

SIDE

FILM FESTIVAL

AUG 18-24, 2025

*+ Award Winning
Indie Films*

**“Top 50 Film Festivals
Worth the Entry Fee”**

—MOVIEMAKER MAGAZINE
2017, 2021, 2024



**Best of Birmingham
Winner 2017, Finalist
2018**

— BIRMINGHAM MAGAZINE

**“Top 25 Coolest Film
Festivals in the World”**

—MOVIEMAKER MAGAZINE
2015, 2015, 2023

The 27th Annual Sidewalk Film Festival, a celebration of new independent cinema in downtown Birmingham, is set to take place August 18-24, 2025. Since its debut in 1999, filmmakers from across the country and around the world have come to Birmingham to screen their work at Sidewalk and have been thrilled to discover fresh, enthusiastic crowds eager to devour new independent cinema, meet other filmmakers and see the best Birmingham, Alabama has to offer.

Sidewalk Snapshot

Festival Attendance: 15K
Reach: 530K

Online

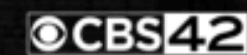
Social Media: 163K Sidewalk Film fans
followed and engaged with us

 24k  17k  9k

Web Page Visits: 182k
Unique Web Visitors: 179k
E-Newsletter: 19k

Media

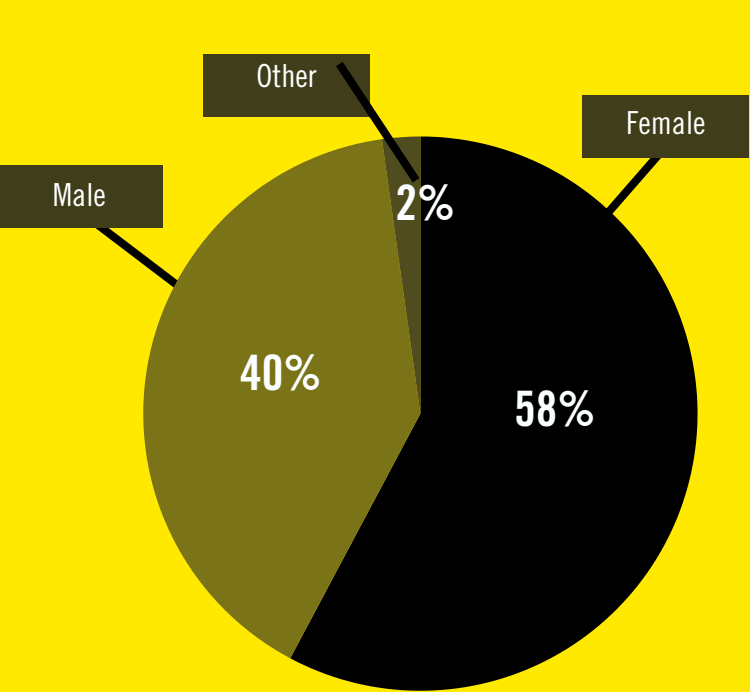
Radio: 202K
NewsOutlets:



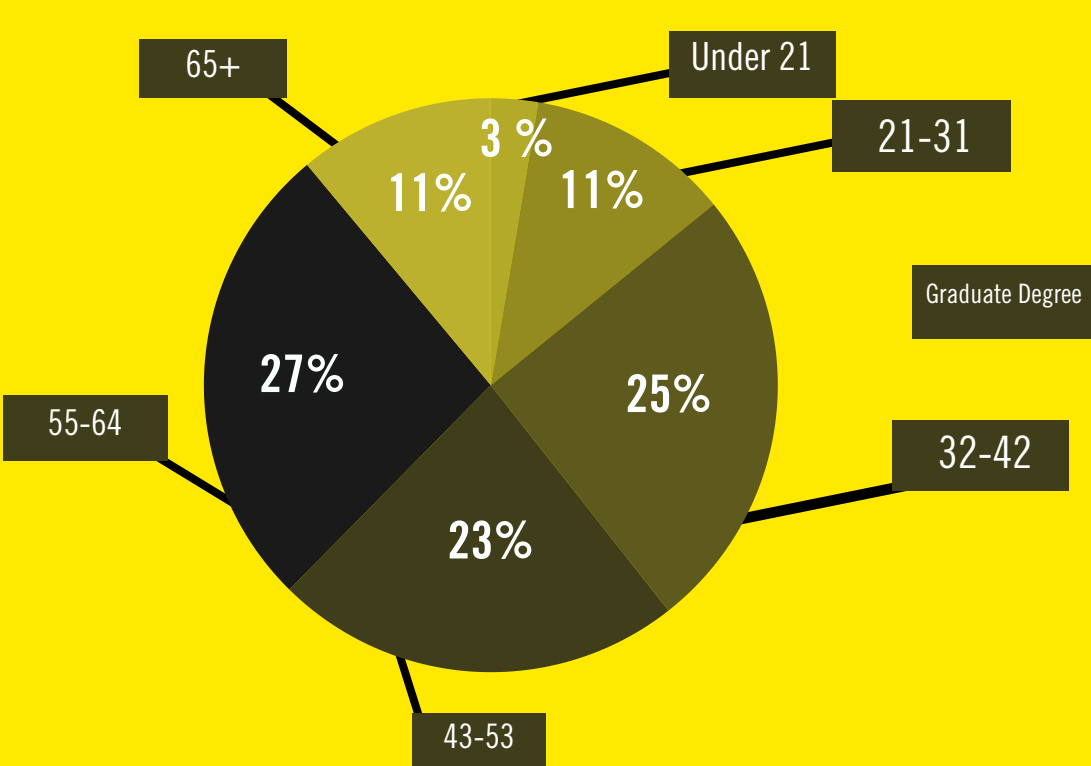
2024 FESTIVAL DEMOGRAPHICS

Based on 227 responses.

