

BOULDER INTERNATIONAL FILM FESTIVAL *20 years*

Feb 29 - March 3 2024

CELEBRATING 20 YEARS OF INSPIRATION,
ENTERTAINMENT, AND COMMUNITY IN BOULDER

BIFF1.COM



BOULDER INTERNATIONAL FILM FESTIVAL



The Boulder International Film Festival has developed a reputation as one of the most influential film festivals in the U.S. and for producing huge, passionate audiences. Join us at our **BIFF 2024 celebration** as we mark 20 years of world-class film, great parties, and non-profit partnerships in Boulder.



Boulder, Colorado
#1 Best Place to Live

U.S. News & World Report 2021

AT A GLANCE

FESTIVAL DATES

Feb 29 - March 3, 2024

FILM FORECAST

50 -70 films from 25 countries

VENUES

Historic Boulder Theater, eTown Hall,
Boulder High School, Century Boulder, Grace Commons

ATTENDANCE FORECAST 20,000+

More than 100 million
media impressions are
expected for BIFF 2024.

The Festival has been covered in:

The Hollywood Reporter

The Washington Post

The New York Times

Indiewire

Moviemaker Magazine

and numerous Colorado outlets.

among many other national publications.



Potential for 1:1
media interviews with
the film's director,
producer, actors/subjects.

IN THE NEWS

BIFF staff and the Festival's PR firm, work diligently to bring recognition to the Festival AND to individual films and filmmakers. Proactively connecting with national and local journalists via traditional and online media sources, we maximize your film's presence at the Festival.

If happiness is a
state of mind,
then Boulder, CO
is its capital.

► CBS SUNDAY MORNING

Oscar-nominated actor Javier Bardem and Scott Feinberg, *The Hollywood Reporter's* Executive Editor—Awards, following their Awards Chatter Podcast at BIFF 2022. ►

BIG, LOVING, BOULDER AUDIENCES

Each year, BIFF surpasses attendance records with audiences drawn from the huge, upscale, urban, film-hip Boulder-Denver metro area, and film lovers from around the country and around the world. Our main venue, the historic Boulder Theater, is an art-deco masterpiece that unites the past with the present in one exceptional space.

BIFF has developed international recognition as a showcase for the best new films by today's most talented filmmakers. An exceptional number of films have gone from early screenings at BIFF to significant box office success and multiple Oscar nominations.

PRE-RELEASE SCREENINGS

The Festival has been proud to host pre-release screenings from:

Paramount Pictures
Columbia Pictures
Fox Searchlight
Universal Pictures
MGM
Warner Brothers
Sony Pictures Classics
IFC
Millenium Entertainment
among many others.

luminaries

THE FESTIVAL HAS BEEN PROUD TO HOST MANY SPECIAL GUESTS SINCE ITS INCEPTION IN 2005, INCLUDING:

Oscar-winning actor **F. Murray Abraham**

Oscar-Nominated actor **Javier Bardem**

Kennedy Center Honoree and Oscar winner **Shirley MacLaine**

Winner of over 70 major film awards **Martin Sheen**

Oscar-nominated actor **William H. Macy**

Oscar-winning director **Oliver Stone**

Oscar-nominated actor **James Franco**

Oscar-nominated actor **Alec Baldwin**

Oscar-nominated actor **Alan Arkin**

Oscar-nominated actor **Bruce Dern**

Oscar-nominated actor **Elliott Gould**

Golden Globe-nominated actor **Maria Bello**

Emmy Award-winning actor **Blythe Danner**

Award-winning actor/director **Emilio Estevez**

Oscar-nominated actor **Jesse Eisenberg**

Oscar-nominated actor **Peter Fonda**

Legendary actor and comedian **Chevy Chase**

Oscar-nominee **Eric Roberts**

Actor **Patrick Warburton**

Presidential Medal of Freedom Honoree **Congressman John Lewis**

Legendary musician **David Crosby**

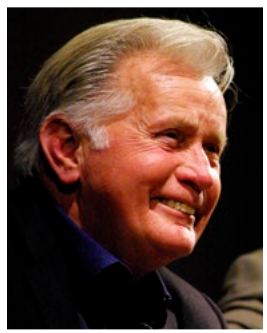
Oscar-nominated writer/director/producer **Lawrence Kasdan** (*The Big Chill*, *Raiders of the Lost Ark*)

Producer **Anthony Bregman** (*Eternal Sunshine of the Spotless Mind*, *The Brother's McMullen*)

Disney filmmaker and producer **Don Hahn** (*The Lion King*, *Beauty and the Beast*, *Maleficent*)

Editor/director/producer **Jon Poll** (*Meet the Fockers*, *Austin Powers*, *The 40-Year-Old Virgin*)

Hollywood screenwriter **John August** (*Big Fish*, *Corpse Bride*, *Charlie and the Chocolate Factory*)



metrics



BIFF knows how to market itself, and most of all, how to reach and engage its core audience.

