

NEWPORT  
BEACH  
FILM  
FESTIVAL

2018 MEDIA KIT



EDWARDS BIG NEWPORT | REGAL ISLAND CINEMA | STARLIGHT TRIANGLE SQUARE | REGENCY LIDO THEATER  
 Other Venues Include: Sage Hill School, OC Museum of Art, South Coast Village, and private screenings

# 2018 NEWPORT BEACH FILM FESTIVAL APRIL 26 - MAY 3, 2018



The 2018 Newport Beach Film Festival will present over 350 films from around the world. Blending the best of classic and contemporary filmmaking, the Newport Beach Film Festival is proud to showcase an exclusive selection of award-winning independent and studio films representing a truly unique mix of culture and genre. We invite you to be a part of this cinematic adventure that attracted an audience of 55,000 attendees in 2017.

The City of Newport Beach serves as the backdrop to the Festival's film screenings and special events. Located just 55 minutes south of Hollywood, Newport Beach offers an optimal setting to experience filmmaking at its finest. The City boasts one of the largest consumer groups in the world and a rich filmmaking history. Thousands of visitors every year are drawn to the City's spectacular coastline, fine dining, shopping and exciting recreational activities.

**OPENING NIGHT**  
 3,000+ attendees

**WEEK-LONG EVENT**  
 55,000+ guests

**VIPS &  
 CELEBRITIES**

**SAMPLING &  
 PLACEMENT**





## DEMOGRAPHICS

### AGE

**2%** Under 18  
**10%** 18-24  
**27%** 25-34  
**26%** 35-49  
**25%** 50-64  
**10%** 65+

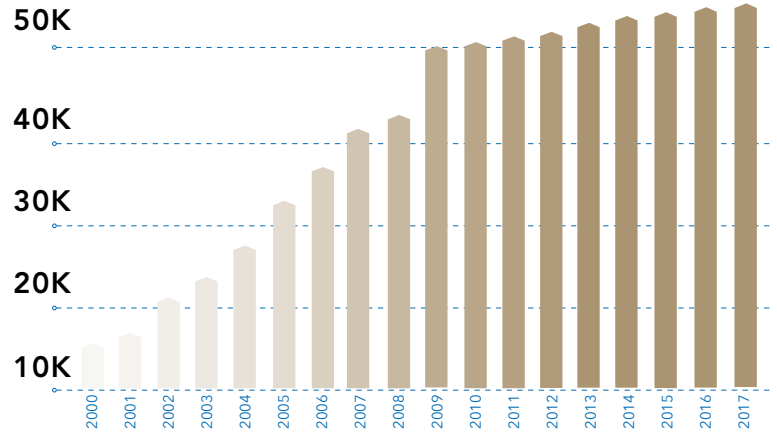
### INCOME

**21%** 25-49K  
**28%** 50-99K  
**20%** 100-149K  
**10%** 150-199K  
**21%** 200K+

### GENDER

**MEN 44%**      **WOMEN 56%**

## ATTENDANCE & GROWTH



**100 MILLION+** media and trade impressions annually  
**90,000+** active email subscribers  
**35,000+** social media followers and fans

**51%** of attendees earn HHI above \$100k  
**63%** desirable consumer spending ages 18-49

## OPTIONS AND RATES

REACH OUR AUDIENCE OF **55,000+**

### BUNDLE & SAVE

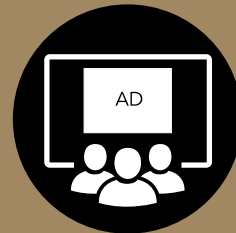


**SINGLE PAGE PROGRAM AD +  
ON-SCREEN AD SLIDE**  
**\$4,250**

**SAVE MORE WITH A DOUBLE PAGE  
PROGRAM AD + ON-SCREEN AD SLIDE  
FOR ONLY \$5,450**

Includes full-page, 4-color ad in festival souvenir program and an on-screen ad that will be in high rotation during the pre-show reel that displays before ALL Festival screenings

### ON-SCREEN ONLY



**ON-SCREEN  
AD SLIDE**  
**\$2,500**

Your on-screen ad will appear in high rotation during the pre-show reel that displays before ALL Festival screenings

Additional options including digital advertising, gifting and on-site activation may be available when part of a sponsorship benefits package. Design services are also available. Please call 949-715-4100 for more information.

**SPACE CLOSES: MARCH 9, 2018**



**MATERIALS DUE: MARCH 16, 2018**

# SPONSORSHIP OPPORTUNITIES

## ALIGN YOUR BRAND WITH THE WEST COAST'S FASTEST-GROWING FILM FESTIVAL

With over 55,000 attendees and over 100 million media impressions, the Newport Beach Film Festival has become an elite destination for brands to engage consumers in a setting unlike any other event in the Southern California area.

We will customize a sponsorship for you that targets your specific marketing objectives, and helps you realize the highest return on investment. Sponsorship packages include elite hospitality, consumer engagement, and brand integration.

## CONSUMER ENGAGEMENT & GIFTING OPPORTUNITIES

The Newport Beach Film Festival offers a desirable demographic of culturally enthusiastic tastemakers. The Festival is an ideal setting for sampling opportunities and experiential marketing.

## CLIENT & EMPLOYEE ENTERTAINMENT

From private screenings and events to discounted hotel rates, leisure activities, and sponsor screening passes, the Newport Beach Film Festival team will work with you to create the ideal setting for your next corporate retreat or client entertainment event.

## IN GOOD COMPANY

PARTIAL LIST OF PAST SPONSORS



REBECCA TAYLOR



SONY

Los Angeles Times  
latimes.com

UBER



Esquire



VARIETY

McAfee®



RICOH  
imagine. change.



## NEWPORT BEACH FILM FESTIVAL APRIL 26 - MAY 3, 2018

FOR SALES AND SPONSORSHIP INQUIRIES

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[NEWPORTBEACHFILMFEST.COM](http://NEWPORTBEACHFILMFEST.COM)