

2027

APRIL 22-27, 2027

SLO



FILM FEST



SPONSORSHIP OPPORTUNITIES

The San Luis Obispo International Film Festival is an IRS-approved, 501c3 nonprofit public charity. Donations and sponsorships are eligible for up to a 100% tax deduction depending on benefits received. We can custom tailor a package that suits your organizational needs.

VISIT WWW.SLOFILMFEST.ORG



SPONSORSHIP@SLOFILMFEST.ORG

THE 33RD ANNUAL San Luis Obispo International Film Fest is a can't miss event, **April 22-27, 2027**. Beginning in 1993 as a celebration of classic films, SLO Film Fest has grown to become the Central Coast's premiere event that celebrates the power of storytelling through independent cinema.

Taking place over six days and featuring over 100 culturally innovative films from around the world, the SLO Film Fest engages, inspires and unites people in the immersive experience of seeing their stories play out on the big screen.

We were recently awarded two prestigious honors. We are now distinguished as an Academy Award® Qualifying Festival for Documentary Short Films and have been named one of the Top 25 Coolest Film Festivals worldwide by MovieMaker Magazine. With this renewed spirit for showcasing the best, most relevant and fresh independent films of the year, the upcoming 2027 SLO Film Fest is shaping up to be an outstanding event. We hope that you'll join us in carrying out our important mission by becoming a sponsor.

Thank you for your consideration. We can't wait to see you at the movies!

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ABOUT US



THE SLO FILM FESTIVAL is set in the scenic heart of California's Central Coast, halfway between the bustling cities of San Francisco and Los Angeles. Our festival celebrates diverse independent films, champions under-represented voices, and elevates the region's cultural landscape by fostering deep community connections through the transformative power of cinema.

OUR MISSION

To expand minds, open hearts and entertain people through worldwide independent cinema.



OUR VISION

To provide a year-round destination for international independent cinema, promoting diversity, understanding, education and inclusion through engaging storytelling. Our world-class annual festival in San Luis Obispo County and events throughout the year provide a venue for international and local filmmakers, exposing an ever-expanding range of audiences to new ideas and experiences.

MEDIA EXPOSURE

By aligning with the SLO Film Festival, sponsors receive amplified media exposure that extends their brand reach. This invaluable visibility not only enhances brand recognition but also positions our sponsors as community champions, fostering trust and loyalty among an engaged and discerning audience, resulting in deeper community connections and stronger community relations for their businesses.

