



# MIAMI FILM FESTIVAL

**SPONSORSHIP OPPORTUNITIES**

**2024-2025 SEASON**

# ABOUT MFF

## MISSION

Miami Film Festival's mission is to present two world-class film festivals annually, as well as year-round programming through a membership program called Miami Film Society. We are driven to curate festivals with the very best new films and provide our audiences with experiences they can't ever replicate at home. At a Miami Film Festival event you can meet the director of the film you just watched, sip champagne with the stars, and experience interactive events that push the limits of what cinema can be. This is your chance to be part of something special.

Miami Film Festival is a department of Miami Dade College, so the Festival also embraces its responsibility to serve as an economic, cultural and civic leader for the advancement of our diverse global community.

## HISTORY

**Founded in 1983**, Miami Film Festival has grown into one of the premier film festivals in the world. Each year, it attracts over 45,000 attendees, including industry professionals, filmmakers, and movie enthusiasts.

Miami Film Festival plays an important role in fostering the local and international film community.

**As the largest film festival in the Southeast United States**, Miami Film Festival showcases the work of the world's best emerging and established filmmakers to the diverse cosmopolitan community of Miami. The festival serves as a major platform for presenting independent American and international films and is the preeminent destination for Ibero-American cinema.

**With two annual film festivals and year-round programming**, Miami Film Festival ensures that the best of world cinema is always accessible to the vibrant and diverse community of Miami. The flagship Miami Film Festival takes place each spring, while the fall showcase, GEMS, is in Fall and features award-season contenders and critically acclaimed films. Beyond these marquee events, the Festival has year-round Miami Film Society events, a Cuban Cinema Series, and educational initiatives for Miami Dade College students.





# MIAMI FILM FESTIVAL

## APRIL 4 - 13, 2025

Entering its 42nd year, Miami Film Festival continues its legacy of cinematic excellence. Annually, the Festival showcases over 150 films from more than 30 countries, highlighting the best in global filmmaking. Transforming Miami into a global epicenter of cinematic art, the Festival attracts 45,000 attendees, including film enthusiasts, industry professionals, and cultural connoisseurs.

### A CELEBRATION ACROSS MIAMI

#### Over 150 Screenings, Parties, Workshops, and Networking Events

Spanning premium locations such as Downtown Miami, Miami Beach, Little Havana, Coral Gables, Coconut Grove, Bal Harbour, North Miami, and beyond.

#### 400 Filmmakers in Attendance

Offering unparalleled access to the creative minds behind the films.

**Filmmakers from across the world** join the Festival to launch their films into the US market. Guests include international and Hollywood stars.

### SPECIAL EVENTS

#### Gala & Marquee Screenings

Featuring the most anticipated films and star-studded red carpet moments.

#### Opening Night Party

A spectacular kickoff setting the tone for an unforgettable Festival.

#### Closing Night Ceremony & Party

Celebrating the Festival's culmination with style and flair.

#### Celebrity Conversations

Intimate dialogues with the stars and creators shaping the film industry.

#### Happy Hours & Parties

Immersive social experiences in Miami's trendiest neighborhoods.

#### Culinary + Film Pairings

A feast for the senses, blending gourmet cuisine with cinematic masterpieces.

#### Industry Access & Networking

Facilitating connections and collaborations among filmmakers, producers, and industry leaders.



# WORLD PREMIERED IN MIAMI

GEMS 2023 WINNERS



**AMERICAN FICTION**

OSCAR WINNER  
**BEST ADAPTED SCREENPLAY**

AWARDS SEASON TOTAL:  
4 WINS | 21 NOMINATIONS



**THE HOLDOVERS**

OSCAR WINNER  
**BEST SUPPORTING ACTRESS**

AWARDS SEASON TOTAL:  
12 WINS | 29 NOMINATIONS



**ANATOMY OF A FALL**

OSCAR WINNER  
**BEST ORIGINAL SCREENPLAY**  
GOLDEN GLOBE WINNER  
**BEST NON-ENGLISH MOTION PICTURE**

AWARDS SEASON TOTAL:  
7 WINS | 21 NOMINATIONS



**THE BOY AND THE HERON**

OSCAR WINNER  
**BEST ANIMATED FEATURE**

AWARDS SEASON TOTAL:  
3 WINS | 5 NOMINATIONS



**SOCIETY OF THE SNOW**

GOYA WINNER  
**BEST FILM**

AWARDS SEASON TOTAL:  
12 WINS | 19 NOMINATIONS



# GEMS 2024

## OCT 30 - NOV 3, 2024

### AWARD-SEASON FILMS MAKING WAVES

Since its inception in 2014, GEMS Film Festival has served as a mini film festival each fall, spotlighting films that have dominated festival circuit conversations and gone on to win prestigious awards, including the Academy's Best Picture and Best International Feature Film.