~ indieWIRE

The Boulder International Film Festival 2005 - 2024

statistics

BOULDER DEMOGRAPHICS

Population: 103,650

University Students: 30,000

Bachelor's degree or higher: 69%

Graduate/professional degree: 33%

Median Household Income: \$57,231

Median Age: 29

FILM FESTIVAL DEMOGRAPHICS

Highly-educated, high-income, well-informed, younger than audiences of traditional arts.

40% have Masters Degrees

50% earn \$60,000+

SPONSOR IMPRESSIONS

TV Commercials: approx. 825,000 impressions

Print Ads: Distribution 50,000 each

Program: Distribution: 60,000

In-Theater (logo, trailer, banners): 25,000+

Online: 7 million hits per year

Media Impressions: 100 million

20 Years of engaging the community, fueling the local economy, inspiring burgeoning filmmakers, and changing the world.

- ▶ The BIFF **Call 2 Action** program has partnered with over 250 local non-profit and arts organizations during the festival, helping our audiences to transform energy into action on important issues facing the community, the U.S. and the world.
- ▶ BIFF's pioneering **Youth Program** has reached over 10,000 students with free films, discussions with filmmakers, workshops, and film competitions, igniting a new sense of intercultural, artistic, and technical imagination in the next generation.
- ▶ The BIFF **Senior Outreach Program** has offered free films to low income seniors each year - at the festival, offsite, and virtually, reaching over 10,000 seniors in the Boulder community, and helping them to remain enlightened about the world beyond their doorstep.

4 days of films + makers + conversation + controversy = community



ONE OF THE

"25 Coolest Film Festivals"

MovieMaker Magazine (Summer 2009)

ONE OF THE

"25 Film Festivals Worth the Entry Fee"

MovieMaker Magazine (Spring 2011)

FILM FORECAST 50-70 world class films

VENUES

Historic Boulder Theater
Grace Commons
(First Presbyterian Church)
Century Boulder
eTown Hall
Boulder High Auditorium
Longmont Museum's
Stewart Auditorium

PRESENTED BY

The Colorado Film Society (CFS),
a Boulder-based 501(c)3
non-profit film arts organization.

STATS

BOULDER DEMOGRAPHICS

Population: 108,000

Bachelor's Degree
or Higher: 79%

Graduate/Professional
Degree: 41%

Median Income: \$75k

Median Family Income: \$127k

Median Age: 29 years

FILM FESTIVAL DEMOGRAPHICS

Highly-educated, high-income,
well-informed, younger than
audiences of traditional arts.

40% have Masters Degrees

50% earn \$60,000+

► SPONSORSHIP BENEFITS

PRINT + TV

Ad in Official Festival Program.			QUARTER PAGE	HALF PAGE	2/3 PAGE	FULL PAGE	FULL PAGE
Logo in BIFF television spots.					■	■	■
Logo or company name in Official Festival Program.	COMPANY NAME	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER	FIRST TIER
Logo placement on print ads. Distribution 45,000.			2	3	4	5	6

THEATER

Dedicated screen on logo reel for discount/promotional offers to BIFF attendees (cash sponsors only, content to be mutually agreed upon with BIFF sponsor staff).					■	■	■
30 second promotional spot (provided by Sponsor) featured prior to Opening and Closing Night Ceremonies. 3,000 impressions (cash sponsors only).							■
Logo placement on Film Festival trailer played prior to all film screenings, including BIFF at Home Virtual Cinema.		LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER PLACEMENT	FIRST TIER PLACEMENT

Placement on Logo Reel to run for 30 minutes between all Festival programs.	LOGO	LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER PLACEMENT	FIRST TIER PLACEMENT
Logo and/or company name on all official BIFF lanyards (cash sponsors only).							■
Verbal announcements during Festival, highlighting sponsor during Opening and/or Closing Night Ceremonies.			■	■	■	■	■

DIRECT ACCESS TO AUDIENCES

Opportunity to headline and host an official party or event.				■	■	■	■
Opportunity for product distribution/sampling to Festival attendees (cash sponsors only).			■	■	■	■	■

WEB + APP + SOCIAL

Banner ad with link on BIFF1.com. 25,000 visitors per month (cash sponsors only).					■	■	■
Inclusion in BIFF app (cash sponsors only).					■	■	■
Logo with link on website. 25,000 visitors per month.		LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER	FIRST TIER
Link on festival blog/news page during the Festival.	■	■	■	■	■	■	■
Social media: Facebook/Twitter mentions and promotion leading up to the Festival (sponsor must supply offer and wording).			■	■	■	■	■
Mentions in Film Festival press releases.			■	■	■	■	■