CBS NEWS

VARIETY

Los Angeles Times

Hollywood REPORTER

abc NEWS

MovieMaker

KSBY

THE TRIBUNE

New Times

93.3 KZDZ

KVEC
NEWS • TALK
920 AM • 93.5 FM

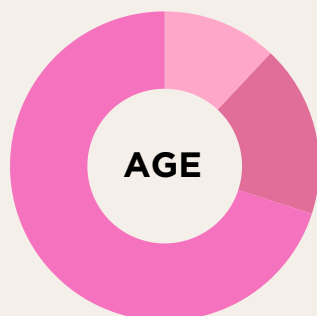
THE krush
92.5 • THE PERFECT BLEND

#1 FOR TODAY'S COUNTRY
98.1 KJUG

COAST
104.5 FM

EXPOSURE

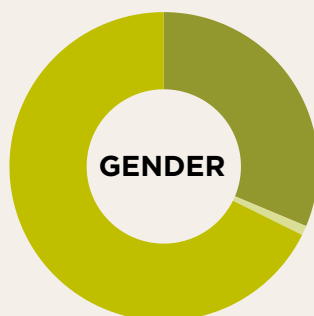
FESTIVAL STATISTICS



UNDER 25
7%

25-55
29%

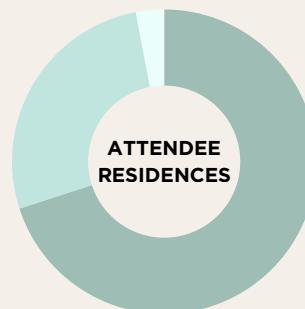
OVER 55
64%



FEMALE
64%

MALE
33%

NOT
SPECIFIED
3%

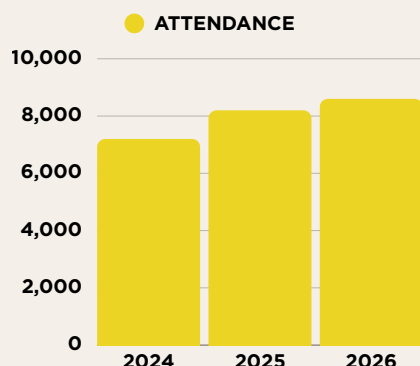


SAN LUIS OBISPO
42%

SLO COUNTY
31%

CALIFORNIA
17%

OUT OF STATE
10%



In 2026 we had over **8,600 admissions** in person during the week of our festival. We have seen a steady increase each year since 2020.



ACADEMY AWARD®
QUALIFYING FESTIVAL FOR
DOCUMENTARY SHORT FILMS

MovieMaker

TOP 25 COOLEST FILM FESTIVALS

FilmFreeway

TOP 100 BEST REVIEWED FESTIVALS

SOCIAL MEDIA INFLUENCE



@SLOFILMFEST: 7,020
@THEPALMTHEATRE: 8,065



FOLLOWERS: 5,700



MAILING LIST: 14,335

SPONSORSHIP OPPORTUNITIES

Discover a range of sponsorship opportunities tailored to resonate with your brand's vision — be it sponsoring a film, workshop, competition, or any of our dynamic events. We're committed to aligning with your objectives, making every sponsorship a collaborative success.



WHY SPONSOR?

IT'S SIMPLE. Our festival celebrates the art of storytelling and invites viewers to delve into diverse narratives that reflect our shared humanity. Aligning with our organization offers you the unique opportunity to foster meaningful connections with our passionate and engaged audiences.



PRESENTING SPONSOR

\$20,000

BE A PART OF BRINGING THE FESTIVAL TO LIFE AND ENSURING ITS SUSTAINABILITY AS A STAPLE OF THE ARTS IN THIS COMMUNITY.

This sponsorship allows the festival to maintain a level of prestige while continuing its small-town character and attentiveness; helps us adapt to the ever-changing environment by expanding our marketing efforts, increasing accessibility measures and purchasing elevated signage and equipment; encourages an upscaled experience for guests when curating our events; and ultimately expands the quality, consistency and luxury of our festival. *Only one Presenting Sponsorship is available.*



ON-SITE

BRAND ACTIVATION	★
YEAR ROUND SLIDE AT THE PALM	★
30-SECOND AD IN PRE-SHOW REEL	★
LOGO IN PRE-SHOW REEL	★
VERBAL RECOGNITION	★

DIGITAL

AD IN ONE FESTIVAL EMAIL BLAST	★
LOGO FEATURED ON WEBSITE	★
SOCIAL MEDIA FEATURED POST	★
FEATURED IN ALL FESTIVAL EMAILS	★

PRINT

AD SPACE IN PROGRAM GUIDE	FULL PAGE BACK COVER
LOGO IN PROGRAM GUIDE	★

TICKETS + PASSES

ALL-ACCESS MOVIE MOGUL PASS	12
MOVIE STAR PASS	N/A
ADMIT ONE & RED CARPET TICKETS	AVAILABLE UPON REQUEST
APPROX. CASH VALUE OF TICKETS	\$4,200 +

BENEFITS

EXECUTIVE PRODUCER

\$10,000

SPONSOR A SPECIAL EVENT

Our events are the staples of the week! Sponsor one of these special events to help us bring honored guests to town, secure the rights to films and book vendors to provide food, beverages and live entertainment on these evenings. *A list of events available for sponsorship can be found in the back. Events are subject to change.*

BENEFITS

ON-SITE		DIGITAL + PRINT		TICKETS + PASSES	
BRAND ACTIVATION	N/A	AD IN ONE FESTIVAL EMAIL BLAST	★	ALL-ACCESS MOVIE MOGUL PASS	10
YEAR ROUND SLIDE AT PALM	N/A	LOGO FEATURED ON WEBSITE	★	MOVIE STAR PASS	N/A
30-SEC AD IN PRE-SHOW REEL	★	SOCIAL MEDIA FEATURED POST	★	ADMIT ONE & RED CARPET TICKETS	AVAILABLE UPON REQUEST
LOGO IN PRE-SHOW REEL	★	FEATURED IN ALL FESTIVAL EMAILS	N/A	APPROX. CASH VALUE OF TICKETS	\$3,500 +
VERBAL RECOGNITION	★	AD SPACE IN PROGRAM GUIDE	FULL PAGE INSIDE FRONT COVER		
		LOGO IN PROGRAM GUIDE			