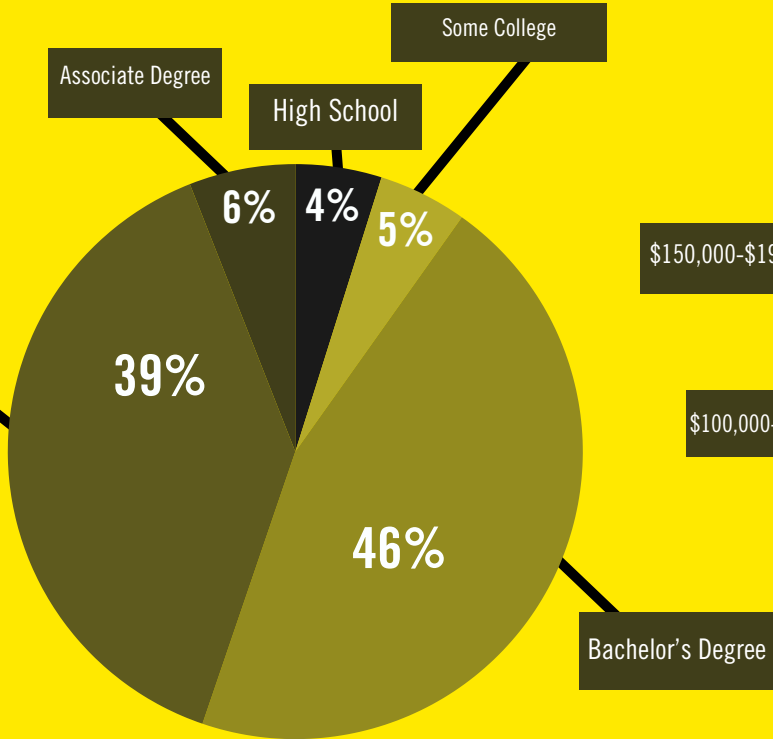
GENDER



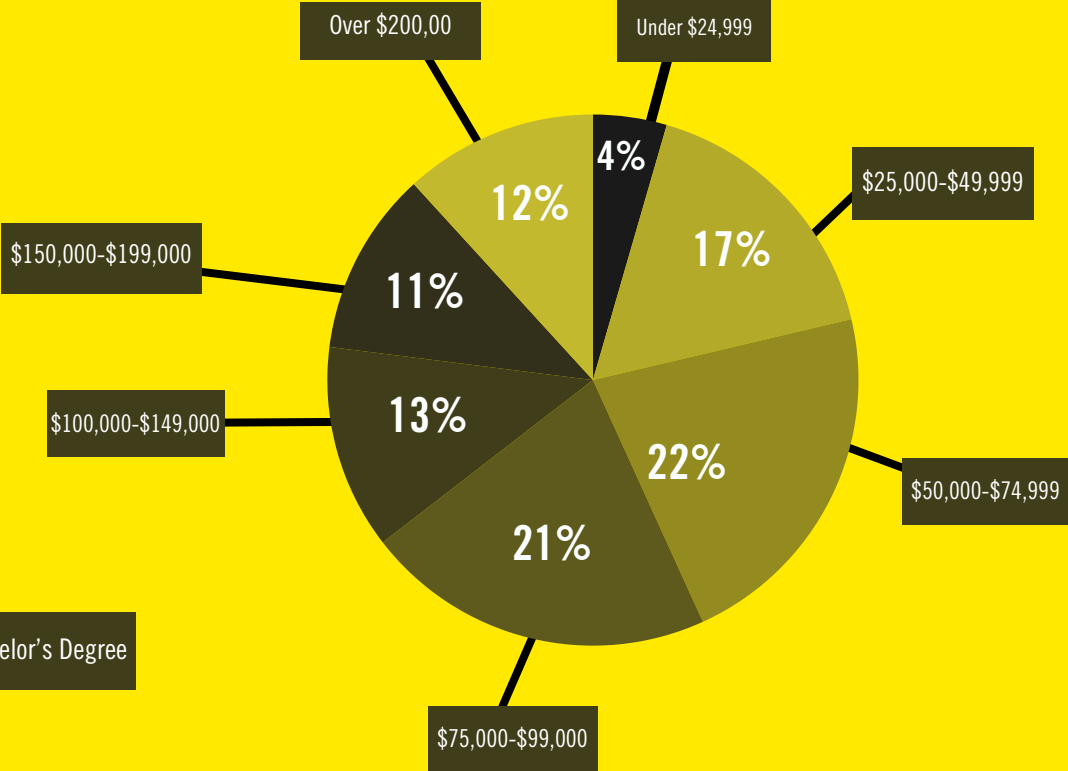
AGE



EDUCATION



HOUSEHOLD INCOME



15K ATTENDEES ANNUALLY

51 FILMAKER Q & A'S, PANELS, & WORKSHOPS

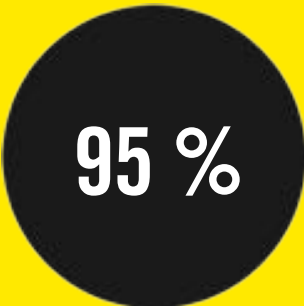
250 FILMS SCREENED

7 DAYS OF FILMS

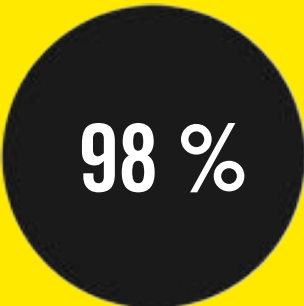
4.3 MIL DOLLARS ESTIMATED ECONOMIC IMPACT



WERE FIRST TIME
SIDEWALK
ATTENDEES



WERE SATISFIED
WITH THIS
YEAR'S FESTIVAL



ARE LIKELY TO
RECOMMEND
SIDEWALK TO A
FRIEND

2024 SPONSOR SAMPLING





VIP HOSPITALITY



PROMOTE YOUR BRAND




EVENT OWNERSHIP



REACH OUR AUDIENCE

FESTIVAL SPONSORSHIP OPPORTUNITIES <small>*Please note that all sponsor packages are fully customizable.</small>	\$2,000 SPONSORSHIP	\$4,000 SPONSORSHIP	\$6,000 SPONSORSHIP	\$10,000 SPONSORSHIP	\$14,000 SPONSORSHIP	\$20,000 SPONSORSHIP	\$30,000 SPONSORSHIP	\$40,000 SPONSORSHIP
Logo in Print Program, Website and Online Schedule, Festival Footprint Placards, and Sponsor Bumper before ALL Films	✓	✓	✓	✓	✓	✓	✓	✓
Ad Space in Program		Quarter-page, Full Color Ad	Half-page, Full Color Ad	Half-page, Full Color Ad	Full-page, Full Color Ad	Full-page, Full Color Ad	Full-page, Full Color Ad	Full-page, Full Color Ad
Onsite Presence				✓	✓	✓	✓	✓
Art Card in Promotional Reel				✓	✓	✓	✓	✓
Promotion Code to Share with Employees & Customers				✓	✓	✓	✓	✓
Business Exclusivity in the Field					✓	✓	✓	✓
30 Second Commercial before ALL Films					✓	✓	✓	✓
Logo on Event Signage						✓	✓	✓
Logo on Posters (1500+)						✓	✓	✓
Verbal Recognition from the Stage						✓	✓	✓
Database Marketing							✓	✓
VIP Passes	2	4	6	8	10	12	16	20
Weekend Passes	0	2	4	4	6	6	8	10

Additional benefits are available for certain packages.

