



For Jew and You Too.

Sponsorship & Development

Austin, Texas

August 2020

In 2019 the Austin Jewish Film Festival was revamped, opening it up to the community like never before.

A new marketing and PR campaign paid off by enhancing the festival's great programming with a sold out gala opening night at **The Long Center for the Performing Arts.**

2019 saw a 288% increase in the 22-39 age demographic, an 8.7% increase in the ratio of non-Jewish:Jewish attendees, and a 33% increase in audience size per movie. Festival badge purchases for all movies and events grew by a staggering 800%!

All the great results confirmed what we thought from the beginning: **people don't want to wait for another year to see our unique, high quality movies.**



So we launched **AJFF365**, a year-round monthly film program with the support of Shalom Austin, as well as **AJFF Connect** partnerships and **AJFF Sneak Peek** events for several big studio releases.

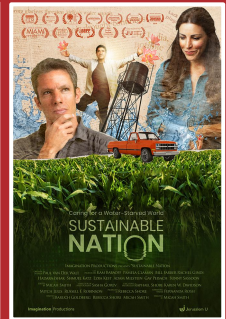
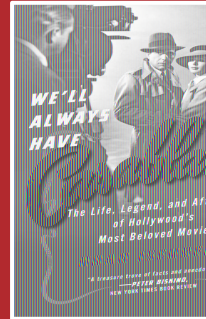
We've already had big audiences in the first quarter of 2020, with exclusive screenings of movies such as **Jojo Rabbit**, **A Hidden Life**, and **The Song of Names**. And we've secured partnerships with **major international studios**, **local festivals**, and **organizations** to increase and diversify our subscriber programs!



Then, the COVID-19 pandemic struck.

And while other festivals may have canceled or scaled back, AJFF has **INCREASED** programming—upping the number of **AJFF365** monthly events. We've exhibited movies virtually and held Zoom webinars with celebrities and award-winning movie directors. With the support of partners we have also made many of these events FREE.

And instead of “wait and see” about what may happen in November regarding the annual Austin Jewish Film Festival, we've heard our fans, we've listened to their uncertainties, and we've come up with a creative idea ...



From **November 7-13**, AJFF will celebrate its 18th year with a hybrid festival:

- Secure, socially distanced, **drive-in events** for opening and closing nights.

These will be unique, fun programs where film is just one element of the overall entertainment.

Take advantage of **unique marketing opportunities**, such as giveaways, on-screen promotion, and personal appearances.

- A five day virtual online program of **MORE** films and live Q&As than ever before:

More screen time means more eyeballs on your message—on ticketing, event pages, and pre-roll video media.



Marketing & Advertising

GUILTY IF YOU COME. GUILTY IF YOU DON'T.



The Austin Jewish Film Festival has been around for fewer than 5780 years – 17 to be precise ... and you never showed up?! We feature great films in all genres from around the world that you probably won't see anywhere else. And you don't have to be Jewish to love them! So, if you haven't come before, you can make it up to us. We'll give you a discount, and even a hug. No grudges here.



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THE ONLY FESTIVAL WHERE AIR CONDITIONING IN THE THEATER IS STRICTLY CONTROLLED BY A BUBBE



We let her go with that, but we program all the films – choosing from more than two hundred this year alone. Was it said or luck that two of them are now official Oscar submissions? Bubbe may tell you that she saw that coming, that she knows almost all the Jewish people in these movies, and that she wants to set you up on a date. Just go with it. Stay cool.
17th Austin Jewish Film Festival / November 2-8, 2019 / AustinJFF.org



For Jew and You Too.

WE'VE BEEN PLANNING FOR 5780 YEARS, AND YOU DON'T HAVE A FEW HOURS?



Judaism is an ancient culture – we deliver it with a modern spin. You'll see history, tragedy, drama, and comedy like never before. Visit our website, attend events, and create your own experience. And enjoy screen time the way it's meant to be!

17th Austin Jewish Film Festival / November 2-8, 2019 / AustinJFF.org



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Marketing & Advertising

EXPELLED FOR
500 YEARS.
RE-ADMITTED
IN JUST
90 MINUTES.



"Sefarad" is the incredible story of a Jewish community that never gave up their faith or their rights. February 16th, 3 PM at Congregation Agudas Achim.

AJFF membership provides free entry to the entire AJFF-Shalom Austin Monthly Film Series, plus early access to other special events, companion tickets, and more. To sign up for membership or purchase individual event tickets go to austinjff.org.

Brought
to you by:



Event Partner:



Supported by:



✓
ORGANIZING DRAWERS

✓
ALPHABETIZE BOOK COLLECTION

✓
SMALL HOME REPAIRS



HELP OTHERS WHILE WATCHING MOVIES

While we can't be together in person, AJFF is constantly sharing curated movies and TV show recommendations, creating online screenings and virtual events, and working hard to help our community.

Throughout April to June, AJFF is organizing events to benefit worthwhile causes such as Shalom Austin Jewish Family Services, who are providing short term loans and mental health services. Check the box, and let's do this together.

**WHILE WE CAN'T
BE TOGETHER,
LET'S WATCH
TOGETHER.**



ChaiFlicks is a new streaming service from AJFF's top distributor of Jewish Films. And they've given us the opportunity to share a 30 day free trial with our audience!

Go to www.ChaiFlicks.com and enjoy the very best of Jewish Films. Hope to see you soon!



