

2016 PVJFF SCREENING OF DOUGH AT RAVE CINEMAS, WEST SPRINGFIELD.



The 12th Annual  
**Pioneer Valley  
Jewish Film Festival**

**PVJFF**

March 18 - April 4, 2017

**Festival Sponsorship & Advertising Opportunities**

# Overview

Now in its 12th season, the Pioneer Valley Jewish Festival is a community-based arts festival that features two weeks of award-winning, entertaining and thought-provoking films that explore the best of independent cinema through a distinctly Jewish lens.

Each spring, PVJFF screens 20+ critically acclaimed films from around the world, reaching enthusiastic audiences in 16 venues across Western Massachusetts. Q&A's with visiting filmmakers, panel discussions with local scholars, receptions and special events provide unique opportunities for community discussion and networking.

# Targeted Exposure

Partner with the Pioneer Valley Jewish Film Festival and you will:

- Reach tens of thousands of highly-educated, well-informed and culturally-engaged community members
- Gain visibility with a desirable consumer demographic
- Achieve broad exposure across a three-county region with direct mail, print collateral and web marketing
- Connect your organization with the largest Jewish cultural event in Western Massachusetts
- Play a vital role in supporting the Pioneer Valley's vibrant arts scene

# Range of Opportunities

- **Become a sponsor.** There are many sponsorship levels to consider. Packages include print and web benefits, on-site name recognition and broad regional exposure.
- **Purchase advertising.** We have rates for full, half, and quarter page ads in the PVJFF Film Guide, which is mailed to 4,500 households.
- **Choose other ways to be recognized.** You can sponsor a reception, organize a special event, or provide an in-kind product or service.
- **Become a donor.** We welcome tax-deductible contributions of any amount. You will be recognized in the Film Guide and on the website.

# Contact

Please call 413.739.4715 to discuss a film festival sponsorship package that best fits your organization. For more information, visit our website at [pvjff.org](http://pvjff.org). Thank you for your consideration!

## Carlin Trietsch

PVJFF Co-Director  
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## Deb Krivoy

PVJFF Co-Director  
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# Film Festival At-A-Glance

## Festival Line-up

20+ world-class films, including many regional premieres, plus speakers and special events

## Regional Coverage

Screenings in 9 cities in Hampden, Hampshire and Franklin counties

## Presented by

Springfield Jewish Community Center, a 501(c)(3) nonprofit agency

## Audience Demographics

- Attendees from 42 cities and towns across MA, CT and VT
- PVJFF draws filmgoers of all ages; average age between 45-70

## Broad Exposure

- 4,500 Film Guide mailed to homes; 1,000 placed at community venues
- 27,000 website visitors and over 105,000 page views
- E-bulletins to 3,500+ subscribers
- Regional press and radio advertising

## Media Reach

Daily Hampshire Gazette	The Republican
Greenfield Recorder	Valley Advocate
HilltownFamilies.org	WAMC Radio
Jewish Culture Connect	WHMP Radio /
Massachusetts Jewish Ledger	The Bill Newman Show
New England Public Radio	WWLP TV/Mass Appeal
Reminder Publications	

## Venues

Amherst Cinema	Smith College
Amherst College	Springfield College
Basketball Hall of Fame	D'Amour Museum of Art
Elms College	UMass Amherst
Greenfield Garden Cinemas	Yiddish Book Center
Longmeadow High School	
Mount Holyoke College	
Pothole Pictures	
Rave Cinemas, West Springfield	

<b>SPONSORSHIP BENEFITS</b>	<b>\$10,000 PRODUCING SPONSOR</b>	<b>\$5,000 FIVE STAR SPONSOR</b>	<b>\$2,500 REEL SPONSOR</b>	<b>\$1,500 SUPPORTING SPONSOR</b>	<b>\$750 EVENT SPONSOR</b>
<b>PRINT MATERIALS</b>					
Color ad in Film Guide (mailed to 4,500 households)	FULL	FULL	HALF	HALF	QUARTER
Company logo in Film Guide	■	■	■	■	■
Company logo on posters and marketing collateral	■	■	■	■	
Name included on three weeks of print advertising	■	■	■		
Opportunity for title sponsorship	■				
<b>SCREENING VENUE</b>					
On-screen logo placement in pre-show reel	■	■	■	■	
Verbal recognition at all film screenings	■	■	■	■	AT EVENT
<b>WEB AND SOCIAL MEDIA</b>					
Linkable logo on website sponsor page	■	■	■	■	■
Dedicated page in festival slide show	■	■	■	■	
Logo in rotation on website home page	■	■	■		
Mentions in PVJFF press releases	■	■			
Dedicated Facebook/social media posts	■				
Name on e-bulletins leading up to the festival	4	4	4	2	1
<b>AUDIENCE ACCESS</b>					
Opportunity for product display or give-away	■	■	■	■	■
Opportunity to briefly welcome audience	■	■	■		
Company logo on 7-foot banner at all screenings	■				
Company logo on PVJFF merchandise	■				
<b>HOSPITALITY</b>					
“All Festival” passes to screenings and receptions	6	4	3	2	
Additional tickets for use throughout the Festival	12	8	6	4	6
Reserved seats on opening night	8	6	4	4	

# Festival Film Guide Advertising Specifications

## AD RATES

Inside Back Cover: \$800  
Full page: \$550  
Half Page: \$275  
Quarter Page: \$175

## AD DIMENSIONS

Finished Book Size: 8.5" w x 5.5" h

Full Page: 7.5" w x 4.5" h

Full Page Bleed: 8.75" w x 5.75" h

Ad live area is 8" w x 5" h

Half Page Square: 3.625" w x 4.5" h

Half Page Horizontal: 7.5" w x 2.125" h

Quarter Page Horizontal: 3.625" w x 2.125" h

## AD SUBMISSION

Ads can be black & white or full color (CMYK). They should be print-ready and submitted in PDF format, using the PDF/X preset. Images used in ads must be at least 300 dpi.

Alternatively, ads can be submitted using InDesign, all fonts and links must be included. Please do not submit ads using Microsoft Word.

Upload ads via our website at [www.pvjff.org](http://www.pvjff.org) or email to [ads@pvjff.org](mailto:ads@pvjff.org).

## AD DEADLINES

Reserve ad space by Friday, January 13, 2017.

Submit camera-ready ads by Friday, January 27, 2017.



2016 PVJFF OPENING NIGHT RECEPTION AT RAVE CINEMAS, WEST SPRINGFIELD



FAMILY EDUCATION PROGRAM AT SCREENING OF *BELLE & SEBASTIAN* AT SMITH COLLEGE, NORTHAMPTON



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