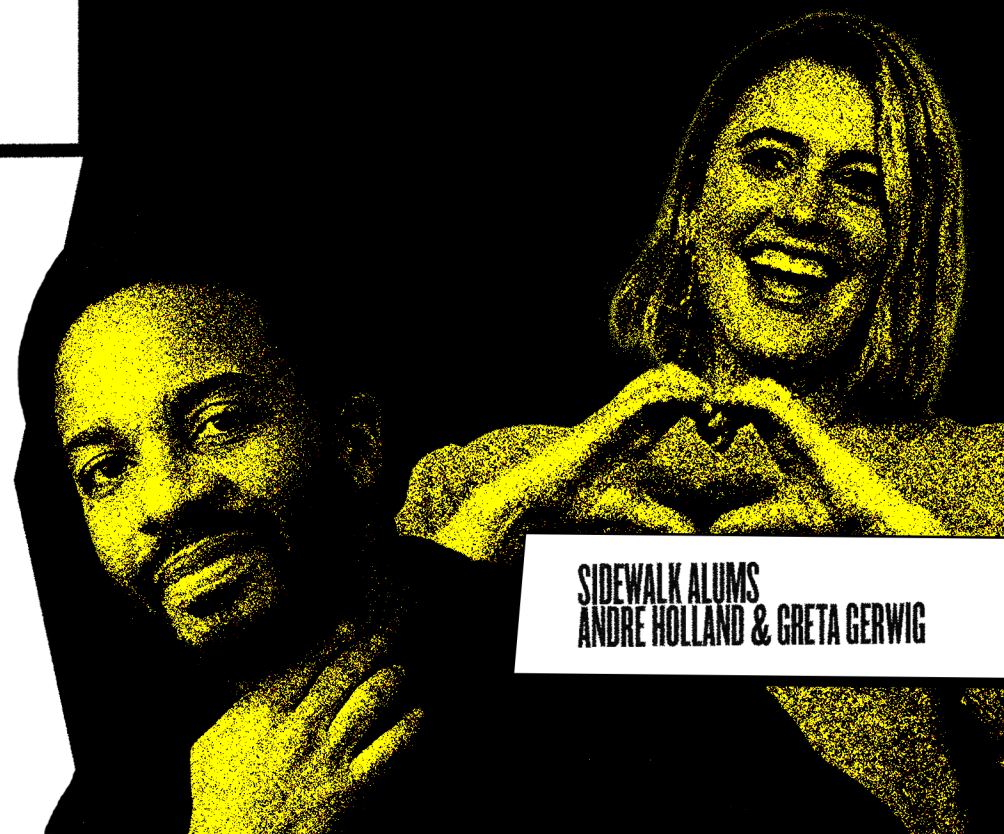


SIDEWALK



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**SPONSORSHIP
OPPORTUNITIES**



**SIDEWALK ALUMS
ANDRE HOLLAND & GRETA GERWIG**



Alabama Theatre, Opening Night



Reproductive Healthcare: How Can Film Impact the Narrative? Panel



Opening Night After Party

GET TO KNOW SIDEWALK

Sidewalk Film provides the Birmingham metro area and central Alabama with a home for engaging with film and media arts throughout the year. Our vibrant programming, thoughtful educational offerings, and exciting film spotlight programs, as well as our annual Festival, create opportunities for our diverse community members to connect and learn together here in the heart of our city. Our mission supports our belief in the power of cinema to educate, enlighten, and entertain. Thanks to the generous support of organizations like yours, we are able to continue to offer many free and reduced cost programs through out central Alabama and keep our Festival passes and Cinema tickets reasonably priced for all.

