

APRIL 12 —  
19 2023

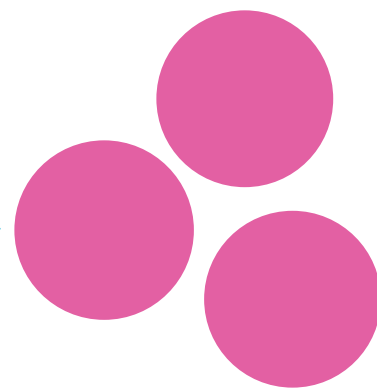
MORGAN HILL  
SAN MARTIN  
GILROY  
HOLLISTER  
SAN JUAN BAUTISTA

**POPPY  
JASPER**

INTERNATIONAL  
FILM FESTIVAL

**SPONSORSHIP  
OPPORTUNITIES**

[WWW.PJIFF.ORG](http://WWW.PJIFF.ORG)



## POPPY JASPER INTERNATIONAL FILM FESTIVAL

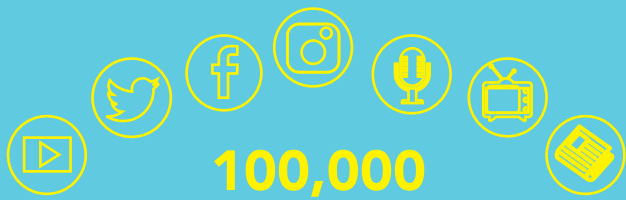
17 FESTIVALS  
AND  
COUNTING

THE **POPPY JASPER INTERNATIONAL FILM FESTIVAL** brings together filmmakers and industry professionals from throughout California, the nation, and the world to our local region, boosting the local economy of our downtown businesses, inspiring youth to envision themselves as tomorrow's filmmakers, and strengthening the cultural fabric of our community through the arts.

Our eight-day festival takes place April 12th - 19th, 2023 in Morgan Hill, San Martin, Gilroy, Hollister and San Juan Bautista. The festival offers a diverse and inclusive range of short and feature films in a multitude of genres, as well as industry panels, local community film screenings, and special events that showcase our area. We truly hope to provide a rewarding experience of film that engages and enlightens our community on a wide range of subjects. Along with our festival, we are committed to creating year-long educational programs that lift up our local community and focus on underserved youth and adults.

We believe that film can change the way we see each other, and help us achieve a more equitable future.

Please consider becoming a sponsor of our 2023 Poppy Jasper International Film Festival.



**100,000**

**COMBINED FOLLOWING**

(Facebook, Instagram, Twitter, LinkedIn, YouTube)

## OUR VISION

To change the way we see each other through film.

## OUR MISSION

To promote inclusion, champion diversity, and empower all people, including women and those who have been historically underrepresented, to tell their stories through film and the digital arts. We celebrate underrepresented voices and the power of art to illuminate the human condition.

**260**

Films from 30 countries

**5,000+**

Anticipated attendees

**6**

Cities

**8**

Days

**14**

Venues

**64**

Events

**3**

Counties

## MARKETING & MEDIA EXPOSURE

Becoming a sponsor puts your company or brand in front of many local, regional and national media outlets. Our media partners provide significant advance coverage of the festival in the form of print advertising, on-air promotions, and social media. Video and photo coverage are shared online through YouTube and social marketing to provide continuous promotion. We work with the Visitor Bureaus in Morgan Hill, Gilroy, Hollister, and San Juan Bautista and downtown business associations to promote the festival and create a regional destination.

### Local and Regional Media Coverage:

- Bay City News
- Be Latina
- BenitoLink
- Content Magazine
- Edible Monterey
- Gilroy Dispatch
- Gilroy/Morgan Hill Life
- gmhToday
- Latino Edge
- Metro Magazine
- Mission Village Voice
- San Benito County News
- San Francisco Chronicle.
- San Jose Mercury News
- Silicon Valley Innovation
- 94.5 KBAY
- ABC News
- KSBW
- KNTV

### National Coverage

- Horror Buzz
- MovieMaker Magazine
- TAL Radio
- U Channel TV



## SPONSORSHIP OPPORTUNITIES

The 2023 festival will give sponsors the opportunity to have their brand shared at over 10 venues in five cities across eight days of programming. Our festival includes more than 50 events, including 40 movie blocks (2 hour film screenings), and we expect to see over 5,000 attendees at this year's festival!

### DIAMOND \$20,000

- Presented as a Major Sponsor of either the Poppy Bash or Eden Rift Vineyard Closing Ceremony events.
- Presented as a Major Diamond sponsor in all materials Festival materials, promotions, selected press releases, media and all our social media channels.
- Twelve all Access Passes that include: Opening Night Celebration, the Poppy Bash, Awards Ceremony, filmmaker mixers, panel discussions, all festival screenings, and the Closing Ceremony at Eden Rift Vineyard.
- Eight VIP passes that include Opening Night Celebration, Mimosa Brunch, Mummy walk, filmmaker mixers, panel discussions, and all festival screenings.
- Sponsor's logo shown on various "Step & Repeats", on the Sponsor trailer before each film screening, on all of our social media outlets and added to our YouTube channel.
- Option to present a filmmaker award at the Awards Ceremony.
- Your business or organization featured as a sponsor of a PJIFF Podcast.
- Logo placement and link from the home page & sponsor page of the PJIFF website through January 31, 2024.

