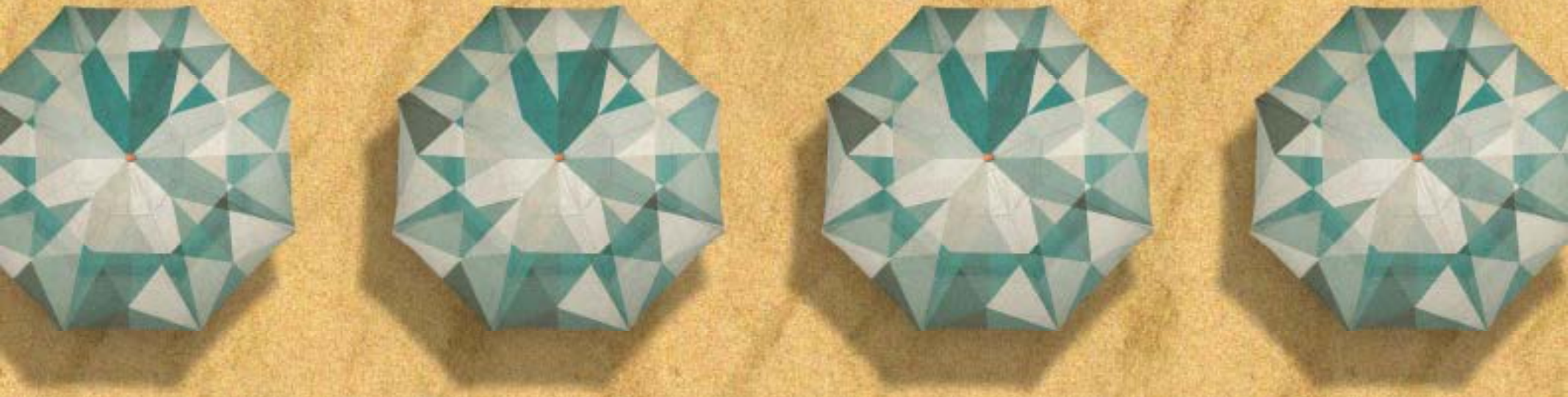
MIAMI FILM FESTIVAL

GEMS

October 13 - 16, 2016

SPONSORSHIP DECK



WHAT IS GEMS?

Our four-day fall film event, GEMS, features the newest cinematic works. GEMS will unfold on October 13 – 16, 2016, exclusively at MDC's Tower Theater Miami.

GEMS will provide us with another opportunity to introduce a specially curated program of new movies that truly sparkle as we countdown to the Festival's 34th edition next March 3 – 12, 2017.

WHERE IS GEMS?

The Tower Theater is one of Miami's oldest cultural landmarks in the heart of Little Havana. USA Today declared MDC's Tower Theater "one of the 10 great places to see a movie in splendor" in the newspaper's round-up of the best old-fashioned movie palaces in America.

WHAT'S PLAYING?

Featuring the crown jewels of the cinematic season, GEMS will showcase 10-15 films from all around the world, including festival favorites from Cannes, Berlin and Sundance. The full line-up will be released on September 15th.

2015 GUESTS

ANTONIO BANDERAS

KATE DEL CASTILLO

DON FRANCISCO

JUAN PABLO RABA

MEL FRONCKOWIAK & RODRIGO SANTORO

PABLO TRAPERO & GUILLERMO FRANCELLA

MELODLY

2015 EVENTS

BALL & CHAIN

CUBAOCHO
MUSEUM & PERFORMING ARTS CENTER

WHO ATTENDS?

4,000 ATTENDEES

GENDER:
62% FEMALE
38% MALE

ETHNIC HERITAGE:
50.81% ARE OF HISPANIC HERITAGE

AGE:
31% BETWEEN THE AGES OF 18-34
55% BETWEEN THE AGES OF 35-64
14% ARE OVER 65

LOCATION:
72% SOUTH FLORIDA RESIDENTS

EDUCATION:
37.32% A BACHELOR'S DEGREE
29.30% MASTER'S DEGREE
14.14% ADVANCE GRADUATE WORK OR PH.D.

ANNUAL HOUSEHOLD INCOME:
18% $25,000 TO $49,999
31% $50,000 TO $99,999
51% $100,000 OR MORE

HOW CAN YOUR BRAND BE INVOLVED?

ONSITE ACTIVATION

Create an audience experience at one of our Festival screenings or events with product integration and sampling.

LOGO PLACEMENT

Align your brand logo through various digital and printed platforms. From step + repeat to on-screen experiences, give your logo the brand awareness and visibility it deserves.

AIR TIME

Logos can be included on the Festival Sponsorship Trailer which shows before each film screening throughout the Festival OR have your own trailer play before audiences.

DIGITAL

30,000+ members receive the Festival Newsletter. Sponsors have the opportunity for logos, banner ads or links directing traffic to their site.

HOW CAN YOUR BRAND BE INVOLVED?

With 31k Facebook fans, 19k followers on Twitter, our social platforms offer a highly visible opportunity to promote your company.

Put your product in the hands of the Festival's team through a variety of product placement opportunities available in exclusive and non-exclusive categories.

We work intimately with each brand to create unique, customized experiences. Give us your ideas and we can make it happen.

WHAT'S NEXT?

Miami Film Festival works intimately with each of its partners and sponsors, and strives to create a unique, customized experience for each brand. Please contact us to discuss your brand's sponsorship opportunities for the 2016 Gems Festival and Miami Film Festival 2017.

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