**Marcel Marceau saved hundreds of
Jewish kids during World War II.
But it's Jesse's performance in "Resistance"
that will leave you speechless!**



Join us on **Sunday, May 17, 2020 at 7:30 PM** for a free live webinar with lead actor **Jesse Eisenberg** and writer-director **Jonathan Jakubowicz** of the new major motion picture "Resistance" from IFC Films.



**"VIRAL: ANTISEMITISM
IN FOUR MUTATIONS."
NO VACCINE
CREATED YET.**

Join us for a free online screening of the new documentary "Viral: Antisemitism in Four Mutations" on July 12 at 3PM CDT. Immediately followed by a Q&A panel with the director, Andrew Goldberg, and ADL Deputy National Director Kenneth Jacobson.

Pre-registration required – Go to AustinJFF.org/Viral and reserve your place now



Co-presented by



**"THEY AIN'T READY FOR ME."
ARE YOU?**



Watch the movie "They Ain't Ready for Me" for FREE between August 5-7, and then join us on Sunday, August 9, at 2:00PM Central for a Q&A session with Tamar Manasseh.

For more information go to AustinJFF.org/tarfm

Presented by:

Co-Presented by:



**THOSE WHO
REMAINED**

After watching **"Those Who Remained,"** you're bound to have questions. Writer/director Barnabás Tóth will have all the answers!

The Austin Jewish Film Festival resumes its AJFF365 Monthly Film Series in June with Hungary's submission for the 2020 Oscars, the award-winning post-WWII drama "Those Who Remained."

From 6/9/20 to 6/11/20 watch the movie online, and join us on 6/14/20 at 2:00 PM Central Time for a live Q&A from Budapest with Barnabás Tóth. Full details at <https://austinjff.org/video/those-who-remained/>

But, this will be a **financially challenging year** as **our main grant will be reduced by 66-100%.**

And even though we've increased our audience, teamed up with partner organizations, and increased our media reach, **we need your help** more than ever.

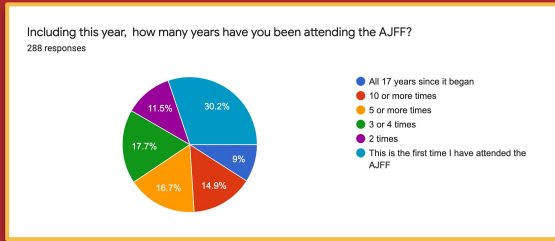
The support of our sponsors will allow us to bridge cultural gaps within the Austin community, entertain while educating people about Jewish arts and history, and generate more understanding among Austinites.

We'd love you to join us as a sponsor.

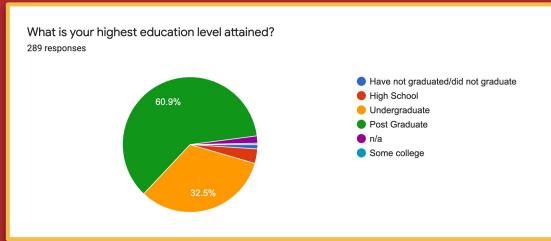


Our audience is:

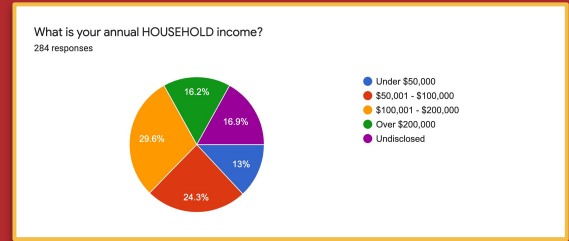
Loyal AND expanding



Well educated



Affluent, with disposable income



Most recent festival data:

- Total audience size - just under 2,000
- >20% not Jewish
- Average age getting **YOUNGER** (positive results of our marketing)
- Highly social - word of mouth (41%) was the biggest influencer in festival attendance.

**AUGUST
2020**

1. "They Ain't Ready for Me"

Free screening and Q&A.

2. "The Execution of Memory"

free program with Polish student animator.

3. "Good Morning Son"

film screening and Q&A with director.

**SEPTEMBER
2020**

1. "Breaking Bread"

film premiere and Q&A.

2. Q&A with international director and actors from **"The Painted Bird."**

2. **"Dough"** free comedic movie as part of a High Holiday program.

**OCTOBER
2020**

Surprise
Movie
events.



**NOVEMBER
5-13**

**The 18th annual
Austin Jewish
Film Festival
with drive-in
and virtual
events**



December 2020: More **AJFF365** year round programming.

There are many valuable ways you can engage with our audience.
Pick yours!

SPONSORSHIP

	Bronze \$5,000 \$3,600	Silver \$10,000 \$7,200	Gold \$20,000 \$14,400	Diamond \$50,000 \$36,000
Events	1 (co-sponsored)	1 Main	2 Main	4 Main
Festival badges	1	2	4	8
Complimentary tickets (for AJFF365 events or Festival)	10	15	30	5 for every event
Customizable marketing opportunities	✓	✓	✓	✓
Static logo included on pre-roll before every film watch	✓	✓	✓	✓
Up to 30 sec. TV ad in pre-roll before every film watch			✓	✓
Logo on mass media campaigns (FB, Twitter, email)	1 - Small	2 - Small	4 - Medium	6 - Large
Festival film presented by:		✓	✓	✓
★ Opening and closing nights (drive-ins):		Co-Presenter	Featured Presenter	Title Presenter
Printed advertisement of support (festival guide)			✓	✓
Festival Naming rights				✓
Logos everywhere				✓

Benefits can be tailored to your needs!

**For more information about audience profiles, metrics,
current partners, & potential sponsorships, please contact:**

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