### PLATINUM \$10,000

- Presented as a Major Platinum Sponsor in all Festival materials, promotions, selected press releases, media and all our social media channels.
- Eight all Access Passes that include: Opening Night Celebration, the Poppy Bash, Awards Ceremony, filmmaker mixers, panel discussions, all festival screenings, and the Closing Ceremony at Eden Rift Vineyard.
- Four VIP passes that include Opening Night Celebration, Mimosa Brunch, Mummy walk, filmmaker mixers, panel discussions, and all festival screenings.
- Sponsor's logo shown on various "Step & Repeats", on the Sponsor trailer before each film screening, on all of our social media outlets and added to our YouTube channel.
- Option to present a filmmaker award at the Awards Ceremony.
- Your business or organization featured as a sponsor of a PJIFF Podcast.
- Logo placement and link from the home page & sponsor page of the PJIFF website through January 31, 2024.



## GOLD \$5,000

- Presented as a Gold Sponsor in all Festival materials, promotions, and selected press releases, media and all our social media channels.
- Four all Access Passes that include: Opening Night Celebration, the Poppy Bash, Awards Ceremony, film maker mixers, panel discussions, all festival screenings, and the Closing Ceremony at Eden Rift Vineyard.
- Two VIP passes that include Opening Night Celebration, Mimosa Brunch, Mummy walk, filmmaker mixers, panel discussions, and all festival screenings.
- Sponsor's name and logo shown on various "Step & Repeats", on the Sponsor trailer before each film screening, on all of our social media outlets and added to our YouTube channel.
- Your business or organization featured as a sponsor of a PJIFF Podcast.
- Logo placement and link from the home page & sponsor page of the PJIFF website through January 31, 2024.

## SILVER \$2,500

- Presented as a Silver Sponsor in our Festival guide, and all our social media channels.
- Ten individual screening passes to any film block.
- Two all Access Passes that include: Opening Night Celebration, the Poppy Bash, Awards Ceremony, filmmaker mixers, panel discussions, all festival screenings, and the Closing Ceremony at Eden Rift Vineyard.
- Two VIP passes that include Opening Night Celebration, Mimosa Brunch, Mummy walk, filmmaker mixers, panel discussions, and all festival screenings.
- Sponsor's name and logo shown on the Sponsor trailer before each film screening, on all our social media outlets and added to our YouTube channel.
- Your business or organization featured as a sponsor of a PJIFF Podcast.
- Logo placement and link from the home page & sponsor page of the PJIFF website through January 31, 2024.

## COMMUNITY CHAMPION \$1,000

- Presented as a Community Champion in our Festival guide, and all our social media channels.
- One all Access Pass that includes: Opening Night Celebration, the Poppy Bash, Awards Ceremony, filmmaker mixers, panel discussions, all festival screenings, and the Closing Ceremony at Eden Rift Vineyard.
- One VIP passes that include Opening Night Celebration, Mimosa Brunch, Mummy walk, filmmaker mixers, panel discussions, and all festival screenings.
- Eight individual screening passes to any film block.
- Sponsor's name and logo shown on the Sponsor trailer before each film screening, on all our social media outlets and added to our YouTube channel.
- Logo placement and link from the sponsor page of the PJIFF website through January 31, 2024.



## OTHER OPPORTUNITIES

There are also opportunities for your company or brand to make in-kind donations, sponsor film blocks, panel discussions, special events like the Poppy Bash, the Closing Ceremony at Eden Rift Vineyard, and much more!

Buy blocks of tickets to donate to your local seniors, schools, or clubs. Give the gift of a film festival experience.

We appreciate all donations of any kind and amount, and will list all donors on our website. As always, sponsorship donations are largely tax deductible, so please consider giving in any amount. Contact our Festival Director Mattie Scariot at [mattie@pjiff.org](mailto:mattie@pjiff.org) or call 408.242.3969.

**COMING**  
**MARCH 4, 2023**  
A Chinese Filmmakers Showcase  
featuring films from Chinese film-  
makers from the United States and  
around the world to be held at Stage  
One Creative Spaces in San Jose.

## TICKETS

All Access Pass	\$350.00
VIP Pass	\$250.00
Screening Pass	\$75.00
Weekend Pass	\$50.00
Individual Block Pass	\$12.00

For more information about the PJIFF Film Festival, its history, programs, leadership and much more, visit our website <http://www.pjiff.org> and follow us on social media: Facebook, Instagram, LinkedIn, Twitter, and Alignable.

**YES! I'm interested and would like to be considered as a sponsor:**

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Please check your sponsorship level:**

- Diamond
- Platinum
- Gold
- Silver
- Community Champion

Once complete, please send a copy of this page to our Festival Director Mattie Scariot at [mattie@pjiff.org](mailto:mattie@pjiff.org) or call 408.242.3969.