Taking place **October 30 - November 3**, this season's official kick-off is overlapping with Halloween and Day of the Dead. Be sure to keep an eye out for spooky activations!

Venues Across Miami: Little Havana, Coral Gables, Downtown Miami, Miami Beach, and more!

23 Events & Screenings  
7,500 Attendees

#### SPECIAL EVENTS:

Celebrity Conversations  
Halloween & Day of the Dead Activations  
Opening Night Party  
Watch the films that will be at the Oscars!

**OPPORTUNITIES  
TO SPONSOR  
GEMS 2024  
AVAILABLE**

### GEMS 2023 FILMS WINS AND NOMINATIONS IN THE AWARD SEASON

	Wins	Nominations
OSCARS	4	19
CRITICS' CHOICE AWARDS	6	23
GOYA AWARDS	15	19
GOLDEN GLOBES	5	18
BAFTA	4	27
INDIE SPIRIT AWARDS	6	15
SCREEN ACTOR GUILD AWARDS	1	5
DIRECTORS GUILD AWARDS	**	2



# MFF YEAR-ROUND

## MIAMI DADE COLLEGE

Miami Dade College, renowned for its commitment to overcoming educational barriers, serves over 120,000 students and leads the nation in awarding associate's degrees, particularly to Hispanic students. **As a department of Miami Dade College's Office of Cultural Affairs**, Miami Film Festival (MFF) is a vital part of a dynamic cultural ecosystem that includes Miami Book Fair, Live Arts Miami, Museum of Art and Design, Koubek Center, and the Freedom Tower. MFF collaborates closely with the Film School at MDC's North Campus, offering students invaluable opportunities through industry leader talks, internships, and volunteer positions. MDC Cultural Affairs drives a \$1.4 billion arts and culture sector in Miami-Dade County, and support for its programs, including MFF, enhances equitable access to the arts for students, their families, and the wider community.

## MIAMI FILM SOCIETY

Miami Film Society was established for film aficionados in the Miami community to come together and share in the unique experience of cinema and thus starting the first ever Miami Film Festival. Since its inception, the Society continues to cultivate its members and attract enthusiastic audiences by serving as a link between Miami Film Festival and the greater Miami community. Through monthly screening and events, and specially curated programming it serves to unite cultural, social and educational groups all in the name of film.



## SPECIAL EVENTS

Leader in South Florida cinema, Miami Film Festival partners with different industry and arts organizations for high quality presentations

# MAGIC CITY BIG BREAKS



**Pedro Almodóvar** was honored with the Precious Gem - Master Award in 2021. However, his history with the Festival dates back to the inaugural Miami Film Festival in 1984, where his film DARK HABITS premiered. It was the first film festival in the United States to present an Almodóvar film.



**Denis Villeneuve**, the acclaimed director of DUNE and DUNE: PART TWO presented his film INCENDIES at Miami Film Festival's Closing Night in 2011. The film was later nominated for an Oscar for Best Foreign Film.



Before **Angel Manuel Soto** directed the first latino superhero film, BLUE BEETLE (2023) he was at Miami Film Festival for his film CHARM CITY KINGS (2020).



Before leading the show JANE THE VIRGIN (2014) as Jane, **Gina Rodriguez** was honored at Miami Film Festival for her film FILLY BROWN (2012).



**Nicholas Galitzine**, who became a hit with RED, WHITE AND ROYAL BLUE (2023) and co-starred with Anne Hathaway in THE IDEA OF YOU (2024), attended Miami Film Festival in 2017 for HANDSOME DEVIL.