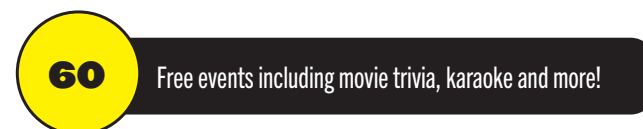
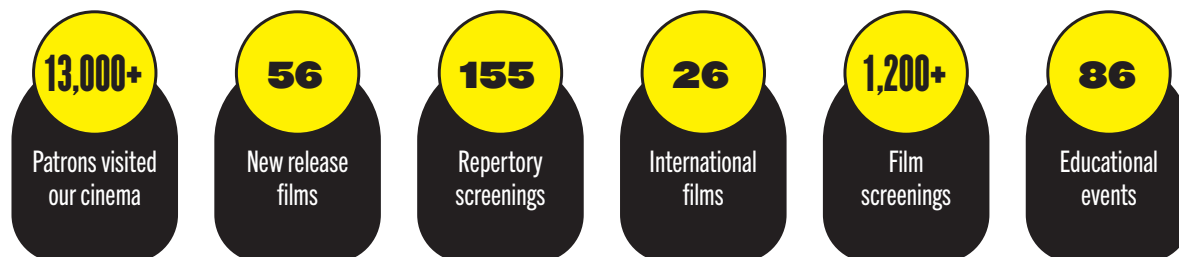
BUILDING COMMUNITY THROUGH FILM, CREATIVITY, & CONVERSATION



2025 FESTIVAL BY THE NUMBERS



2024 CINEMA BY THE NUMBERS



2024 EDUCATION BY THE NUMBERS



WHY SPONSORS **LOVE** SIDEWALK



AUDIENCE ENGAGEMENT

You can reach an engaged and diverse audience aligned with your brand.



COMMUNITY IMPACT

Your sponsorship will strengthen the creative ecosystem and drive local economic growth. Sidewalk Film Festival makes a \$4.3 million dollar impact on our community each year, our cinema has created 30 jobs, boosts foot traffic in the historic theater district and generates sales tax revenue for the city, county and state. In addition, Sidewalk provides meaningful job training, professional development and networking opportunities for those in or interested in the film industry.



PRODUCT PROMOTION

You can showcase your brand through memorable activations and experiences through on-site presence at one or more of our many events, or by collaborating with us to plan an event.



CUSTOM PACKAGES

You can tailor your sponsorship to match your brand goals and personality - talk to a member of our Development team to learn more.

SPONSOR MULTIPLE EVENTS OR PROGRAMS AND RECEIVE A DISCOUNT.



NETWORKING ACCESS

Connect your brand with filmmakers and film fans, community leaders, and other sponsors at a wide variety of events like the annual Film Festival, regular monthly events in our Cinema space and special events throughout the year in a multitude of off-site locations.



MEDIA VISIBILITY

Get exposure through our marketing platforms, social media and press coverage! We had over 163K film fans interact with us on social media this year, had almost 1 million views of our Instagram account in the month leading up to the annual Sidewalk Film Festival and had coverage from all local television stations, multiple radio stations and countless mentions and features from digital media outlets.

JOIN THE CREW, **SPONSOR SIDEWALK!**



OUR INCREDIBLE PARTNERS MAKE SIDEWALK POSSIBLE.

TITLE SPONSOR • \$40,000

EVERYTHING IN PRESENTING, VISIONARY, PREMIUM, LUMINARY, CATALYST, PREMIUM INDIVIDUAL AND INDIVIDUAL FILM SPONSORS AS WELL AS...

- Business Category Exclusivity
- Year-round Recognition on Sidewalk's Website & Festival Newsletters
- Inclusion in Press Releases and Media Mentions
- Ad Space in Program: Full-page ad
- 20 Festival VIP Passes + 10 Weekend Passes (*Retail Value: \$7,000*)

PRESENTING SPONSOR • \$30,000

EVERYTHING IN VISIONARY, PREMIUM, LUMINARY, CATALYST, PREMIUM INDIVIDUAL AND INDIVIDUAL FILM SPONSORS AS WELL AS...

- Database Marketing
- Ad Space in Program: Full-page ad
- 16 Festival VIP Passes + 8 Weekend Passes (*Retail Value: \$5,600*)

VISIONARY SPONSOR • \$20,000

EVERYTHING IN PREMIUM, LUMINARY, CATALYST, PREMIUM INDIVIDUAL AND INDIVIDUAL FILM SPONSORS AS WELL AS...

