



MAKE AN IMPACT

MAY 31 - JUNE 3, 2018

Together we can

MAKE AN IMPACT

Greenwich International Film Festival is a 501(c)3 non-profit organization that **bridges the worlds of film, finance and philanthropy** through a world-class film festival and special programs throughout the year. GIFF harnesses the power of film to serve the greater good. The fourth annual festival will take place **May 31st to June 3rd, 2018.**



World Class Film Festival
with **70+ Events**



10,000 Attendees



\$350,000+ raised for **charity partners**



Social Impact Focus



\$100,000 in cash grants **to filmmakers**



2.5 Billion media impressions

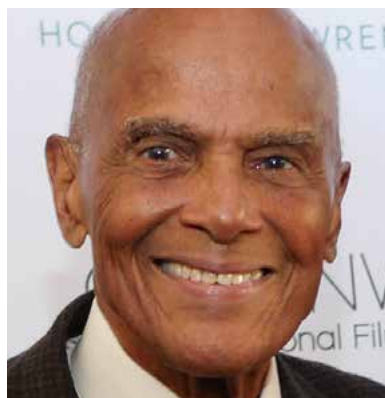
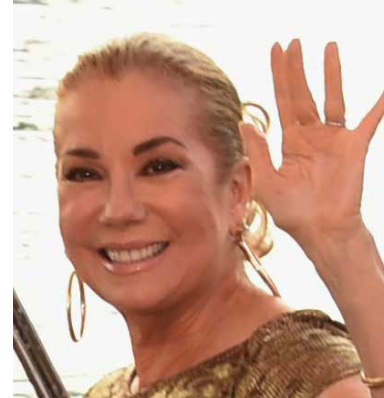
Festival Overview

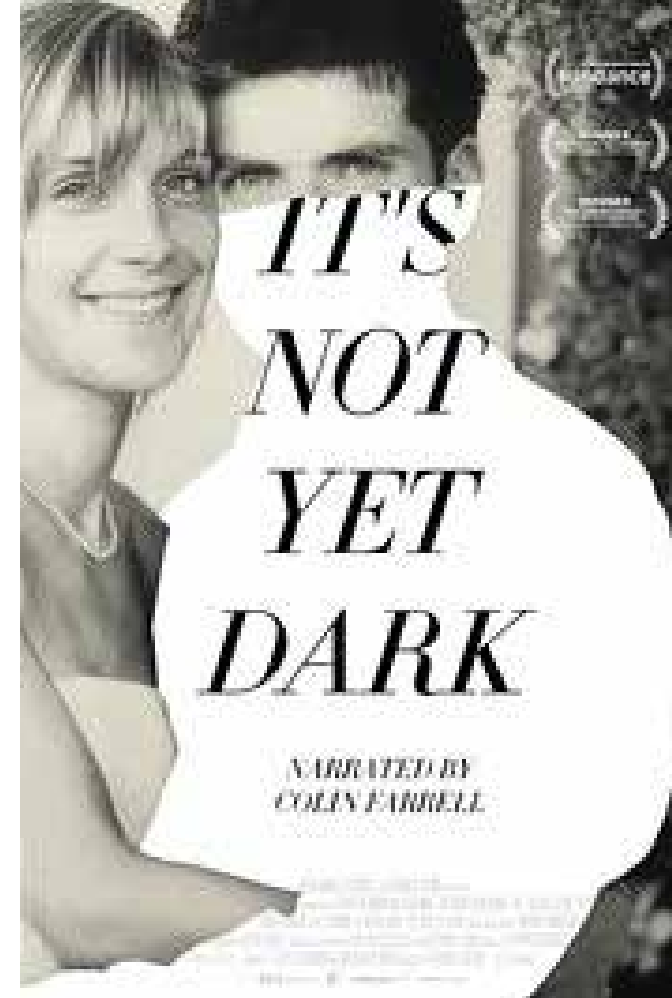
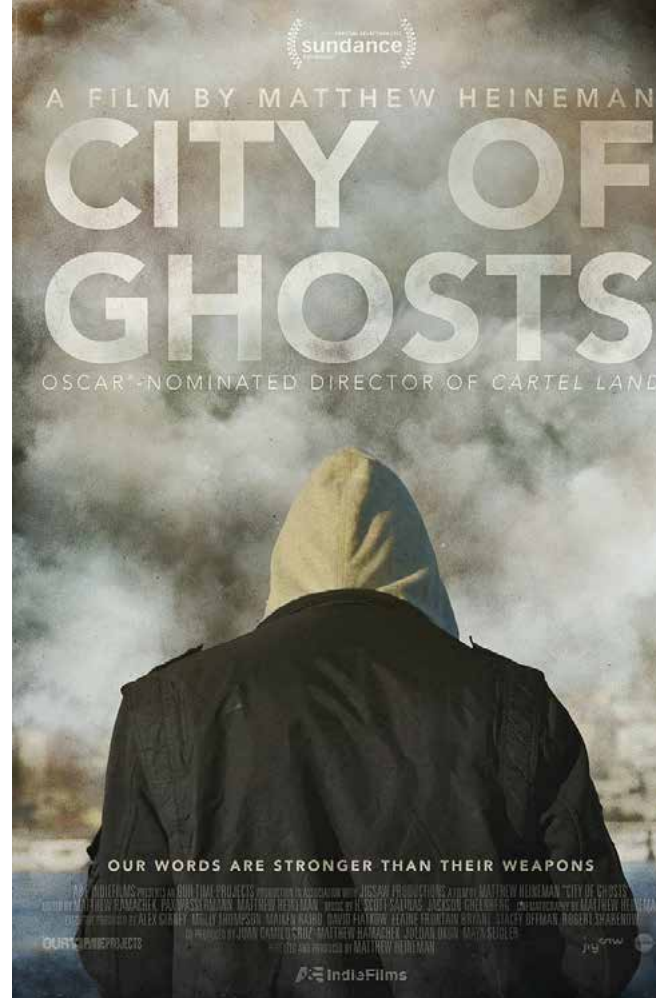
- » **4-day festival** and events throughout year
- » Inspiring **Domestic & International Films**
- » Thought-Provoking **Panels**
- » Opening Night **Party**
- » Changemaker **Honoree Gala**
- » VIP **Lounge**
- » Special **Programs & Networking Events**
- » **Free** Community Events
- » Filmmaker **Awards**