\$7,500

PRODUCER

VENUE SPONSOR

New this year, be the official sponsor of one of our festival venues! This sponsorship maintains our ability to offer multiple screenings of each film across our many different venues in Downtown SLO! With this assistance we're able to play a wide range of quality films for all demographics, interests and accessibility needs while assisting in offsetting the cost of venue booking fees. Be recognized with your name displayed at the venue and a special slide in our venue-specific Preshow Reel. **3 Venue Sponsorships available.**

ON-SITE		DIGITAL + PRINT		TICKETS + PASSES	
BRAND ACTIVATION	N/A	AD IN ONE FESTIVAL EMAIL BLAST	★	ALL-ACCESS MOVIE MOGUL PASS	6
YEAR ROUND SLIDE AT PALM	N/A	LOGO FEATURED ON WEBSITE	★	MOVIE STAR PASS	N/A
SLIDE IN PRE-SHOW REEL	"VENUE PRESENTED BY"	SOCIAL MEDIA FEATURED POST	★	ADMIT ONE & RED CARPET TICKETS	AVAILABLE UPON REQUEST
LOGO IN PRE-SHOW REEL	★	FEATURED IN ALL FESTIVAL EMAILS	N/A	APPROX. CASH VALUE OF TICKETS	\$2,100 +
PHYSICAL RECOGNITION	NAME DISPLAY AT VENUE	AD SPACE IN PROGRAM GUIDE	HALF PAGE AD		
		LOGO IN PROGRAM GUIDE	★		

BENEFITS

DIRECTOR

\$5,000

SPONSOR A FILM PROGRAM OR SERIES

Sponsor one special program or series during the festival — a documentary, narrative, music video, youth film series or our local filmmakers on the Central Coast. This sponsorship level enables us to continue accepting the many genres, mediums and lengths of films into our festival.

BENEFITS

ON-SITE		DIGITAL + PRINT		TICKETS + PASSES	
BRAND ACTIVATION	N/A	AD IN ONE FESTIVAL EMAIL BLAST	★	ALL-ACCESS MOVIE MOGUL PASS	4
YEAR ROUND SLIDE AT PALM	N/A	LOGO FEATURED ON WEBSITE	★	MOVIE STAR PASS	N/A
30-SEC AD IN PRE-SHOW REEL	N/A	SOCIAL MEDIA FEATURED POST	★	ADMIT ONE & RED CARPET TICKETS	N/A
LOGO IN PRE-SHOW REEL	★	FEATURED IN ALL FESTIVAL EMAILS	N/A	APPROX. CASH VALUE OF TICKETS	\$1,400
VERBAL RECOGNITION	★	AD SPACE IN PROGRAM GUIDE	1/4 PAGE AD		
		LOGO IN PROGRAM GUIDE	★		

\$3,000

CINEMATOGRAPHER

SPONSOR ONE FEATURE-LENGTH FILM + ONE FILMMAKER AWARD

Select and sponsor one feature-length film and one Filmmaker Award, presented at our Closing Night ceremony. Be a part of uplifting one of our filmmakers and launching them further into their filmmaking careers. Each year we offer cash awards to the winning films in multiple categories. Receiving such recognition helps ensure that the filmmakers receive funding for upcoming projects get distribution on their film, and more!

BENEFITS

ON-SITE		DIGITAL + PRINT		TICKETS + PASSES	
BRAND ACTIVATION	N/A	AD IN ONE FESTIVAL EMAIL BLAST	★	ALL-ACCESS MOVIE MOGUL PASS	3
YEAR ROUND SLIDE AT PALM	N/A	LOGO FEATURED ON WEBSITE	★	MOVIE STAR PASS	N/A
30-SEC AD IN PRE-SHOW REEL	N/A	SOCIAL MEDIA FEATURED POST	★	ADMIT ONE & RED CARPET TICKETS	N/A
LOGO IN PRE-SHOW REEL	★	FEATURED IN ALL FESTIVAL EMAILS	N/A	APPROX. CASH VALUE OF TICKETS	\$1,050
VERBAL RECOGNITION	★	AD SPACE IN PROGRAM GUIDE	N/A		
		LOGO IN PROGRAM GUIDE	★		