- Logo on Event Signage
- Logo on Posters (1500+)
- Verbal Recognition from the Stage
- Ad Space in Program: Full-page ad
- 12 Festival VIP Passes + 6 Weekend Passes (*Retail Value: \$4,200*)

PREMIUM SPONSOR • \$14,000

EVERYTHING IN LUMINARY, CATALYST, PREMIUM INDIVIDUAL AND INDIVIDUAL FILM SPONSORS AS WELL AS...

- Business Exclusivity in the Field
- 30 Second Commercial before ALL Films
- Ad Space in Program: Full-page ad
- 10 Festival VIP Passes + 6 Weekend Passes (*Retail Value: \$3,600*)

LUMINARY SPONSOR • \$10,000

EVERYTHING IN CATALYST, PREMIUM INDIVIDUAL AND INDIVIDUAL FILM SPONSORS AS WELL AS...

- Opportunity for Targeted Onsite Activation (Sampling, Giveaways, etc.)
- Art Card in Promotional Reel
- Promotion Code to Share with Employees & Customers
- Ad Space in Program: Full-page ad
- 8 Festival VIP Passes + 4 Weekend Passes (*Retail Value: \$2,800*)

CATALYST SPONSOR • \$6,000

EVERYTHING IN PREMIUM INDIVIDUAL AND INDIVIDUAL FILM SPONSORS AS WELL AS...

- Ad Space in Program: ½ -page ad
- 6 Festival VIP Passes + 4 Weekend Passes (*Retail Value: \$2,200*)

PREMIUM INDIVIDUAL FILM SPONSOR • \$4,000

EVERYTHING IN INDIVIDUAL FILM SPONSORS AS WELL AS...

- Ad Space in Program: ¼ page ad
- 4 Festival VIP Passes, 2 Weekend Passes (*Retail Value: \$1,400*)

INDIVIDUAL FILM SPONSOR • \$2,000

- Logo recognition on:
 - » Sponsor pages of the official Sidewalk Film Festival print program
 - » Online Schedule Platform
 - » Sponsor Page of the Festival Website with a Link to the Sponsor Website
 - » Select Festival Signage, Including Footprint Placards
 - » Logo Included in Pre-Show Sponsor Reel (Shared Screen)
 - » (*Estimated Value: \$15,000*)
- Name Listing in the Festival Program and Verbal Recognition Onstage Before the Selected Film
- 2 Festival VIP Passes (*Retail Value: \$600*)

	TITLE	PRESENTING	VISIONARY	PREMIUM	LUMINARY	CATALYST	PREMIUM INDIVIDUAL FILM	INDIVIDUAL FILM
BENEFIT	\$40k	\$30k	\$20k	\$14k	\$10k	\$6k	\$4k	\$2k
Business Category Exclusivity	★							
Inclusion in Press Releases & Other Media	★							
Year-Round Recognition on Sidewalk's Website & Festival Newsletters	★							
Sidewalk-Assisted Database Marketing	★	★						
Logo on Festival Posters	★	★	★					
Verbal Recognition From Stage	★	★	★					
Logo on Festival Event Signage	★	★	★					
30 Second Commercial Before All Films	★	★	★	★				
Art Card in Festival Promotional Reel	★	★	★	★	★			
Opportunity for Targeted On-Site Activation (Sampling, Giveaways, etc.)	★	★	★	★	★			
Promotion Code to Share with Employees & Customers	★	★	★	★	★			
Name Listing in Festival Program	★	★	★	★	★	★	★	★
Logo Recognition in Sponsor Pages of Print Program	★	★	★	★	★	★	★	★
Ad Space in Program: Full-Page Ad	★	★	★	★	★			
Ad Space in Program: 1/2 Page Ad						★		
Ad Space in Program: 1/4 Page Ad							★	
20 festival VIP Passes + 10 Weekend Passes	★							
16 festival VIP Passes + 8 Weekend Passes		★						
12 festival VIP Passes + 6 Weekend Passes			★					
10 Festival VIP Passes + 6 Weekend Passes				★				
8 Festival VIP Passes + 4 Weekend Passes					★			
6 Festival VIP Passes + 4 Weekend Passes						★		
4 Festival VIP Passes + 2 Weekend Passes							★	
2 Festival VIP Passes								★

ALL SPONSOR LOGOS WILL BE FEATURED ON THE SPONSOR PAGE OF THE FESTIVAL WEBSITE WITH A LINK TO THE SPONSOR WEBSITE, THE ONLINE SCHEDULE PLATFORM, SELECT FESTIVAL SIGNAGE, AND THE PRE-SHOW SPONSOR REEL BEFORE ALL FILMS.

