

# RIVERRUN INTERNATIONAL FILM FESTIVAL

2022  
SPONSORSHIP  
GUIDE

RiverRun International Film Festival is a non-profit cultural organization dedicated to the role of cinema as a conduit of powerful ideas and diverse viewpoints. Our mission is to foster a greater appreciation of cinema and a deeper understanding of the many people, cultures, and perspectives of our world through regular interaction with great films and filmmakers.

The 23rd RiverRun International Film Festival was held May 6-16, virtually and at outdoor & drive-in screenings in 6 venues throughout Winston-Salem and 1 in Greensboro. RiverRun screened 132 films from 24

countries. Due to our excellence in programming, we are recognized by the Academy of Motion Pictures & Sciences as an Academy Award qualifying festival in 2 film categories—animated shorts and documentary shorts. In addition to our annual Festival, we have several highly regarded year-round screening programs which include the free Indie Lens Pop-Up Series in partnership with PBS North Carolina; RiverRun Retro; RiverRun Arts; and our free education initiative—Films With Class.

*RiverRun International Film Festival is a 501(c)(3) non-profit organization.*

## SPONSORSHIP BENEFITS

### TITLE | \$50,000

- Full-page ads in Festival newspaper tabloid (60k+ distribution) & Film Guide
- Top-line logo recognition: Festival trailer, posters, print materials, step & repeat backdrops, sponsor banners & website
- Verbal on-stage recognition before all Festival screenings
- RiverRun e-newsletter & social media recognition
- Ticket vouchers, concierge service, VIP Sponsor credentials, event access & more

### PRESENTING | \$25,000

- Full-page ad in Film Guide & half-page ad in Festival newspaper tabloid (60k+ distribution)
- Logo recognition: Festival trailer, posters, print materials, sponsor banners & website
- RiverRun e-newsletter & social media recognition
- Ticket vouchers, concierge service, VIP Sponsor credentials, event access & more

### MARQUEE | \$15,000

- Full-page ad in Film Guide & half-page ad in Festival newspaper tabloid (60k+ distribution)
- Logo recognition: Festival posters, print materials, sponsor banners & website
- RiverRun e-newsletter & social media recognition
- Ticket vouchers, concierge service, VIP Sponsor credentials, event access & more

### PREMIER | \$10,000

- Half-page ads & logo listing in Festival newspaper tabloid (60k+ distribution) & Film Guide
- Logo recognition: Festival print materials, sponsor banners & website
- RiverRun e-newsletter & social media recognition
- Ticket vouchers, concierge service, VIP Sponsor credentials, event access & more

### PARTNER | \$5,000

- Half-page ad in Festival newspaper tabloid (60k+ distribution)
- Logo recognition: Festival print materials, sponsor banners & website
- RiverRun e-newsletter & social media recognition
- Ticket vouchers, Sponsor credentials, event access & more

### BENEFACTOR | \$2,500

- Quarter-page ad in Festival newspaper tabloid (60k+ distribution)
- Logo recognition on Festival website
- Listing in all Festival print material Sponsor rolls & banners
- RiverRun social media recognition
- Ticket vouchers, Sponsor credentials, event access & more

### ASSOCIATE | \$1,000

- Eighth-page ad in Festival newspaper tabloid (60k+ distribution)
- Logo recognition in all Festival Sponsor rolls: website, print materials & banners
- Ticket vouchers, Sponsor credentials, event access & more

### AFFILIATE | \$500

- Listing in all Festival Sponsor rolls: website, print materials & banners
- Ticket vouchers, Sponsor credentials, event access & more

# SPONSORSHIP OF RIVERRUN INTERNATIONAL FILM FESTIVAL OFFERS

## RECOGNITION

Powerful year-round marketing exposure to enthusiastic, engaged, and receptive audiences

## UNIQUE EXPERIENCES

Exclusive opportunities to reward your employees and clients with tickets to Festival film screenings and VIP invitation-only events

## COMMUNITY INVOLVEMENT

Demonstration of commitment to the arts and quality of life in Winston-Salem and the Piedmont Triad

## 2021 RIVERRUN INTERNATIONAL FILM FESTIVAL MARKETING IMPRESSIONS BY THE NUMBERS

# 11

days of RiverRun, the longest N.C. film festival and one of the largest annual arts festivals in the Piedmont Triad

# 91%

of attendees are from the Piedmont Triad Area

# 85

free screenings presented to our local communities via the Festival and year-round & virtual Films With Class programs

# 40,000

distribution of the RiverRun Insider newspaper insert via *Winston-Salem Journal* and *Greensboro News & Record*

# 17,066

followers of RiverRun's social media platforms

# 7,409

subscribers to the RiverRun e-newsletter

## DEMOGRAPHICS

### AGE

**63%** of respondents are over 55 years old

**16%** of respondents are 45-54 years old

**11%** of respondents are 35-44 years old

**7%** of respondents are 25-34 years old

### GEOGRAPHY

**91%** of RiverRun attendees live in the Triad of North Carolina (*79% in Winston-Salem/Forsyth County*)

### HOUSEHOLD INCOME

**39%** report income between \$80,000 and \$159,999

**23%** report income of \$160,000 or more

### EDUCATION

**88%** of RiverRun attendees are college graduates



**RIVERRUN 2022 SPONSORSHIP DEADLINE February 11, 2022**

For more information about exclusive Sponsorship opportunities with RiverRun or to request a custom sponsorship proposal, please email [sponsor@riverrunfilm.com](mailto:sponsor@riverrunfilm.com) or call 336.724.1502

[riverrunfilm.com](http://riverrunfilm.com) | 336.724.1502