Star Power

Top talent that have attended GIFF events include: **Renee Zellweger**, **Christy Turlington Burn**, **Sophia Bush**, **Jenna Bush Hager**, Toni Collette, Mia Farrow, **Harry Benson**, **Trudie Styler**, **Abigail Breslin**, **Freida Pinto**, **Kathie Lee Gifford**, Regis Philbin, Michael Strahan, **Colin Hanks**, **Will Arnett**, **Rob Burnette**, **Krisin Davis**, Alycia Reiner, **Mark Teixeira**, **Flo Rida**, John Popper, **John Turturro**, Kelly Rohrbach, Neel Sethi, Peyton List, Callum Worthy, Mike Greenberg, Gretchen Carlson, Hannah Storm, Neil Burger, Allan Houston, Nick Kroll, Hoda Kotb, David Levein, Chris Russo, Ryen Russillo, Kyle Martino, Paul Shaffer, Tim Herlihy, and Bryan Tucker





Recent Premieres & Award-Winning Films

Megan Leavey, Bending the Arc, Charged: The Eduardo Garcia Story, Carrie Pilby, 20th Century Women, Jackie, Arrival, Bobbi Jene, The Hero, City of Ghosts, Hell on Earth: The Fall of Syria and Rise of ISIS, Little Stones, Mike and the Mad Dog, A Gray State, Give Me Future, It's Not Yet Dark, Dina, Menashe, Augie, The Strange Ones, Billions

What Makes Our Audience Unique?

GIFF attracts an audience of celebrities, filmmakers, influencers, journalists, and art lovers from Connecticut, New York, and beyond. Our audience is highly educated, loyal, has many interests and a high disposable income.

99% of GIFF attendees
say they hope to attend GIFF in the future and would recommend it to a friend

10,000 Attendees
8,500 attended the 2017 festival, with 10,000 attending events throughout the year

96% have a college degree
46% have a graduate degree

52% Greenwich Residents
24% Connecticut (outside of Greenwich)
6% Westchester County
6% New York City
12% Outside New York/Connecticut

29% have a household income over \$300,000
73% have a household income over \$100,000

25% Age 45-54
18-24: 5%
25-34: 10%
35-44: 19%
55-64: 21%
65+: 20%



"Having been a longtime resident of the area, I am always driven to do something for the community. That being said, I thought the strategy of the film festival to align the financial community with the creative community was a unique and underserved position in the film and entertainment marketplace." **Bob Friedman, CEO, Bungalow Media**

@GREENWICHFILM

Instagram: 32,861

Twitter: 44,070

 Facebook: 13,275

2.5 Billion Media Impressions

People

New York Post

The Hollywood Reporter

Indie Wire

Town&Country

Huffington Post

Good Morning America

Daily Mirror

IMDb

AOL.com

Film Journal

Salon Magazine

109,605 Pageviews

GREENWICHFILM.ORG

Publicity

GIFF generates tremendous buzz for its events, films and sponsors.