PASSES

Festival Passes to most screenings, panels, receptions and parties, including the Opening Night Gala, VIP Filmmaker Reception, and Closing Night Awards Celebration. (Does not include CineCHEF event or Longmont venue).	1 DISCOUNTED PASS	1 FREE PASS	2 FREE PASSES	4 FREE PASSES	4 FREE PASSES	4 FREE PASSES	4 FREE PASSES
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SPONSORSHIP LEVEL

1k	2.5k	5k	10k	17.5k	25k	50k
		QUARTER PAGE	HALF PAGE	2/3 PAGE	FULL PAGE	FULL PAGE
				■	■	■
		PROMINENT PLACEMENT	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER	FIRST TIER
		2	3	4	5	6
				■	■	■
						■
	LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER PLACEMENT	FIRST TIER PLACEMENT
LOGO	LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER PLACEMENT	FIRST TIER PLACEMENT
						■
		■	■	■	■	■
				■	■	■
				■	■	■
	LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER	FIRST TIER
■	■	■	■	■	■	■
		■	■	■	■	■
		■	■	■	■	■
1 DISCOUNTED PASS	1 FREE PASS	2 FREE PASSES	4 FREE PASSES	4 FREE PASSES	4 FREE PASSES	4 FREE PASSES

Please note: Sponsorship benefits/events/venues are subject to change. Some benefits subject to sponsorship confirmation by December 15, 2023. See back of pass for details and any additional exclusions. One additional pass may be purchased by sponsors at \$100 off the regular rate.

BIFF 2024 ADDITIONAL SPONSOR OPPORTUNITIES

EACH OPPORTUNITY INCLUDES STANDARD BIFF SPONSOR BENEFITS, IN ADDITION TO THOSE LISTED BELOW.

BENEFITS MAY VARY BY LEVEL OF SPONSORSHIP, AND CUSTOMIZED PLANS ARE AVAILABLE. PLEASE CONTACT US ABOUT PRICING AND LEVELS.



■ **BIFF ADVENTURE FILM PAVILION** BIFF 2024 will once again host a festival within a festival! The AFP will be dedicated to presenting the world's greatest new adventure films, with shorts, features, discussions with world-class explorers and filmmakers, and even a few surprises. Partner with the AFP to engage with an enthusiastic audience of outdoor adventure lovers!

Additional sponsor exposure includes: Logo on-screen in dedicated trailer prior to all AFP screenings, AFP pages in the BIFF Program, AFP page on the BIFF website, AFP promo postcards, social media, display/sampling opportunities, party and event hosting.

■ **FRIDAY, MARCH 1 - SUNDAY, MARCH 3, 2024.**

■ **BIFF LONGMONT** Entering our 7th year in Longmont, BIFF screenings at the Longmont Museum's Stewart Auditorium have been a huge success with this arts loving community. Get your logo on the BIFF Longmont trailer, viewed between all screenings over a 3-day period. Also includes exposure at BIFF screenings in Boulder.

Additional sponsor exposure includes the BIFF Longmont Trailer, inclusion in Longmont Times-Call advertising, the Longmont page(s) in the BIFF program, poster on-site at venue.

■ **FRIDAY, MARCH 1 - SUNDAY, MARCH 3, 2024 • Longmont Museum's Stewart Auditorium.**



■ **CineCHEF** Acclaimed chefs from Boulder and Denver will be back in action at CineCHEF 2024, showcasing their culinary talents for our food and film-loving guests. Each top chef will create a cinema-inspired dish to sample and vote on, while also enjoying music, wine and local beers. This event is always a festival favorite — who will be crowned Best CineCHEF 2024?

Additional sponsor exposure includes the CineCHEF page in the BIFF Program, the CineCHEF page on the BIFF website, the CineCHEF ticketing page, mention in BIFF CineCHEF press release, opportunity to provide product/prizes to chefs, signage and info on-site. ■ **THURSDAY, FEB 29, 2024 • 5-7pm, Location TBD.**



■ **SINGER SONGWRITER SHOWCASE** Ever wonder where all that great music comes from in BIFF's eclectic variety of critically acclaimed independent films? It comes from talented musicians like those highlighted each year at BIFF's Singer-Songwriter Showcase. Musicians perform original music at the BIFF Filmmaker Lounge at the Velvet Elk Lounge, and also before huge audiences at select film screenings. Sponsor this popular program at BIFF and get your company's name on some of the hottest parties at the Festival.

Additional exposure includes logo on: Singer-Songwriter page of BIFF program, BIFF logo reel played prior to all screenings, Singer Songwriter page of BIFF website, and signage at BIFF Filmmaker Lounge.

■ THURSDAY, FEB 29 - SATURDAY, MARCH 2, 2024 • BIFF Filmmaker Lounge at The Post, as well as before select screenings.