SUPPORT SIDEWALK YEAR-ROUND

Partner with Sidewalk to connect your brand with a passionate, engaged audience all year long. Our cinema hosts a wide range of curated film series and special events, each offering unique sponsorship opportunities. Gain visibility and loyalty from our audience, ranging from die-hard Sidewalk fans to eager newcomers across multiple demographics. From fan-favorite fundraisers like the Bad Movie Marathon, Salsa Showdown, and \$10K Party, to ongoing programs celebrating independent film, Sidewalk events draw enthusiastic crowds and extensive media attention. These gatherings unite local businesses, film lovers, and creatives in support of a shared cultural mission.

Advertising with Sidewalk Cinema puts your brand in the spotlight. Whether you choose to share your message on our two beautiful cinema screens, throughout the bustling Pizitz Food Hall, or across Sidewalk's high-impact marketing channels, sponsorship ensures your message reaches thousands of loyal supporters while demonstrating your commitment to Birmingham's vibrant arts community.



CINEMA SPECIAL EVENTS • STARTING AT \$1,000

1 Up Game Night, Bad Movie Night, House of Wax Vinyl Happy Hour, Monthly Movie Trivia, Soundtrack Karaoke, VHS Time Machine

CINEMA SERIES • STARTING AT \$1,000

Alabama Film Spotlight, Black Lens Film Spotlight, Festival de Cine Spotlight, Filmmaker Focus, Halloween Series, Holiday Film Series, Noirvember Series, PJ Party/Family Matinees, SHOUT LGBTQ+ Film Spotlight, Women in Film Spotlight

SIDEWALK FUNDRAISERS • STARTING AT \$500

Bad Movie Marathon, Salsa Showdown, \$10k Party

ON SCREEN & PRINT ADVERTISING • STARTING AT \$250

PACKAGES & COSTS VARY • INQUIRE FOR MORE INFORMATION

Pre-Show Advertising (static art card and/or 30 second commercial)

Street Level Display Advertising

Cinema Program Print Ads

* Request Sponsorship One-Sheets for more details.

YOUTH BOARD is a group of high school students from across the Birmingham metro area who share a love for movies. Guided by industry professionals, the Youth Board writes, produces, directs, edits and eventually screens their own short film. Youth board members are also meaningful participants in the Festival programming process, with a specific focus on teen and student made films.

THE FILM AND MEDIA COLLEGE FAIR welcomes 10-20 colleges and universities with film and creative media programs from across the southeast to the Sidewalk Cinema for a FREE college fair for area students and their parents. This event also includes panels and workshops appropriately themed for high school students and parents wanting to learn more about the industry.

BOOK AND FILM CLUB unites movie and book lovers for a ten month film screening and discussion series about films and the people who make them. Sidewalk provides registrants with the books, hosts a screening of the film and then facilitates a roundtable discussion afterwards.

For the fourth year in a row, Sidewalk Cinema has been a venue for the **SOUTHERN CIRCUIT TOUR OF INDEPENDENT FILMMAKERS**. The program connects independent documentary filmmakers with communities across the Southeast to present screenings and conversations around important stories and the art of filmmaking. This program is in partnership with South Arts.

THE SIDEWALK SCRAMBLE is a timed filmmaking competition in which teams are challenged to create a short film, from concept to completion, within a 48-hour time frame, based on themes and inspirational items provided by Sidewalk. Cash prizes are awarded to winning teams. We host two Sidewalk Scrambles per year with between 15-20 teams participating.

THE SIDEWALK FILM 101 series is a monthly series focused on big-screen spectacles – movies that you must see on the big screen. Along with supplemental readings and resources to contextualize each featured film, Thursday evening screenings will include a special introduction from a programming staff member or local film expert.