Festival Village

Only 45 minutes from New York City, downtown Greenwich makes an ideal location for a film festival, with easy access to Metro North & Amtrak trains, harbors, highways and Westchester Airport.



"Greenwich has always been a quietly confident town, content to simply be a great place to live and work. But it's those qualities that really make it the perfect backdrop for the festival and even home for the arts, and there is no more American wonder than the art of film which the festival gives us." **Terry Betteridge, Betteridge, CEO**

Charity Partners

GIFF acts as a platform for a variety of charity partners, extending their reach to our audience members. GIFF supports these charities with a portion of proceeds, but also promotes them through advertising materials during the festival. GIFF has raised over \$350,000 to date for charities including:

ALS Finding A Cure
SIMS Foundation
Every Mother Counts
Maria Fareri Children's Hospital
Family Centers
U.S. Fund for UNICEF
Girl Rising
Community Access
NCADV
Rainforest Fund
Boys & Girls Club
RBSS

"Your donation ranks among our highest individual gifts this year and allows SIMS to buffer against uncertainty caused by attempts to repeal the Affordable Care Act, which directly affects our clients."

**SIMS Foundation Managing Director
Heather Alden**





Film Awards

GIFF supports talented filmmakers with cash awards each year in the following categories:

- **Best Social Impact Film**
- **Best Narrative Feature**
- **Best Documentary Feature**
- **Best Narrative Short**
- **Best Documentary Short**
- **Connecticut Best Short Film** – this new category promotes the beautiful state of Connecticut as well as local film talent Television & Digital Media

*Underwriting opportunities for the awards are available upon request

“The big screen is so important for a film like this, because it provides a communal experience that you can’t replace and makes viewers care even more about the film and its story. That’s the kind of impact you want.” The GIFF exposure, she adds, has brought home the message “to philanthropists and concerned people that we really can get quality healthcare to needy people in the most difficult of settings.” The Q&A session that followed the Bending the Arc screening elicited “such thoughtful questions that we knew we had a smart, caring audience of philanthropists and others interested in the issue.”

Cori Stern, Co-Producer, Bending the Arc

Tickets & Passes

GIFF offers **something for everyone**,
with a variety of ticket and pass levels.



Movie Tickets
\$15 - \$20



Panel Tickets
Free to \$25+



Greenwich Pass
\$1500+
Festival all access pass



Premier Pass
\$2500+

VIP Pass including premier admission
to all festival events and galas



CINEPHILE PASS
\$10,000

VIP Package of passes for
4 guests, with customized
experiences



**FOUNDING MEMBER/
SUSTAINER PASS - \$25,000**

GIFF's top, year-round supporters
receive the ultimate VIP experience as
well as permanent acknowledgment



Title Sponsorship

Become the Title Sponsor of the Festival



Events

Present a signature Festival event such as: Opening Night Party, Changemaker Gala, Filmmaker Party



Panels

Present a thought-provoking panel and/or host a Meet & Greet reception with panelists



Films

Sponsor a film premiere with speaking and branding opportunities



Box Office

GIFF's Box Office opens in downtown Greenwich a month before the festival. Become a sponsor or host an event or brand display.

Sponsorship Opportunities

Sponsorships give your company an opportunity to **access GIFF's sophisticated audience**. We work with your team to customize a proposal that **meets your objectives and showcases your brand** in a way that makes a **memorable impression** on our audience. Packages can include a variety of benefits. Pricing is available upon request.



Additional Opportunities

Sampling & Gifting
Client entertainment package



Awards

Underwrite and present one of the filmmaker or honoree awards



VIP Lounge

Present the VIP Lounge where celebrities and VIP guests relax and network at the festival



