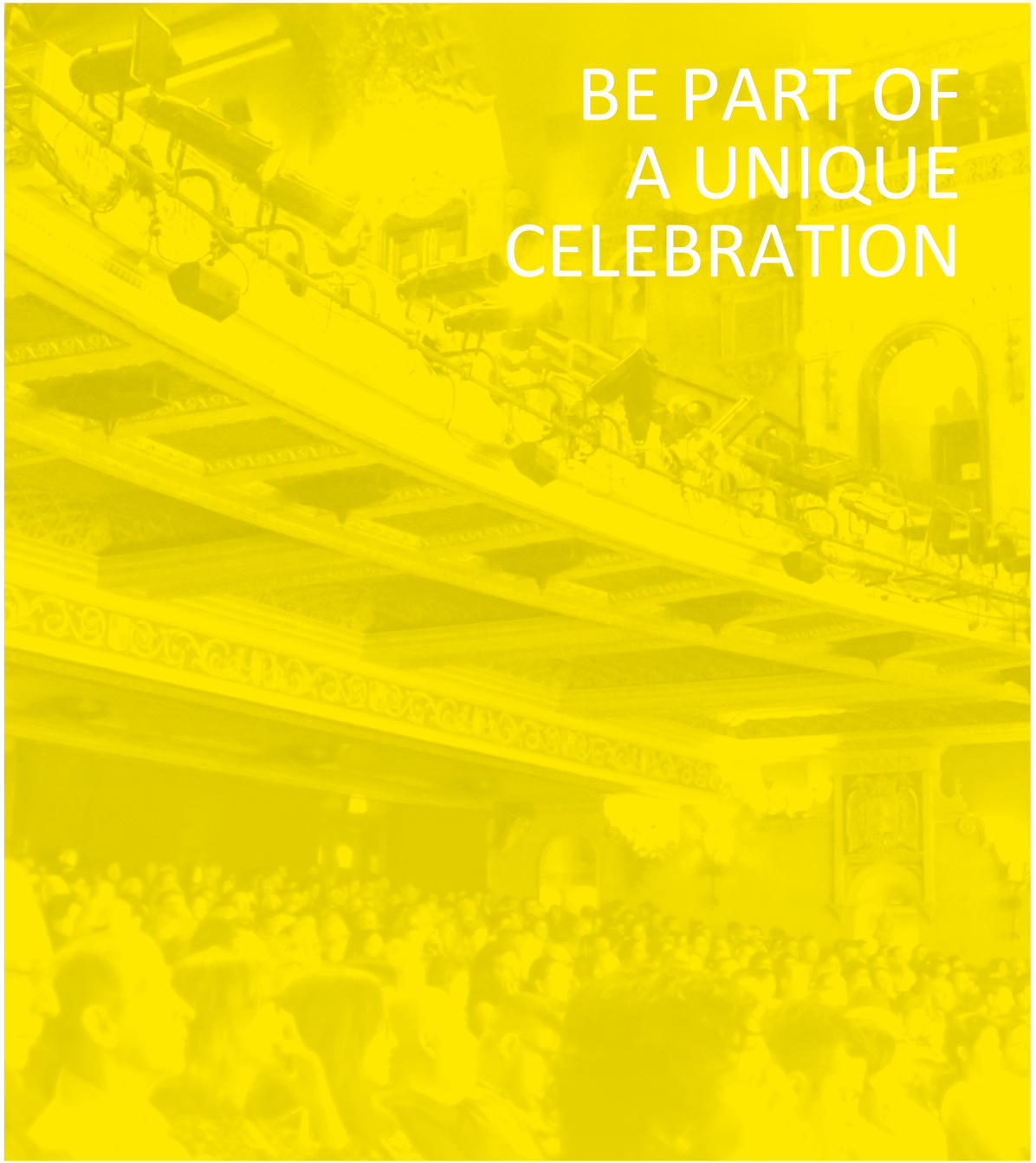
MARCH 1-10, 2019

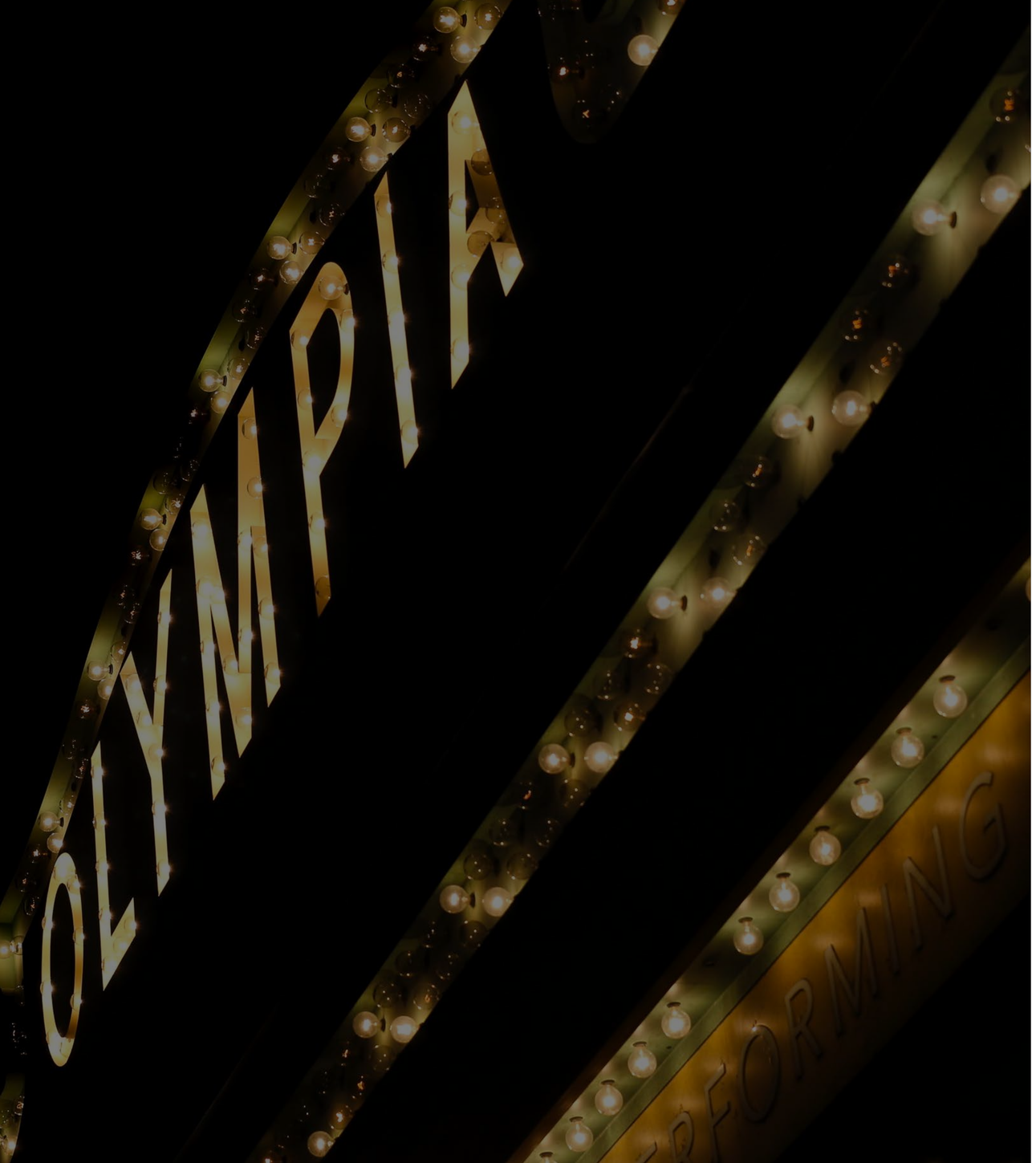
PARTNERSHIP OPPORTUNITIES



BE PART OF A UNIQUE CELEBRATION

