



BOULDER INTERNATIONAL FILM FESTIVAL



SPONSORSHIP GUIDE

APRIL 8-11
2027



Your Town.
Your Stories.
Your Festival.

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 BIFF 2027** for world-class film, great parties, and dynamic community engagement in Boulder.

AT-A-GLANCE

FESTIVAL DATES

April 8-11, 2027

FILM FORECAST

60-80 films from around the world

VENUES

Historic Boulder Theater, Century Boulder,
Grace Commons, First United Methodist Church,
Longmont Stewart Auditorium

ATTENDANCE FORECAST 25,000+

More than **100 MILLION**
media impressions are
expected for BIFF 2027.

The Festival has been covered by

The Hollywood Reporter
The Washington Post
The New York Times
Indiewire
Moviemaker Magazine

and extensive coverage in many major
newspapers, radio and television
networks in Colorado.

PLEASE CONTACT

Chris Northrup, Sponsor Director
Chris@BIFF1.com
for more information

BIFF1.COM

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

► CBS SUNDAY MORNING



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

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
Searchlight Pictures
Universal Pictures
MGM
Warner Brothers
Sony Pictures Classics
IFC
Amazon Prime Video
Netflix
among many others.

community

"BIFF KNOWS HOW TO ...
reach and engage
its core
audience."

—INDIEWIRE



Over 20 years **2005-2027**
of films + makers + conversation + action = **community**

BIFF established its [Call2Action](#) program over 15 years ago, and since then has worked with over 200 local non-profit organizations. C2A at BIFF highlights these organizations' important work on issues featured in many BIFF films, and helps transform energy into action to make change locally and globally.

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, helping them remain enlightened about the world beyond their doorstep.



luminaries



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

Golden Globe, SAG, and Emmy Award winner **JANE LYNCH**

Golden Globe and Emmy Award winner **LAURA LINNEY**

SAG Award winner **TONY GOLDWYN**

Oscar winner **F. MURRAY ABRAHAM**

Oscar winner **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 winner **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 winner **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 musicians **DAVID CROSBY, ROBBIE ROBERTSON, JAKOB DYLAN**

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

Producer **ANTHONY BREGMAN** (*Eternal Sunshine of the Spotless Mind, Snycodoche, New York*)

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*)



FILM FORECAST 60-80 world class films

SPONSOR IMPRESSIONS

TV Commercials:
approx. 825,000 impressions

Print Ads:
Distribution 45,000 each

Program Distribution: 50,000

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

Online: 7 million hits per year

Media impressions:
100 million

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 each.			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.		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).							●
Special call-out/sponsor thank you with logos on the big screen 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 or company name with link on website. 25,000 visitors per month.	COMPANY NAME	LOGO	LOGO	PROMINENT PLACEMENT	PROMINENT PLACEMENT	SECOND TIER	FIRST TIER
Social media: Facebook/Instagram 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

1.5k	2.5k	5k	10k	17.5k	25k	50k
		QUARTER PAGE	HALF PAGE	2/3 PAGE	FULL PAGE	FULL PAGE
				●	●	●
COMPANY NAME	LOGO	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
						●
		●	●	●	●	●
			●	●	●	●
				●	●	●
				●	●	●
				●	●	●
				●	●	●
				●	●	●
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 January 15, 2027. 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 2027 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.



ADVENTURE FILM PROGRAM

BIFF 2027 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, social media, display/sampling opportunities, party and event hosting.

FRIDAY, APRIL 9 - SUNDAY, APRIL 11, 2027



CINECHEF

Acclaimed chefs from Boulder and Denver will be back in action at CineCHEF 2027, 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 2027?

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 event program on-site.

THURSDAY, APRIL 8, 2027 • 5-7PM, REMBRANDT YARD



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, APRIL 8 - SUNDAY, APRIL 11, 2027
LOCATIONS IN FILM VENUES**

BIFF 2027 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.



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, poster on-site, social media, sampling opportunities.

THURSDAY, APRIL 8 - SUNDAY, APRIL 11, 2027



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 SPONSOR 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, APRIL 8 & SATURDAY, APRIL 10, 2027
BIFF FILMMAKER LOUNGE AT THE VELVET ELK,
AS WELL AS BEFORE SELECT SCREENINGS



BIFF LONGMONT

Entering our 9th 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, thank you poster at Opening Night Reception.

FRIDAY, APRIL 9 - SUNDAY, APRIL 11, 2027
LONGMONT MUSEUM'S STEWART AUDITORIUM

Details and benefits subject to change.

Individual donors play a vital role in BIFF



SUPPORT BOULDER'S PREMIER CULTURAL EVENT

Come join the BIFF family!
Help the Boulder International
Film Festival continue to grow
and thrive, and support and
enrich the community for
many years to come.

RED CARPET PASSES 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, panels and parties. (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.

PLEASE
CONTACT

Chris Northrup, Sponsor Director
Chris@BIFF1.com
for more information

BIFF1.COM

DIRECTORS CIRCLE

\$10,000+

Four Red Carpet Passes

(Includes Adventure Film and CineCHEF)

Invitation to Kick off/

Program Release Party Start the festival season in style, and be the very first to see the full 2027 film slate

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 2027 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 Adventure Film and CineCHEF)

Invitation to Kick off/

Program Release Party Start the festival season in style, and be the very first to see the full 2027 film slate

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 2027 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

\$3000+

Two Red Carpet Passes

(Includes Adventure Film)

Invitation to Kick off/

Program Release Party Start the festival season in style, and be the very first to see the full 2027 film slate

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

RECOGNITION

Prominent name placement to appear:

- In the official BIFF 2027 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

\$1500+

One Red Carpet Pass

(Includes Adventure Film)

Invitation to Kick off/

Program Release Party Start the festival season in style, and be the very first to see the full 2027 film slate

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

RECOGNITION

Name placement to appear:

- In the official BIFF 2027 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