

The 14th Annual

**PIONEER
VALLEY
JEWISH
FILM
FESTIVAL**

March 28 - April 8, 2019

Festival Sponsorship & Advertising Opportunities



2017 PVIFF opening night screening of *On the Map* at the Naismith Basketball Hall of Fame, with Israeli basketball legend Tal Brody (right) in attendance.

Overview

Now in its 14th 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 a diverse mix of critically acclaimed films from around the world, reaching enthusiastic audiences in more than a dozen venues across Western Massachusetts. Visiting filmmakers, receptions, panel discussions and other special events provide unique opportunities for community engagement 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 5,000 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. Thank you for your consideration!

Deb Krivoy

Director, Pioneer Valley Jewish Film Festival
dkrivoy@springfieldjcc.org

Film Festival At-A-Glance

Festival Line-up

15+ 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

- 2,500+ attendees from 42 cities across MA, CT and VT
- 64% women, 36% men; average age between 45-70
- Well-educated, culturally-aware and loyal filmgoers

Broad Community Reach

- 5,000 Film Guide mailed to homes; 1,000 placed at community venues
- 2018 web traffic 390K+ hits, 16K+ unique visitors
- E-bulletins to 5,300+ subscribers
- Regional press and radio advertising

Media Coverage

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

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	

SPONSORSHIP BENEFITS	\$10,000 PRODUCING SPONSOR	\$5,000 FIVE STAR SPONSOR	\$2,500 REEL SPONSOR	\$1,500 SUPPORTING SPONSOR	\$750 EVENT SPONSOR
PRINT MATERIALS					
Color ad in Film Guide (mailed to 5,000 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	■				
SCREENING VENUE					
On-screen logo placement in pre-show reel	■	■	■	■	
Verbal recognition at all film screenings	■	■	■	■	AT EVENT
WEB AND SOCIAL MEDIA					
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	ALL	6	4	2	1
AUDIENCE ACCESS					
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	■				
HOSPITALITY					
“All Festival” passes to screenings and receptions	6	4	2	2	
Additional tickets for use throughout the Festival	12	10	8	6	4
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: \$300
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 or email to ads@pvjff.org.

AD DEADLINES

Reserve ad space by Friday, December 21, 2018.
Submit camera-ready ads by Friday, January 11, 2019.



PHOTO: SHANA SURECK

2018 screening of *Bye Bye Germany* with Professor Avi Patt leading a post-screening discussion with audience members.



PHOTO: SHANA SURECK

2018 PVJFF guests enjoy opening night festivities at the Yiddish Book Center.



PVJFF
c/o Springfield JCC
Neal Webber Building
1160 Dickinson Street
Springfield, MA 01108
(413) 739-4715
(413) 739-4747 Fax



PVJFF.org  facebook.com/PVJFF