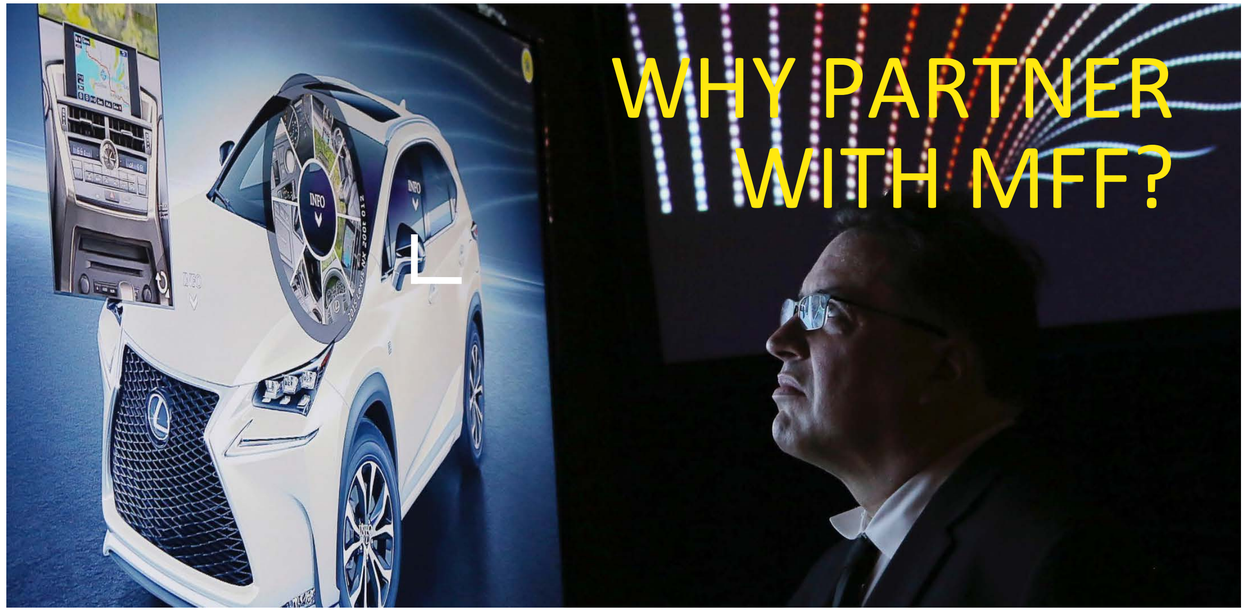
MIAMI DADE COLLEGE'S MIAMI FILM FESTIVAL (MFF) IS A CELEBRATION OF THOUGHT-PROVOKING INTERNATIONAL CINEMA FOR A DIVERSE AUDIENCE OF MOVIE LOVERS.