A black and white photograph of a crowded sidewalk, likely during a film festival. People are walking in various directions, some looking at their phones. The background shows city buildings and trees. A yellow horizontal bar is positioned above the text, and another yellow horizontal bar is positioned below the text.

The Sidewalk Film Festival hosts a variety of workshops, panels, and special events; offering sponsors access to and interaction with their target audience.

FESTIVAL SPONSOR OPPORTUNITIES

\$2,000

- Black Lens Film Awards
- Individual Film Sponsorships
- Life & Liberty Film Award
- Short Film Awards
- SHOUT Film Awards
- Student Film Award

\$4,000

- Alabama Film Award
- Alabama Film Spotlight Night
- Black Lens Spotlight Night
- Feature Film Awards
- Life + Liberty Spotlight Night
- SHOUT Film Spotlight Night

\$6,000

- Box Office Sponsorship
- Filmmaker Luncheon & Retreat
- Opening Night Block Party
- Panels & Workshops

\$10,000

- Birmingham Museum of Art Screening Venue
- Official Car of Sidewalk
- Opening Night After Party
- Opening Night Film
- Volunteer Crew Sponsorship

\$14,000

- Alabama Films Title Sponsor
- Audience Choice Awards
- Awards Ceremony
- Black Lens Title Sponsor
- Life & Liberty Title Sponsor
- Saturday Night Bash
- SHOUT Title Sponsor
- VIP Lounge

\$20,000

- Alabama School of Fine Arts Screening Venue (4 screens)
- The Carver Theatre Screening Venue
- The Lyric Theatre Screening Venue

\$30,000

- Alabama Theatre Screening Venue
- Opening Night Block Party, Film Screening and After Party

\$40,000

- Title Sponsorship (Custom Package)



/SIDEWALKFILM



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