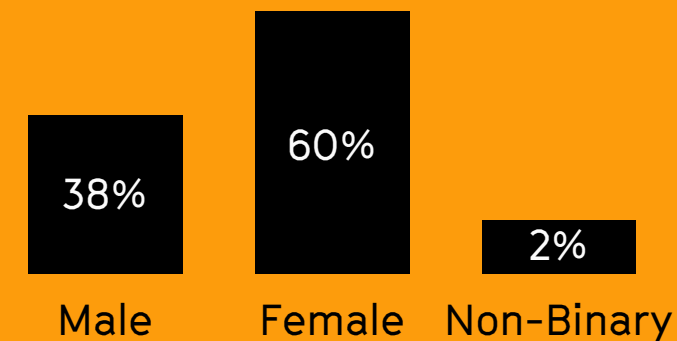
**IN MARKET FOR:** Dining, Luxury Apparel, Travel/Air Travel, Real Estate, Business/ Advertising/ Marketing Services, Home & garden/Home decor, Events/ Concerts/ Music/ Festival Tickets

**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

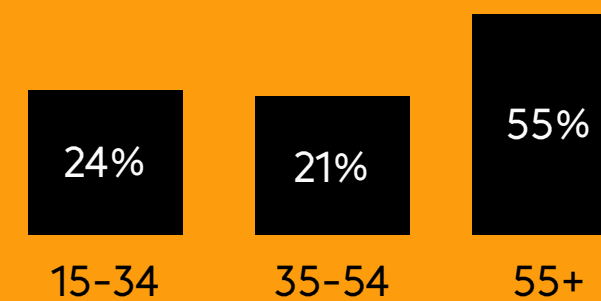
## GENDER



## EDUCATION

83% are university educated

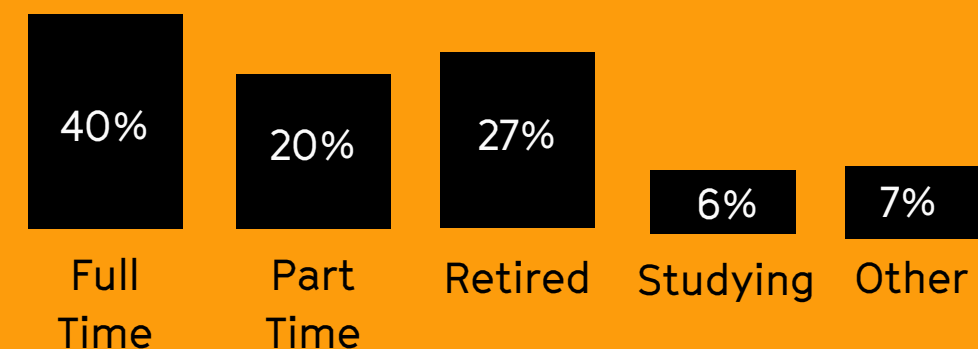
## AGE



## 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

## OFFICIAL PROGRAM GUIDE (PRINT)

SFF's Official Program Guide, affectionately known as "The Festival Bible", is one of the most popular mediums for film selection with 40% of the audience using it as their primary source for film information.

- 50,000 copies distributed
- Distribution from 7 May for 6 weeks Long shelf-life as memento and reference tool
- Permanently archived on [sff.org.au](http://sff.org.au) with over 207,000 unique visitors every year

## PRINT PROGRAM GUIDE ADVERTISING RATES

*FULL PAGE: \$10,000 + GST*  
340mm D x 270mm W with 5mm Bleed

*HALF PAGE: \$7,000 + GST*  
152mm D x 243mm W

*QUARTER PAGE: \$4,000 + GST*  
152mm D x 119mm W

**Content Deadline: 4 April 2025**

# 2025 FESTIVAL ADVERTISING



# 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 over 134,000 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.

## TVC ADVERTISING RATES

30 sec TVCs are spread across all venues and films, excl. State Theatre. If required, we can tailor your campaign to segmented audience groups.