■ **BIFF YOUTH PROGRAMS** Each year we offer a slate of BIFF films free for students. We also bring films and filmmakers to local schools, offering a rare opportunity for kids to meet with filmmakers and BIFF special guests. We also offer filmmaking workshops, filmmaking competitions, and other fun and one-of-a-kind opportunities for kids to learn about film! Reach Boulder's youth and show your support of education in Boulder by sponsoring this unique family-friendly content.

Additional sponsor exposure includes Youth Pavilion (YP) page in the official BIFF program, YP screen of the logo reel, YP page of the BIFF website, banner on-site, social media, sampling opportunities. ■ THURSDAY, FEB 29TH - SUNDAY, MARCH 3, 2024



■ **CALL2ACTION** Show your support of the community (and the world!) by sponsoring BIFF's Call2Action program. Films address issues involving the environment, social justice, human rights and many other important and urgent topics. Post-film discussions bring attention to other local non-profit organizations and give passionate audience members 5 action items to help make change in the world!

Additional sponsor exposure includes the Call2Action page in the BIFF program, the Call2Action page of the BIFF website, opportunity to moderate or participate in post-film discussions, if appropriate. ■ THURSDAY, MARCH 2 - SUNDAY, MARCH 5, 2024 • Locations in film venues.



INDIVIDUAL DONORS PLAY A VITAL ROLE IN BIFF

SUPPORT BOULDER'S PREMIER CULTURAL EVENT

Individual sponsors are the lifeblood of The Boulder International Film Festival. Come join the family. Any amount is welcome – and is tax deductible!



RED CARPET PASSES (\$2500 and up). These hot tickets are just one way we say thank you for your generous sponsorship. You'll enjoy a special Red Carpet Line that allows very first entry to all film venues, exclusive donor invitations to all private celebrity parties and receptions, as well as full access to all Festival screenings (including eTown Hall) and nearly all panels and parties, including the Opening Night Gala, VIP Filmmakers Reception and Closing Night Awards Ceremony. (CineCHEF included at Directors Circle and Leadership Circle Levels only).

THE LEGACY FUND Remember BIFF in your estate planning and direct your legacy to the powerful change that film can bring to the lives of many. Contact us for information regarding tax benefits.

SPONSOR HOTLINE:

Chris Northrup

303.449.2289

Chris@BIFF1.com

BIFF1.COM

DIRECTORS CIRCLE

10,000+

Four Red Carpet Passes

(Includes AFP, eTown Hall, and CineCHEF)

Invitation to Private Events (if held) with special guests/celebrities

Special Red Carpet Queue—Be the very first admitted at each film venue

Four Complimentary Admissions to the CineCHEF Event

RECOGNITION

FIRST TIER name placement to appear:

- In the official BIFF 2024 Program
- On the BIFF Festival Trailer, played prior to all film programs during BIFF
- On the BIFF Logo Reel that runs for 30 minutes between all BIFF film programs

LEADERSHIP CIRCLE

5000+

Two Red Carpet Passes

(Includes AFP, eTown Hall, and CineCHEF)

Invitation to Private Events (if held) with special guests/celebrities

Special Red Carpet Queue—Be the very first admitted at each film venue

Two Complimentary Admissions to the CineCHEF Event

RECOGNITION

SECOND TIER name placement to appear:

- In the official BIFF 2024 Program
- On the BIFF Festival Trailer, played prior to all film programs during BIFF
- On the BIFF Logo Reel that runs for 30 minutes between all BIFF film programs

BENEFACTOR

2500+

Two Red Carpet Passes

(Includes AFP and eTown Hall)

Invitation to Private Events (if held) with special guests/celebrities

Special Red Carpet Queue—Be the very first admitted at each film venue

RECOGNITION

PROMINENT name placement to appear:

- In the official BIFF 2024 Program
- On the BIFF Festival Trailer, played prior to all film programs during BIFF
- On the BIFF Logo Reel that runs for 30 minutes between all BIFF film programs

FRIEND OF BIFF

1000+

One Festival Pass

(Festival Pass includes AFP, does not include eTown Hall or CineCHEF)

Express Queue for Early Access to Venues Skip ahead of the general ticket lines!

RECOGNITION

Name placement to appear:

- In the official BIFF 2024 Program
- On the BIFF Festival Trailer, played prior to all film programs during BIFF
- On the BIFF Logo Reel that runs for 30 minutes between all BIFF film programs

Photos of Alec Baldwin, Javier Bardem, desserts, CineCHEF ©Randall Malone • Photomalone.com

Boulder International Film Festival/Colorado Film Society • 1426 Pearl Street, Suite 20, Boulder, CO 80302 • 303.449.2289 • BIFF1.com