



SOCIALLY RELEVANT  
FILM FESTIVAL N.Y.

9th ANNUAL INTERNATIONAL FILM FESTIVAL

## Sponsorship Opportunities

ELINOR BUNIN MUNROE FILM CENTER and CINEMA VILLAGE

MARCH 16-27, 2022





## WHAT THEY SAID ABOUT US

### TRIBECA *Tribecafilm.com*

"Rated SR Socially Relevant Film Festival New York is sure to appeal to cinema fans of all interests. So come on and support New York's latest festival."

– Catherine Fisher

### THE HUFFINGTON POST

"Amy Goodman provided a rousing key note address to a festival that will hopefully last well into the future."

– Chris Atamian

### Louis Project: The Unrepentant Marxist

"As the founder of the SR film festivals, Nora Armani is blessed with an uncommon ability to curate some of the most important films being made today."

– Louis Project

### Indiewire | SydneysBuzz

"... an important program of films."

– Peter Belsito



"I am proud to support the mission of SR Socially Relevant Film Festival New York. Movies have a unique ability to bring social issues to life and films like these can truly change lives, I should know."

– Erin Brockovich



"The world seems to have lost its way – filled with fear, exclusion and building walls. See [it] at the wonderful SR Socially Relevant Film Festival in NY."

– Martin Sheen

### FilmFreeway

"SR is easily one of North America's best film festivals and we're very proud to be partnered with such an amazing event!"



Great to see such a wonderful festival go from strength to strength, and congratulations to Nora Armani and her team for all their hard work."



## WHAT IS SRFF?

SR Socially Relevant™ Film Festival New York - [www.ratedsrfilms.org](http://www.ratedsrfilms.org) - is a 501 c 3 non-profit film festival with a mission to shine the spotlight on filmmakers who tell compelling, socially relevant, human interest stories across a broad range of social issues without resorting to gratuitous violence and violent forms of movie making. SR believes that it is possible to create a better world through expanded knowledge about diverse cultures and the human condition with the help of the powerful medium of cinema.

SR FILMS ENLIGHTEN, UPLIFT, EDUCATE, BUT MOST OF ALL ARTISTICALLY ENTERTAIN.

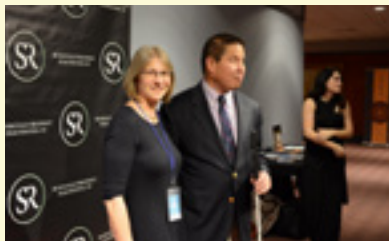
Over 500 films from 35 countries, ranging from shorts to feature length narratives and documentaries have been screened in competition and as spotlight screenings during the past eight years since the festival's creation. Screenplays are also selected and awarded.

**Submissions come from 6 continents!**

NEXT FESTIVAL DATES: March 16-27, 2022

LOCATIONS: Lincoln Center, Union Square & Greenwich Village.

VENUES: Elinor Bunin Munroe Film Center, Cinema Village, CRS.





## THE FESTIVAL AT A GLANCE



What we achieved  
in our first nine years.

550 FILMS SHOWN FROM 35 COUNTRIES OVER 61 DAYS WITH 52 PARTNERS ON BOARD



## SOME OF THE SCREENED FILMS





## 2 SIDEBARS EVENTS IN 2021



Shattered but Unbroken: Spotlight on Lebanese Cinema by SR Socially Relevant™ Film Festival NY and The Lebanese American University - LAU

In-person gala opening screenings at The Elinor Bunin Munroe Film Center at the Lincoln Center on August 17 with a VIP reception. Online streaming of films and live panel from August 18 through 21.

Two hits from Lebanese Cinema, Ziad Doueiri's Oscar Nominated The Insult and the New York Premiere screening of Oualid Mouaness' new film 1982 with a Q&A on August 17, followed by a VIP wine reception courtesy of STORICA Wines in the presence of participating filmmakers.

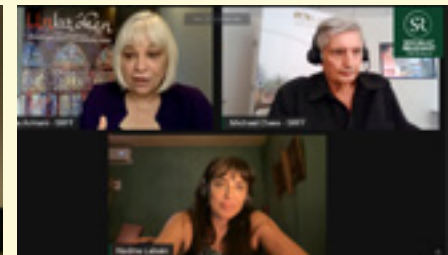


Rejoice, Resist: Spotlight on BIPOC Films

Rejoice, Resist: Black Indigenous People of Color Films was organized by SR Socially Relevant Film Festival New York together with festival partners ImageNation and The Black Independent Filmmaker App, created by Justin Thomas, and is sponsored by Black Public Media, and the short-form video platform Rizzle.



## 2 SIDEBARS IN 2021





# THE SR AUDIENCE

Demographically the SR Socially Relevant™ Film Festival audience ranges from millennials through seniors. They are mostly professional, well-travelled, internationally educated, diverse, socially conscious individuals who appreciate art, culture and choose socially relevant film content over the sensationalistic and often violent blockbusters. Attempts are made to reach out to schools that do not fit this demographic to initiate and educate younger populations about this genre.