BEYOND THE SCREEN is Sidewalk's media literacy program. Designed to bring media literacy topics directly to the classroom or library program through one-off or multi-session lessons, Beyond the Screen is tailored to middle school and high school students. Lessons range from 30 to 60 minutes, and available topics include Media Literacy 101, Photo Ethics, Comparing Books to Movies, and Facts vs. Opinions. This program is designed to be taken out into the community, bringing media literacy directly into the classroom, library, etc...

WORKSHOPS AND PANELS Throughout the year, we host a wide variety of workshops and panels, offering hands-on experience under the guidance of a filmmaking or industry professional and learning opportunities in more traditional classroom settings. The duration, type and frequency vary year to year so sponsorships of workshops and panels are individualized.

The goal of the **BLACK LENS FILMMAKER GRANT** is to support Black voices in film and to amplify Black voices through the art of storytelling. The Black Lens Filmmaker Grant invites filmmakers of all levels and welcomes stories of all stripes. A grant of \$1,000 is awarded to one recipient per year.

THE DAVID BROWER GRANT FOR ALABAMA FILMMAKERS is a grant to support student, emerging, or established filmmakers currently residing in Alabama, who have a project in development. This grant, given in the spirit of mentoring and collaboration, in the amount of \$1,500, is open to Alabama artists of all ages, ethnicities, genders and experience levels, to aid in a filmmaking endeavor, in any genre, at any stage of production. Weight will be given to passion and need, as well as aspirations for personal growth in the industry and the intent of the project.

SIDEWALK FILM EDUCATION + OUTREACH SPONSOR OPPORTUNITIES

EDUCATIONAL PROGRAMS:

Title Sponsorship of the Full Year of
Education Programs
\$25,000

Individual Educational
Program Sponsorship
\$2,500/year

SIDE
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BECOME A SIDEWALK SPONSOR TODAY!

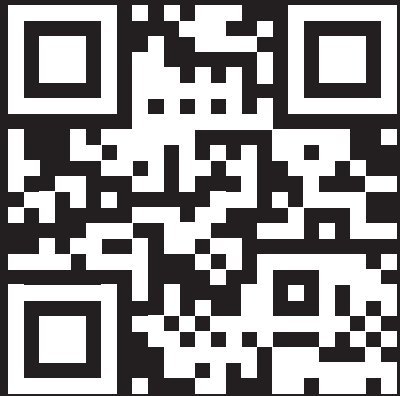
CATHERINE WRIGHT, DEVELOPMENT DIRECTOR:
CATHERINE@SIDEWALKFEST.COM

TONYA FLEMING, DEVELOPMENT COORDINATOR:
TONYA@SIDEWALKFEST.COM

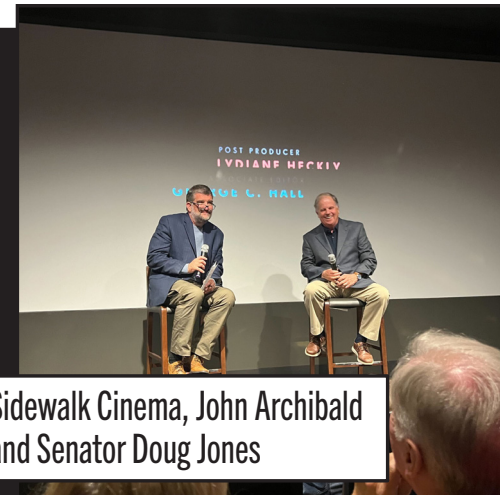
1821 2ND AVE. N., BIRMINGHAM, AL 35203
205-324-0888
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SCAN THIS QR CODE:



Alabama Theatre, Opening Night



Sidewalk Cinema, John Archibald
and Senator Doug Jones



Sidewalk Film Festival,
Filmmaker Retreat



Sidewalk Cinema Lobby Event

Join us in celebrating storytelling, creativity, and community impact through film. We'll work with you to customize a sponsorship that fits your goals and brings your brand to life.