

# sjiwff

st. john's international  
women's film festival



2024 sponsorship

October 22-26, 2024 • #sjiwff35



"I can easily say that SJIWFF has impacted my career and future work. **The access to people in power who make decisions is unparalleled** — I was able to grow relationships, create new ones, and create new work."

## 2023-2024 Supporters

### FUNDERS

Telefilm Canada  
Government of Canada  
Province of Newfoundland & Labrador  
Canada Council for the Arts  
ArtsNL  
Celebrate NL  
Picture NL

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Women in the Director's Chair  
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### MEDIA PARTNERS

Coast 101.1  
Stingray

### COMMUNITY PARTNERS

Lawnya Vawnya  
InclusionNL  
Quadrangle  
First Light

## thirty-five years of women in film

The **St. John's International Women's Film Festival (SJIWFF)** is embarking on an exciting new phase. As we approach our 35th anniversary and celebrate Newfoundland & Labrador's *Year of the Arts*, we are reaching new heights in advancing filmmakers, expanding audiences, and garnering international recognition.

**SJIWFF is a beacon of creativity and empowerment in Newfoundland & Labrador's thriving film sector.** Our festival celebrates our rich storytelling and vibrant culture and is a vital platform for independent cinema. We have cultivated a dedicated local audience passionate about film and committed to supporting our community.

Our film industry is flourishing and driving significant economic growth. **SJIWFF has played a pivotal role in nurturing this sector, and your support is crucial to our continued success.**

As a registered charity and not-for-profit cultural organization, SJIWFF relies on the generosity and partnership of sponsors like you to fulfil our mission of fostering an equitable and sustainable future for film in our province. Your involvement will contribute to our festival's success and empower the thousands of artists and filmmakers we serve.

We invite you to join our esteemed sponsors in championing our cause and shaping the film industry's future in Newfoundland & Labrador. Together, we can make a meaningful impact and create lasting change.



Jenn Brown, Executive Director  
St. John's International Women's Film Festival



## Canada's longest-running women's film festival

SJIWFF occupies a unique and enviable role as both a leader in the gender equity movement and a prestigious international film festival in a desirable travel destination.

Driven by a bold vision, SJIWFF dares to imagine a gender-equitable, artist-centred screen industry. We are committed to elevating awareness of the profound contributions of women and gender-diverse artists to the craft and business of filmmaking.

SJIWFF has successfully navigated the pandemic, funder contraction, and the continuing challenges equity-seeking and serving organizations face. For 35 years, we have cultivated an established annual event and audience yet remain agile enough to change with the times.

We strategically focus on increasing our impact, sustainability, and legacy.

From October 22–26, 2024, we will captivate audiences with some of the best new cinema worldwide, curated with local talent at the forefront.

Festival week is a perfect blend of work and play, with stellar parties, live music, family events, artist talkbacks, hiking and rich networking events adding to its vibrancy.

You get to know the unique character of St. John's and experience Newfoundland showing off in late October. We are known equally for our nature, creativity and hospitality.

**sjiwff is a community-building festival like no other.**

### SJIWFF 2023 **stats**

**1100** film submissions worldwide  
**4000** screening + forum attendees  
**250** Screening/Delegate Passes



## Artist-focused programming

As the hub of Newfoundland and Labrador's film industry, we connect decision-makers and the community to catalyze growth and collaboration.

**SJIWFF provides women and gender-diverse filmmakers with meaningful year-round opportunities to build community, exhibit and celebrate their work, and strengthen knowledge and expertise. Collectively, we are forging a sustainable industry with equal opportunity, compensation, and celebration for people of all genders.**

Our role is vital amid provincial film industry expansion. We showcase Newfoundland and Labrador as a premier destination, attracting investment and talent to fuel our local industry. From candid panels to insightful one-on-one project consultations, engaging pitch sessions, enriching masterclasses, and invaluable networking opportunities, we are more than just movies.