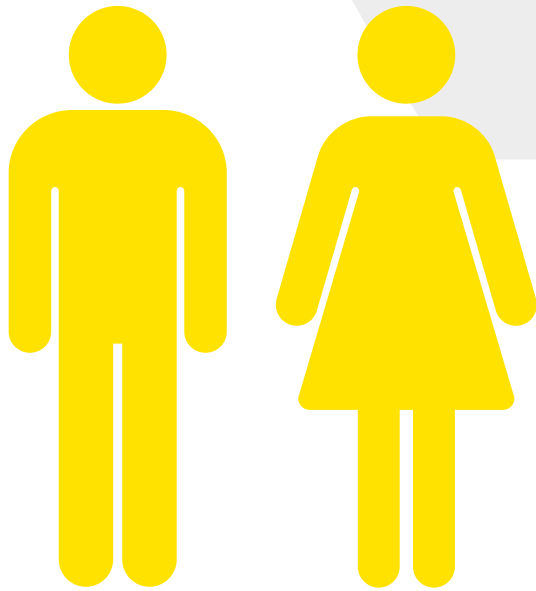
**David Oyelowo**, best known for his acclaimed portrayal of Dr. Martin Luther King Jr. in SELMA (2014), attended Miami Film Festival earlier that year for his film DEFAULT (2014).



The duo behind Disney's Marvel Cinematic Universe MOON KNIGHT (2022), LOKI (2023) and DAREDEVIL: BORN AGAIN (2025), **Justin Benson** and **Aaron Moorhead** premiered their films SPRINGS in 2017 and SYNCHRONIC in 2020.



**Maite Alberdi** has been nominated for two Oscars for Best Documentary Feature Film, THE ETERNAL MEMORY (2024) and THE MOLE AGENT (2021). THE MOLE AGENT played at GEMS 2021, but Maite had been to the Festival twice before for her film THE GROWN UPS (2021) and TEA TIME (2017) that won Best Documentary Feature at the Festival.



- 45%** Male
- 53%** Female
- 2%** Other
- 46%** 18-54 age
- 53%** 55+ age
- 90%** College Educated
- 65%** Hispanic
- 75%** South FL Residents

**70%**  
 MIAMI FILM FESTIVAL  
 ATTENDEES ARE LIKELY TO  
 SUPPORT BUSINESSES THAT  
 SUPPORT THE FESTIVAL

 **50%**  
 Annual Household Income  
 In Excess of \$125K



**35K**  
 MFF ELECTRONIC  
 NEWSLETTER REACH

**300K**  
 MIAMI DADE COLLEGE  
 ELECTRONIC NEWSLETTER  
 REACH



/MiamiFilmFestival  
**50,000**  
 FOLLOWERS



@miamifilm  
**38,000**  
 FOLLOWERS



/MiamiFilmFest  
**32,000**  
 FOLLOWERS



**5.8 Million**  
 VIEWS

# LATINOS & MOVIES

**65%**

OF MIAMI FILM FESTIVAL'S AUDIENCE IS HISPANIC OR LATINO.

## US LATINOS ACCOUNT FOR MORE THAN \$3 TRILLION OF GDP,

which would make them the fifth largest economy in the world if they were a country

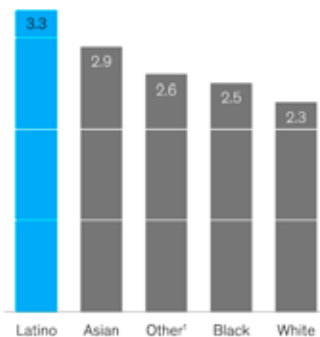
## LATINOS LOVE MOVIES

Compared with a population share of 19 percent, US Latinos account for 24 percent of box office ticket sales and 24 percent of streaming subscribers

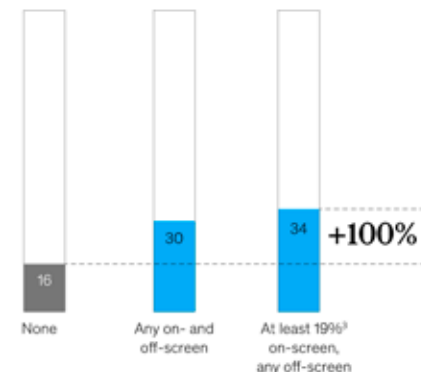
**LATINOS ARE THE MOST AVID FILMGOERS PER CAPITA IN THE UNITED STATES.**

Latino audiences have the highest per capita consumption across entertainment formats, especially when represented.

Per capita annual film attendance by race and ethnicity, US, 2017–21 average



Latino share of US streaming audience<sup>2</sup> by level of Latino representation, Q1 2021–Q1 2022, %



Note: Figures may not sum to 100%, because of rounding.