FEATURE FILM SPONSOR

\$2,000

SPONSOR ONE FEATURE-LENGTH FILM (OVER 40 MINS)

Help us bring a filmmaker to town! One of the unique aspects of film festivals is their interactive component — the chance to attend Q&As with filmmakers and talent after screenings, mingle with them in the lounge, and attend panel discussions featuring them. We can't do this without your help to offset their travel costs as well as cost of screening fees to distributors and for film delivery. *Feature films play 2-3 times throughout the Festival.*

BENEFITS

ON-SITE		DIGITAL + PRINT		TICKETS + PASSES	
BRAND ACTIVATION	N/A	AD IN ONE FESTIVAL EMAIL BLAST	N/A	ALL-ACCESS MOVIE MOGUL PASS	2
YEAR ROUND SLIDE AT PALM	N/A	LOGO FEATURED ON WEBSITE	NAME LISTED	MOVIE STAR PASS	N/A
30-SEC AD IN PRE-SHOW REEL	N/A	SOCIAL MEDIA FEATURED POST	N/A	ADMIT ONE & RED CARPET TICKETS	N/A
LOGO IN PRE-SHOW REEL	NAME LISTED	FEATURED IN ALL FESTIVAL EMAILS	N/A	APPROX. CASH VALUE OF TICKETS	\$700
VERBAL RECOGNITION	★	AD SPACE IN PROGRAM GUIDE	N/A		
		LOGO IN PROGRAM GUIDE	NAME LISTED		

\$800

SHORT FILM SPONSOR

SPONSOR ONE SHORT-LENGTH FILM (UNDER 40 MINS)

There is no film festival without film screenings! By being a sponsor of a short film, you are helping the festival ensure that we are able to play each film multiple times throughout the week of the event. Help us offset the cost of venue booking fees, screening fees to distributors, film delivery fees and assisting the filmmakers with technical conversions. *Short films play twice throughout the Festival.*

ON-SITE		DIGITAL + PRINT		TICKETS + PASSES	
BRAND ACTIVATION	N/A	AD IN ONE FESTIVAL EMAIL BLAST	N/A	ALL-ACCESS MOVIE MOGUL PASS	N/A
YEAR ROUND SLIDE AT PALM	N/A	LOGO FEATURED ON WEBSITE	NAME LISTED	MOVIE STAR PASS	2
30-SEC AD IN PRE-SHOW REEL	N/A	SOCIAL MEDIA FEATURED POST	N/A	ADMIT ONE & RED CARPET TICKETS	N/A
LOGO IN PRE-SHOW REEL	NAME LISTED	FEATURED IN ALL FESTIVAL EMAILS	N/A	APPROX. CASH VALUE OF TICKETS	\$450
VERBAL RECOGNITION	★	AD SPACE IN PROGRAM GUIDE	N/A		
		LOGO IN PROGRAM GUIDE	NAME LISTED		

