

For Jew and You Too.

Oy vey! Enjoy it your way.

AJFF.org

Sponsorship & Development

November 11-16, 2021

In 2019 the Austin Jewish Film Festival was revamped with a bold marketing campaign - **AJFF, For Jew and You Too** - opening it up to the community like never before.

We 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 800 percent!**

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



In early 2020 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 had impressive 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!



AJFF FESTIVAL. FILMS FOR JEW AND YOU.



AJFF 365. UNIQUE MOVIES. MEMORABLE EXPERIENCES.



AJFF CONNECT. PARTNER PRIVILEGES.



AJFF SNEAK PEEK. WATCH IT BEFORE ANYONE ELSE.

Then, the COVID-19 pandemic struck.

And while other festivals may have canceled or scaled back, AJFF **INCREASED** programming —upping the number of **AJFF365** monthly events. We exhibited movies virtually and held Zoom webinars with celebrities and award-winning movie directors, delivering more than 40 virtual programs over the last year. With the support of partners we have also made many of these events **FREE**, and used the opportunity to raise funds for important causes.

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



From **November 7-13**, 2020 AJFF celebrated its 18th year with a hybrid festival:

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

These were unique, fun programs where film was just one element of the overall entertainment.

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

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



Secure, socially distanced drive-in event at Shalom Austin, Nov. 2020

We kept engagement with our audiences while we grew our reach and quality programs

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.

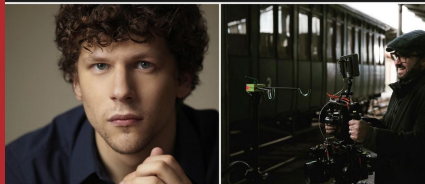


ChaiFlicks is a new streaming service from AJFF's top distributor of Jewish Films. And they've given us the opportunity to share a 30 day free trial with our audience!

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:



AJFF BELIEVES IN UNIQUE, MEMORABLE EXPERIENCES

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/>



And we were more visible than ever before.

austin360

THE AUSTIN CHRONICLE

Forbes

SIGHT LINES
Arts, Culture, News & Ideas



SPONSORS

However, this will be a **financially challenging year** as **our main grants have be reduced by \$20,000 over the last two years.**

Although we've increased our audience, teamed up with partner organizations, and increased our media reach, **we need your help** now 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 for you to join us as a sponsor.

LOEWY LAW FIRM
HELPING INJURED TEXANS



BON



PROMOTIONS

Temple Beth Shalom

The University of Texas at Austin
Moody College of Communication



IN-KIND SPONSORS



moment

ELIZA WREN
Murie-Film-Kraft

COMMUNITY PARTNERS



HEBREW FREE LOAN
of AUSTIN
www.hfla.org



Temple Beth Shalom

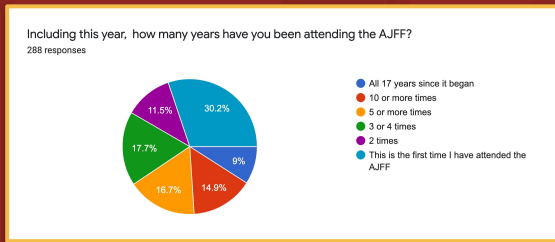


HADASSAH
the power of women
who DO

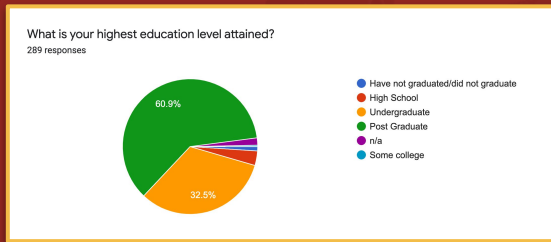


Our audience is:

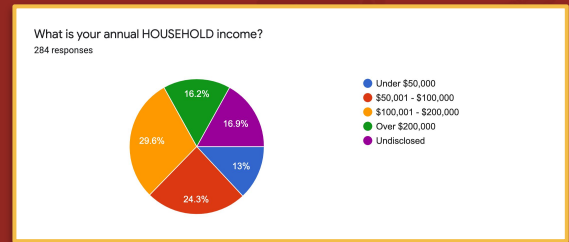
Loyal AND expanding



Well educated



Affluent, with disposable income



Most recent festival data:

- Total audience size - c. 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.

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

SPONSORSHIP

	Bronze \$3,600	Silver \$7,200	Gold \$14,400	Diamond \$36,000
Events	1 (co-sponsored)	1 Main	2 Main	4 Main
Combo badges (Festival Badges + AJFF365 subscriptions)	1	2	4	8
Complimentary tickets (for Festival or AJFF365 events)	10	15	30	5 for <i>every</i> event
Customizable marketing opportunities	✓	✓	✓	✓
Static logo included on pre-roll before every film	✓	✓	✓	✓
Up to 30 sec. TV ad in pre-roll before every film			✓	✓
Logo on mass media campaigns (FB, Twitter, email)	1 - Small	2 - Small	4 - Medium	6 - Large
Festival film presented by:		✓	✓	✓
★ Special Event (inc. Opening or Closing night):		Co-Presenter	Featured Presenter	Title Presenter
Logo on step and repeat banner at theater			✓	✓
Logo everywhere				✓
Festival Naming rights				✓

Benefits can be tailored to your needs!

THANKS!

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

Jay Rubin

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