**SJIWFF is a celebration of our art, culture, and people.**

"I wouldn't have the career I have today if not for SJIWFF. **This festival has been my film school.**"

"This year's Forum events were **some of the best panels I've attended - anywhere, on any topic, period.**"



“You realize how essential being in the same room is to the betterment of your work and your quality of life — **the beautiful part of sharing is that you feel a part of something.**”



photo copyright Leona Rockwood Photography

## film audience

With over 4000 guests during our five-day Festival, we deliver an outstanding experience to local and visiting delegates that builds an invaluable word-of-mouth reputation.

- 90% are **women or gender-diverse**
- 80% are from the **St. John's region**
- 40% are **happy first-time attendees**
- 20% are **2SLGBTQ+**
- 25% are **Indigenous, Black or POC**

## the ticket buyer

Our biggest demographic is **highly educated, affluent women in their 30s to late 40s.** They primarily live with their kids and partners in homes they own in downtown St. John's, followed by the east-end and central regions of the city. They value community and fun nights out watching great films.

## Exceptional brand loyalty

**20%** of our audience has been **attending for over a decade.** They trust our programming and deeply value the Festival experience.

**Work with us to foster lasting, authentic connections with patrons who hold our partners in high regard.**

2023 **audience**  
**74%** from **Newfoundland & Labrador**  
**26%** from **out-of-province**

## engaged digital audience

Our communications are effective in reaching engaged stakeholders, including our online followers who are younger and growing quickly.

**60% are local women aged 25-44**

## annual online reach

<b>183K</b> FACEBOOK	<b>100K</b> INSTAGRAM	<b>70%</b> NEWSLETTER OPEN RATE	<b>4K</b> NEWSLETTER SUBSCRIBERS
<b>7.9K</b> FACEBOOK FOLLOWERS	<b>5.4K</b> INSTAGRAM FOLLOWERS	<b>7.2K</b> TWITTER/X FOLLOWERS	<b>25K+</b> UNIQUE WEBSITE VISITORS



## sjiwff accolades

We are proud to receive recognition from both the business and arts community.

**#1- Boundary Pusher Business Award**  
St. John's Board of Trade

**TOP 10 Film Festivals Worth Travelling For**  
USA Today

**Hall of Honour Inductee**  
Newfoundland & Labrador Arts Council

**Resilient St. John's Business Spotlight**  
City of St. John's

**Home is where the Art Is - NL Film**  
ArtsNL

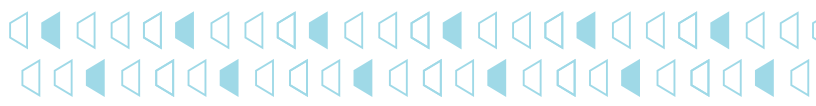
**TOP 10 - Women's Film Festivals**  
Raindance

**Ten Best Female Fronted Film Festivals**  
FilmDaily

**Adjust your Set Award - Outstanding Leadership, Gender Diversity in Film**  
Women in Film & Television - Vancouver

**#1 - Most Valuable Player in the Local Film and Television Industry + Best Arts Event**  
The Overcast

**TOP 10 - Entertainment Industry Event in Canada**  
BizBash Magazine (New York)



# sponsor opportunities

## sponsorship opportunities

We offer **bespoke sponsorship packages tailored** to provide extensive opportunities for brand visibility, engagement, and alignment with our dedicated and influential audience demographics.

- Official Sponsor Recognition
- Opening or Closing Night Gala Presenter (Naming Rights)
- Signature Screening Presentations
- Private Red-carpet Receptions
- Industry Accreditation Presenter
- Forum Event Partnership
- Reception Host
- Filmmaker Bursary Supporter
- Emerging Filmmaker Award Sponsor
- Community Access + Events Sponsor
- Collaboration on Festival-inspired Products and Experiences
- Digital Media and Print Advertising
- Promotional Materials in Delegate Bags
- On-site and On-screen Signage
- Tickets and Passes for Your Staff, Clients, and Community
- In-person and Online Audience & Artist Engagement

## Interested in learning more?

We eagerly anticipate the opportunity to discuss how we can collaborate and forge a mutually beneficial partnership.

To discuss this further, please contact Jenn Brown, our Executive Director, at:  
[jenn@WomensFilmFestival.com](mailto:jenn@WomensFilmFestival.com).