BENEFITS

SPONSORSHIP BENEFITS OVERVIEW

	PRESENTING	EXECUTIVE PRODUCER	PRODUCER	DIRECTOR	CINEMATOGRAPHER	FEATURE FILM	SHORT FILM
ON-SITE	\$20,000	\$10,000	\$7,500	\$5,000	\$3,000	\$2,000	\$800
BRAND ACTIVATION	★	N/A	N/A	N/A	N/A	N/A	N/A
YEAR ROUND SLIDE AT THE PALM	★	N/A	N/A	N/A	N/A	N/A	N/A
30-SECOND AD IN PRE-SHOW REEL	★	★	"VENUE PRESENTED BY" SLIDE	N/A	N/A	N/A	N/A
LOGO IN PRE-SHOW REEL	★	★	★	★	★	NAME LISTED	NAME LISTED
VERBAL RECOGNITION AT SCREENING	★	★	PHYSICAL RECOGNITION. NAME DISPLAYED AT VENUE	★	★	★	★
DIGITAL							
AD IN ONE FESTIVAL EMAIL BLAST	★	★	★	★	★	N/A	N/A
LOGO FEATURED ON WEBSITE	★	★	★	★	★	NAME LISTED	NAME LISTED
SOCIAL MEDIA FEATURED POST	★	★	★	★	★	N/A	N/A
FEATURED IN ALL FESTIVAL EMAILS	★	N/A	N/A	N/A	N/A	N/A	N/A
PRINT							
AD SPACE IN PROGRAM GUIDE	FULL PAGE BACK COVER	FULL PAGE INSIDE FRONT COVER	HALF PAGE AD	QUARTER PAGE AD	N/A	N/A	N/A
LOGO IN PROGRAM GUIDE	★	★	★	★	★	NAME LISTED	NAME LISTED
TICKETS + PASSES							
ALL-ACCESS MOVIE MOGUL PASS	12	10	6	4	3	2	N/A
MOVIE STAR PASS	N/A	N/A	N/A	N/A	N/A	N/A	2
ADMIT ONE & RED CARPET TICKETS	AVAILABLE UPON REQUEST	AVAILABLE UPON REQUEST	AVAILABLE UPON REQUEST	N/A	N/A	N/A	N/A
APPROX. CASH VALUE OF TICKETS	\$4,200 +	\$3,500 +	\$2,100 +	\$1,400	\$1,050	\$700	\$450

HOSPITALITY SPONSOR

FOOD + WINE + HOTELS + OTHER IN-KIND DONATIONS

What is a film festival without wine, grazing boards and filmmakers? Be a part of the festival by helping us feed our guests, host and provide lodging for out-of-town filmmakers and honored guests, and keep beverages flowing throughout the week.

Be honored in our special Hospitality Sponsor section in our program guide, on its own landing page on our website, and on a special slide in our Preshow Reels.

In-Kind donations are valued differently than cash sponsorships. If you are interested in being an In-Kind Donor, please reach out to our team for a breakdown of benefits and additional tier values.

IN-KIND DONATIONS are non-cash gifts made to a nonprofit organization.

TICKETS + PASSES



MOVIE MOGUL

(\$350)

Access for one person to all in-person screenings, the festival lounge, and special events. Priority line access.



FAN PACK 6

(\$80)

A ticket package of 6 individual tickets to attend regular screenings. Does NOT include access to Special Events.



MOVIE STAR

(\$225)

Access for one person to all in-person regular screenings, and daytime festival lounge access. Does NOT include special events.



INDIVIDUAL TICKETS

(\$12-\$25)

Access for one person to attend an in-person screening or event. Film or event must be selected in advance.

FESTIVAL EVENTS

OPENING NIGHT

A gala reception to celebrate the festival's first night with a red carpet, premiere film and special guests



MUSIC VIDEO NIGHT



An interactive event that includes music videos from around the world, Q&As with filmmakers and live musical performances

COMMUNITY OF SKATE

A celebration of skateboarding, showcasing skate films with iconic guests in the skate community



SURF NITE

A world-renowned event that features a terrific surf film on the big screen with guest surf legends



SPECIAL GUESTS



Intimate conversations with celebrated Hollywood legends and influential industry figures.

CLOSING NIGHT

Festival wrap-up that spotlights our Filmmaker Awards, a film and an honored guest



MORE WAYS TO GET INVOLVED



BECOME A FOUNDING MEMBER OF THE SLO FILM CENTER

In July 2024 we took over the operations of the Palm Theatre — creating the SLO Film Center — a major undertaking to ensure the longtime survival of our beloved theater. If you're interested in learning more about the center or becoming a part of our SLO Film Center Founding Campaign, please get in touch with our team at founder@slofilmfest.org.

BECOME A PALMIE MEMBER

For just \$99 a year, receive 6 free admissions to the Palm Theatre, \$1 off additional tickets, a free small popcorn with each visit, a special birthday reward, discounts to the festival and events, and more!

BECOME A VOLUNTEER

We wouldn't be able to pull the festival off without our incredible volunteers! If you are interested in being a part of the community and volunteering at the upcoming SLO Film Festival, please get in touch with our team at volunteer@slofilmfest.org.

GET IN TOUCH WITH OUR TEAM

WEBSITE:

WWW.SLOFILMFEST.ORG

EMAIL:

SPONSORSHIP@SLOFILMFEST.ORG