

The 15th Annual

# PIONEER VALLEY JEWISH FILM FESTIVAL

March 25 – April 6, 2020

## Sponsorship & Advertising Opportunities



2017 PVJFF 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 15th season, the Pioneer Valley Jewish Film 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](http://pvjff.org). Thank you for your consideration!

## Deb Krivoy

Director, Pioneer Valley Jewish Film Festival  
[dkrivoy@springfieldjcc.org](mailto:dkrivoy@springfieldjcc.org)

# 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 throughout 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 45-75
- Well-educated, culturally-aware and loyal filmgoers

## Broad Community Reach

- 5,000 Film Guides mailed to homes; 1,000 placed at community venues
- 2019 web traffic 390K+ hits, 17.5K+ 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	Mount Holyoke College
Amherst College	Northampton Center for the Arts
Basketball Hall of Fame	Pothole Pictures
Cinemark, West Springfield	Regal Cinemas
D'Amour Museum of Art	Smith College
Elms College	Springfield College
Greenfield Garden Cinemas	UMass Amherst
Longmeadow High School	Yiddish Book Center

<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>\$850 EVENT SPONSOR</b>
<b>PRINT MATERIALS</b>					
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	■				
<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	ALL	6	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 screenings	■	■			
Company logo on PVJFF merchandise	■				
<b>HOSPITALITY</b>					
“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	6	4	2		

# Film Guide Advertising Specifications

Reserve your ad space for the printed Film Guide and connect your organization with the largest Jewish cultural event in Western Mass. PVJFF attracts an audience with highly desirable demographics—a mix of upscale, sophisticated filmgoers from across the three-county region.

## 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](http://www.pvjff.org) or email to [ads@pvjff.org](mailto:ads@pvjff.org).

## AD DEADLINES

Reserve ad space by Friday, January 31, 2020..

Submit camera-ready ads by Friday, February 7, 2020.



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

PHOTO: SHANA SURECK



2019 PVJFF opening night screening of *A Bag of Marbles* at Cinemark in West Springfield.

PHOTO: DEBBIE WHITEHEAD



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