

RIVERRUN INTERNATIONAL FILM FESTIVAL

2024
**SPONSORSHIP
GUIDE**

RiverRun International Film Festival is 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 25th RiverRun International Film Festival was held April 13-22 in seven venues in Winston-Salem and one in Greensboro and screened 174 films representing 34 countries with 130 filmmakers/special guests and 11,562 filmgoers in attendance. Due to our excellence in programming, we are recognized by the Academy of Motion Pictures & Sciences as an Academy Award qualifying festival in two

film categories—animated shorts and documentary shorts. In addition to our annual festival, we have several highly regarded year-round screening programs, which include our classic film series RiverRun Retro, RiverRun Arts highlighting the performing and visual arts, the free ITVS Indie Lens Pop-Up Series in partnership with PBS North Carolina, and our free education initiative Films With Class that presents screenings in the classroom and at the festival to over 1,000 students annually.

Our 26th RiverRun International Film Festival will take place from April 18 – 27, 2024.

RiverRun International Film Festival is a 501(c)(3) nonprofit organization.

SPONSORSHIP BENEFITS

TITLE | \$50,000

- Full-page ads in Festival publications
- 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 Festival publications
- 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 Festival publications
- 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 publications
- 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 publications
- 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 publications
- 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 publications
- 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

2023 RIVERRUN INTERNATIONAL FILM FESTIVAL MARKETING IMPRESSIONS BY THE NUMBERS

10

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

60

free screenings and panels presented to our local communities via the Festival and year-round programs

11,562

festival attendees

25,688

social media followers and newsletter subscribers



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

FAMILY

10% of Festival attendees have a child under the age of 18
9% have attended a RiverRun event with children



RIVERRUN 2024 SPONSORSHIP DEADLINE February 16, 2024

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

riverrunfilm.com | 336.724.1502