**OUR AUDIENCE FITS INTO ONE OF THE BELOW CATEGORIES, OR IS INITIATED THROUGH THE FESTIVAL TO BE:**

- Socially responsible, and politically active.
- Advocate social causes related to women, children, gender, and age.
- Dine out at health-conscious, sustainable establishments, and be aware of sustainable practices.
- Conscious of environmental and social issues taking responsibility for these matters.
- Donates to social causes.
- Informed on current trends in technology, social entrepreneurship, social issues, arts and entertainment.

Your affiliation with SR Socially Relevant™ Film Festival New York, will inform the film enthusiasts in attendance, and those on our social media outlets, that you are committed to positive social change through your business or social actions.





## OUR REACH AT A GLANCE



People **we reach** through our and our partners' sites.

The festival has  
**6105**  
followers on  
 



# GREAT SPONSORSHIP OPPORTUNITIES

## ALL SPONSORSHIP LEVELS ARE CUSTOMIZED TO THE SPONSOR'S NEEDS

Spotlight your company's mission, profile and actions through varied exposure options! Promoting our sponsors and their engagement is a top priority for us. Sponsorships may be in-cash and partly in-kind, such as donation of post-production, distribution, exhibition, software & related goods and services, hospitality services.

- Brand, logo and signage, throughout the festival week. Festival's Step and Repeat, X-Banner, Signage, Festival Swag Bags, Promo Gifts based on level of sponsorship.
- Advertising in the festival guide, website/social media and onscreen in the festival trailer shown at Cinema Village three weeks prior to the festival and throughout the festival week.
- Corporate hospitality of spotlight events and receptions highlighting the opening or closing night, special films, award-winners, and our sponsors' brands.



Our audience.



SONY giving a partner demonstration.



VR/AR demonstration at the Arc/k Project table.



# SPONSORSHIP LEVELS

## SPONSORSHIP and ADVERTISING LEVELS

Our nominal sponsorship opportunities come in four customizable levels.  
Each level is designed keeping the sponsor's needs and degree of involvement in mind.

Description*	PREMIER Sponsor \$25,000.00 Only 3 available	SUPPORTING Sponsor \$10,000.00 12 Available	CATEGORY Sponsor \$5,000.00 5 Available	THEME Sponsor \$1,500.00	ADVERTISER Sponsor \$500 - \$1000 unlimited	SIMPLE LISTING \$75 - \$125 unlimited
<b>PRESS, MEDIA and OTHER OUTLETS</b>						
Name Placement in Calendar Entries	Yes					
Press Release of festival program to announce sponsorship	Yes					
Logo Placement in Press Release announcing sponsors	Yes					
Recognition and mention at the Festival's Press Event - February 9th	Yes	Yes				
<b>ORGANIZATIONAL BRANDING</b>						
Logo Placement on Festival Trailer playing as pre-roll before screenings	Yes	Yes				
Logo and/or Name Placement on E-Newsletter	Yes	Yes				
Logo Placement Hyperlinked to Sponsor Website	Yes	Yes	Yes		Yes	Yes
Logo and/or Name Placement on Event Invitations	Yes					
<b>EVENT BRANDING</b>						
Company Banner Placement as sponsor of Zoom events (workshops)	Yes	Yes				
Presenter/ Moderator of one or more Major Events (based on level)	Yes	Screenings/ Workshops	Screenings			
Name Branding on Selected Film Blocks (Countries, Genres, Themes, etc.)	Yes	Yes				
Name Branding on Educational Events and Industry Panels	Yes	Yes	Yes			
Priority and Reserved VIP invitation to Zoom networking events	Yes	Yes	Yes			
30 Second video clip (provided by sponsor) played with choice of category	Yes	Yes				
Company Materials in VIP Swag Bags (for winners, moderators & Jury)	Yes	Yes	Yes		Yes	
Advertisement on Website - On Website Home page Banner - Presenter, Premier Sponsor, or Category Sponsor as the case might be.	300 x 600 pixels	300 x 600 pixels	300 x 250 pixels		300 x 250 pixels	Business card size = \$125
Complimentary VIP All-Access Passes to all festival events and screenings	24 Passes	12 Passes	6 Passes		2 Passes	
<b>SOCIAL MEDIA</b>						
Facebook Event and Evite Page mention - In Header for Presenter level	3 Posts	2 Posts	One post			
Facebook Main Page mention - In Header for Presenter level	3 Posts	2 Posts	One post			
Twitter mention - All levels	3 Tweets	2 Tweets	One Tweet			
* All category perks are customizable and we are happy to discuss them with you to suit your particular needs.						

“We make a living by what we get, but we make  
a life by what we give.”

—*Winston Churchill*



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