<sup>1</sup>Other includes multiracial audiences and other races and ethnicities. We used the general "other" categorization due to limited data. Efforts to promote diversity in the industry could be enhanced by more detail about the diverse populations in the industry, including but not limited to Native peoples and people with a disability.

<sup>2</sup>30 most streamed programs.

<sup>3</sup>Parity with the Latino share of US population.

Source: "Latino-led content and viewers: The building blocks for streaming success," Nielsen, Sept 2022; Motion Picture Association Theme Reports 2016–21; Statista



# MARKETING & REACH

## 1 BILLION IMPRESSIONS

in media, press, coverage, and on-air time

## MEDIA PARTNERSHIPS

with major national, trade, and local outlets

## TOUCH POINTS WITH PATRONS

**ELECTRONIC NEWSLETTERS**

**SOCIAL MEDIA ENGAGEMENT**

**AD-TIME BEFORE ALL FILMS**

**PRINTED PROGRAM GUIDES**

At all venues and mailed out to Miami Film Festival  
and Miami Dade College campuses

**EVENT BRANDING AND CUSTOM ACTIVATIONS**

Integrated Marketing Plans are designed and tailored to  
each sponsorship package

PRINCIPAL SPONSORS



PRODUCING SPONSORS



SUPPORTING SPONSORS



INDUSTRY SPONSORS



MEDIA PARTNERS



COMMUNITY PARTNERS



# OPPORTUNITIES



## AWARD CATEGORIES

Made in Miami  
Ibero-American  
Documentary  
Feature Narrative  
Short Film  
Student Films



## PROGRAMMING / SPOTLIGHTS



## ACTIVATIONS



## WORKSHOPS



## TRIBUTES



## PARTIES



## INDUSTRY ENGAGEMENT



## CELEBRITY ENGAGEMENT



## STUDENT ENGAGEMENT



## HOSPITALITY







# BENEFITS

PREMIERE  
\$100K +

PRINCIPAL  
\$60K +

PRODUCING  
\$25K +

SUPPORTING  
\$7.5K +

CONTRIBUTING  
\$5K +

## BRAND RECOGNITION

Category Exclusivity	★	★			
Logo Placement - Festival Homepage	★	★	★		
Logo Placement - All Screening & Event Pages	★	★	★		
Logo Placement - All E-Newsletters	★	★			
Sponsor Recognition On-Screen Inclusion	★	★	★	★	
Press Release Mention	★	★	★		
Press Release Announcement	★				
Sponsored Film or Event	ALL	20	10	2	1
Sponsor Recognition Page Inclusion Online	★	★	★	★	★
Sponsor Recognition Poster Inclusion (all venues)	★	★	★	★	★

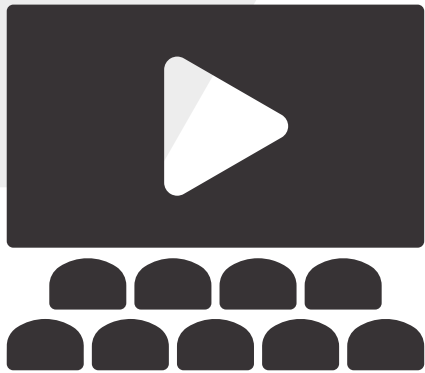
## ADVERTISING

Commercial at Screenings	ALL	SELECT	DISCOUNTED		
Exclusive Signage	★	★	★		
Pre-Screening Slideshow Ad	★	★	★		
Program Guide Ad	★	★	DISCOUNTED		
Organic Social	★	★	★		
E-Newsletter Spotlight or Ad	★	★	★	★	★

## HOSPITALITY

All-Access Passes	★				
Premiere Event Tickets	★	★			
Priority Seating at Opening & Closing	★	★			
Exclusive Event Invitations	★	★	★		
Sponsored Event Tickets	★	★	★	★	
Discounted Tickets	★	★	★	★	★
Sponsor Credential (Skip-the-Line Access)	★	★	★	★	★
Year-round Invitations	★	★	★	★	★

# POSITION YOUR ORGANIZATION IN FRONT OF OUR AUDIENCES



## Pre-Screening Promo Video

**Your commercial will play before  
all screenings!**

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Pricing Starts at \$7.5K

*small business and non-profit discounts available*



## Program Guide

**20,000 Copies Printed  
Direct Mail to 5,000 homes  
Distributed to all venues**

*prior and during the Festival*

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Pricing begins at \$5K





*Thank You!*

*For more information or a customized proposal, please contact:*

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