THROUGH THE MIAMI FILM FESTIVAL, BRANDS HAVE AN ABUNDANCE OF OPPORTUNITIES TO REACH THEIR DESIRED TARGET MARKET TO PROMOTE THEIR PRODUCTS AND/OR SERVICES IN A UNIQUE AND EFFECTIVE MANNER.



MFF AT A GLANCE!

- The Festival was established in 1983 and is now entering its 36th consecutive year; representing the largest film festival in the South-East of the United States, annually bringing in almost 60,000 attendees!
- The Festival is considered the preeminent film festival for showcasing Ibero -American cinema in the U.S., and a major launch pad for all international and documentary cinema.
- The Festival holds more than 250 screenings and special events throughout the 10 days celebration in Miami Beach, Downtown Miami, Little Havana, and Coral Gables. More than $95,000 in prizes are awarded to winning filmmakers.
- The Festival showcases 130+ narrative and documentary films from 40+ countries. Approximately 400 filmmakers and industry professionals are in attendance every year.
- The Festival is featured in national and local media outlets including the Miami Herald, People Magazine, Variety, IndieWire, The Hollywood Reporter, Telemundo, and Univision Radio with an average of 5 billion annual tracked media impressions.
- The Festival has partnered with hundreds of valued and repeat sponsors over the years including American Airlines, Telemundo, Univision Radio, HBO, and Stella Artois providing them with great return on investment.



WHY PARTNER WITH MFF?

- To increase brand awareness to thousands of film industry professionals and patrons.
- To create an event-marketing platform for launching new products/services and promoting existing products/services.
- To reach a wider audience and secure new customers in Miami and elsewhere.
- To establish a framework for building relationships within the Miami community.
- To produce a memorable customer experience and convey your brand image beyond the Festival's audience.
- To deliver great ROI by reaching the right audience profile during a 10-day event.

ENGAGE WITH YOUR AUDIENCE!

57,000+ PUBLIC ATTENDEES

400+ FILM INDUSTRY PROFESSIONALS

30,000
SUBSCRIBERS

25,000+
FOLLOWERS

45,000+
FANS

25,000+
FOLLOWERS

62%
FEMALE

38%
MALE

70%
HISPANIC HERITAGE

63%
18-49 YEARS OF AGE

72%
SOUTH FLORIDA RESIDENTS

77%
MORE APT TO DO BUSINESS WITH BRANDS THAT SUPPORT THE ARTS

51%
ANNUAL HOUSEHOLD INCOME IN EXCESS OF $100,000

PARTNERSHIP BENEFITS

MIAMI FILM FESTIVAL PARTNERS WITH OVER 145 INNOVATIVE BRANDS WHO SUPPORT INTERNATIONAL CINEMA. THROUGH A MIXTURE OF ACCESS, EXPOSURE, HOSPITALITY, SOCIAL MEDIA AND INTERACTIVE ACTIVATION, EACH PARTNER RECEIVES A CUSTOMIZED PACKAGE OF BENEFITS TAILORED SPECIFICALLY TO THEIR ORGANIZATION'S STRATEGIC GOALS.

ON-SITE ACTIVATIONS

- Create an audience experience with product integration and sampling at one of our Festival screenings, parties, or daily happy hours.

NAMING RIGHTS

- Opportunity to name a film competition, category, and/or award that will be internationally recognized with the Festival's official selection.

DIGITAL AND SOCIAL MEDIA

- Direct traffic to your site by placing an ad on our digital platforms. Offerings include weekly newsletter with 30k subscribers or Festival's main site. With 45,000+ Facebook fans, 25,000+ followers on Twitter, 25,000+ on Instagram Miami Film Festival social media platforms offer a highly visible opportunity to promote your brand.

GIFTING

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

LOGO PLACEMENT

- Align your brand through various digital and printed platforms. From step and repeats to on-screen experiences, give your logo awareness & visibility among local, national, and international audiences.
- Logos can be included on the Festival trailer which plays before each movie screening.
- Logos are displayed in the Festival's Ticket Program catalogue where readers can learn everything about the Festival. 100,000 copies of the Ticket Program are distributed via inserts in the New York Times.

YOUR CUSTOM IDEA

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

CURRENT & PREVIOUS MFF BRANDS

LEXUS

American Airlines

Red Bull ENERGY DRINK

IKEA

51 TELEMUNDO

HBO

SHINOLA DETROIT

Google

Microsoft

STELLA ARTOIS

JACK DANIEL'S OLD No. 7 BRAND

TEQUILA PATRÓN

RELATED

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