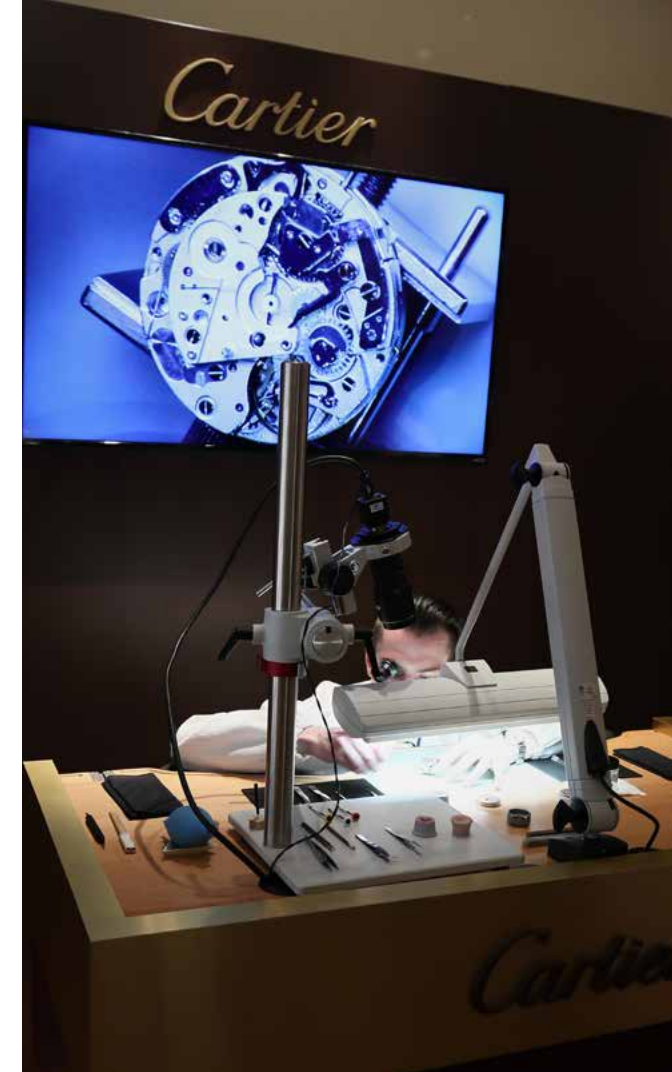
Advertising

On screen ad, Official program ad, Custom social media campaign



Receptions

Host a reception with our audience



Sponsor Categories

Airline
Alcohol
Automotive
Beauty
Consumer Product
Electronics
Entertainment

Financial
Food & Beverage
Healthcare/
Pharmaceutical
Hotel
Insurance

Jewelry
Law Firm
Media
Networks
Travel
Fashion
Retail



Opening Night Party

- **The largest and most exciting star-studded event of the festival**
- Follows the Opening Night Film premiere
- **1,000+ Attendees**
- **Film Awards**, including Best Social Impact Film, presented by top talent (past presenters include Sophia Bush, Kristin Davis, Jenna Bush Hager)
- **Concert performance** (past performers include Flo Rida and John Popper, Blues Traveler)
- **Food stations** with appetizers, desserts, and more
- **Open bar**
- **VIP Lounge** for top passholders and celebrity/VIP guests
- **Sponsorships available:**
 - **Presenter or Co-Presenter**
 - **Brand Display**
 - **Advertising**
 - **VIP Lounge, Sampling, Awards Underwriting**




Changemaker Gala

- The **most prestigious event** of the festival for **300 VIP attendees**
- Seated black tie awards dinner **honoring humanitarians who have used their voice for positive social change**
- Cocktail reception including **Meet & Greet with the Changemaker Honorees**
- Past honorees: **Renee Zellweger, Christy Turlington Burns, Freida Pinto, Trudie Styler, Abigail Breslin, Harry Belafonte, Mia Farrow**
- **Community Changemaker** – honors a community member for his/her philanthropic accomplishments
- Past Master of Ceremonies: **Kathie Lee Gifford, Regis Philbin, Jenna Bush Hager**
- Sponsorships available:
 - Event Presenter or Co-Presenter
 - Awards Underwriter



Filmmaker Party

- A casual reception that offers **networking opportunities for the film talent, VIP guests and media**
- **250 Attendees**
- Includes a cocktail reception, deejay and light food
- Held after the Saturday Centerpiece Film
- Sponsorships available:
 - Presenter or Co-Presenter of a Panel
 - Sampling and speaking opportunities
 - Meet & Greet reception with panelists



"What an incredible weekend. Thank you for everything. Your hospitality and support of CHARGED is so greatly appreciated."

Teri Weinberg, Producer

Panels

- Present one of GIFF's **thought provoking** panels
- **200-350 attendees**
- Past topics have included:
 - » Women At the Top: Female Empowerment in Media
 - » Driving Social Change Through Investments in Film
 - » Producing Sports
 - » From Book to Screen
 - » Women Driving ROI in the Film Marketplace
- GIFF will **work with your team to develop panel content**
- **Includes major branding**, speaking and sampling opportunities, as well as a Meet & Greet with panelists



Past Sponsors