20 SESSIONS + SFFTV: \$6,000 + GST

50 SESSIONS + SFFTV: \$15,000 + GST

70 SESSIONS + SFFTV: \$21,000 + GST

Add on State Theatre sessions:

4 SESSIONS: \$2,000 + GST

**Content Deadline: 18 April 2025**

# SFF PARTNER ADVERTISING





# SYDNEY FILM FESTIVAL

## PRESENTING PARTNER: \$500K

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

## PRINCIPLE PARTNER: \$250K

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

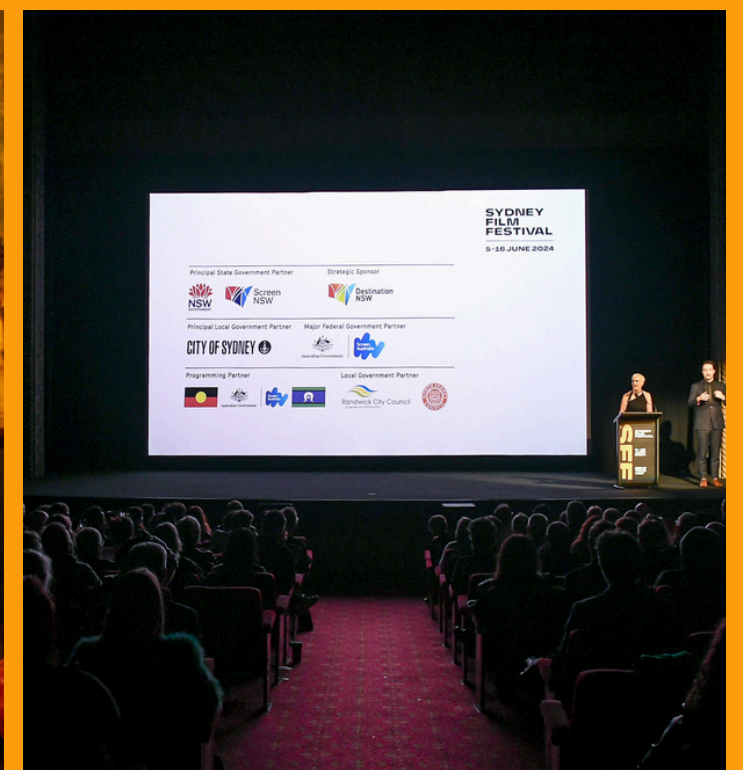
## MAJOR PARTNER: \$100K

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

## SUPPORTING PARTNER: \$25K-\$80K

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
<b>CATEGORY EXCLUSIVITY</b>	Festival Presenting Partner Rights + Exclusivity	★			
	SFF Logo lockup - all collateral	★			
	Industry Exclusivity	★	★		
<b>IN-CINEMA</b>	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	★	★	★	★
<b>SFFTV MARTIN PLACE</b>	TVC or Slide - across 12 days	★	★	★	★
<b>DIGITAL</b>	Logo - SFF Website	★	★	★	★
	Promo - eNews	★	★	★	★
	Tile - SFF Website/Homepage	★	★		
	Promo - Social Media	★	★	★	★
	Content creation - highlight partnership	★	★		
<b>PRINT</b>	Logo - Program Guide	★	★	★	★
	Print Advertising - Program Guide		Double Page spread	Full Page Ad	1/2 Page Ad
<b>EVENT PROMOTIONS &amp; ACTIVATIONS</b>	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	★	★	★	★
<b>VIP TICKET &amp; EVENT PACKAGE</b>	VIP Ticket & Gala Package	★	★	★	★
	VIP Corporate Entertainment Event	★	★		
	Employee Ticket Package	★	★	★	
	Tickets to screenings outside of Festival	★	★	★	
<b>PRESS</b>	Acknowledgement - Select Press Releases	★	★	★	

# SYDNEY FILM FESTIVAL

# JOIN US IN 2025!

## CONTACT

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Partnerships Manager

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02 8220 6630

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.

