

**SPONSORSHIP
OPPORTUNITIES**

**2026 ALEXANDRIA
FILM FESTIVAL
NOV 13-15**

CELEBRATING 20 YEARS!

**ALEXANDRIA
FILM FESTIVAL**



Alexandria Film Festival | 500 East Alexandria Avenue | Alexandria, VA 22301

AlexFilmFest.com

About our 2025 Audience

We set a new record with more than 4000 attendees!

WHERE THEY'RE FROM

Alexandria 56% | Arlington 11% | DC 10% | MD 7.5%

Other locations include: other Virginia, Florida, New York, Canada, North Carolina, Tennessee, Colorado, Massachusetts, and New Jersey.

GENDER IDENTITY

The Alexandria Film Festival (AFF) attracts an audience that is 2/3 women.

Male 37% | Female 62% | Non-Binary 1%

RACE

White 71% | Black 14% | Hispanic 6% | Other 9% (Asian or Middle Eastern most commonly cited).

AGE

55+ years 54% | 46–55 years 16% | 36–45 years 13% | 25–35 years 13% | >16 years 4%

The AFF has consistently attracted older audiences, which remained true for AFF 2025, but this is slowly changing. One third of attendees were under 45 years old.

INCOME

The AFF consistently attracts higher income attendees—70% earn more than \$100k. 43% earn more than \$150k.

Unemployed >1% | \$25k–\$49k 9% | \$50–\$74K 8% | \$75–\$99k 13% | \$100–\$150k 27% | \$150k+ 43%

EDUCATION

The AFF attracts a highly educated audience—93% have graduated from college

Graduate degree 62% | Bachelor's degree 31% | Some college 6% | High school 1%

DISCRETIONARY SPENDING

The average AFF Attendee spent more than \$65 on festival-related expenses.

More than half of our audience dines out six or more times per month.

0 times a month: 2%

1–5 times a month: 46%

6–10 times a month: 40%

10+ times a month: 12%

PROGRAM RATINGS

88% rate the program quality either a 4 or 5 (good or excellent)

93% rate the program variety either a 4 or 5

80% have a favorable experience registering and buying tickets online (4 or 5 rank)

90% like and were able to use the program with ease (4 or 5 rank)

95% predict that their attendance at AFF 2025 will be likely (4 or 5 rank)

91% of AFF respondents gave either 4 or 5 rankings to all categories.

Sponsorship Opportunities

BOX OFFICE SPONSOR | \$5,000

- Screen 15–30 second sponsor-provided video at the start of each showcase (program block)
- Centerfold, two-page, full-color or black and white ad in the Alexandria Film Festival program • Company logo and link on website
- Acknowledgment in promotional materials, press releases, and announcements
- 12 film festival passes
- All other benefits of Presenting Sponsor

PRESENTING SPONSOR | \$4,000

- Screen 15–30 second sponsor-provided video at the start of each showcase for one full day
- Back cover, full-color or black and white ad in the Alexandria Film Festival program
- Thanked on our Facebook page with three posts (before, during, and after the festival)
- Thanked in at least five tweets
- Company logo and link on website
- Acknowledgment in promotional materials, press releases, and announcements
- 10 Film festival passes
- All other benefits of Showcase Sponsor

SHOWCASE SPONSOR | \$3,000

- Screen 15–30 second sponsor-provided video at the start of one showcase
- Named sponsor for one block of films, e.g. “(Company Name) Showcase,” “Salute to Service Members Showcase,” “Sustainability Showcase,” or other themed presentation.
- Full-page, full-color or black and white ad in the Alexandria Film Festival program
- Inside front cover, full-page, full-color or black and white ad in the Alexandria Film Festival program
- Thanked on our Facebook page with three posts (before, during, and after the festival)
- Thanked in at least three tweets
- Company logo and link on website
- Acknowledgment in promotional materials, press releases, and announcements
- 8 Film festival passes
- All other benefits of Producing Sponsor

PRODUCING SPONSOR: \$2,000

- Acknowledgment in promotional materials, press releases, and announcements
- Full-page full-color or black and white ad in the Alexandria Film Festival program
- Thanked on our Facebook page with three posts (before, during, and after the festival)
- Thanked in at least three tweets
- Company logo and link on website
- 6 Film festival passes
- All other benefits of Directing Sponsor

DIRECTING SPONSOR | \$1,000

- Acknowledgment in promotional materials, press releases, and announcements
- Half-page full-color or black and white ad in the Alexandria Film Festival program
- Thanked on our Facebook page with three posts (before, during, and after the festival)
- Company logo and link on website
- 4 Film festival passes
- All other benefits of Promoting Sponsors

PROMOTING SPONSOR | \$500

- Acknowledgment in all promotional materials, press releases, and announcements
- Quarter-page full-color or black and white ad in the Alexandria Film Festival program
- Thanked on our Facebook page with at least two posts (before and during the festival)
- Company logo and link on website
- 2 Film festival passes

2026 ALEXANDRIA FILM FESTIVAL

Sponsorship Opportunities

INDIVIDUAL SPONSORS

VIP SPONSOR: \$300

- Listing in the Alexandria Film Festival program and website (no logo or link)
- One-fifth-page full-color or black and white ad in the Alexandria Film Festival program
- 4 film festival tickets

SPONSOR: \$150

- Listing in the Alexandria Film Festival program and website (no logo or link)
- One-eighth-page full-color or black and white ad in Alexandria Film Festival program
- 2 film festival tickets

For more information, please visit alexfilmfest.com

NAME OF BUSINESS, ORGANIZATION, OR INDIVIDUAL

(Please print exactly as you wish to be listed in the program/website):

ADDRESS

CITY

STATE

ZIP

WEBSITE

PHONE

EMAIL

Please make checks payable to
Alexandria Film Festival and mail,
with a copy of this form, to:
Alexandria Film Festival
500 East Alexandria Avenue
Alexandria, VA 22301

DEADLINES

To ensure inclusion in the printed program
please reserve space by **September 6**

Submit ad copy and logo/image by **September 13**
OR

Submit your ad as a press-quality PDF
file by **October 4**

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Advertising Opportunities

Please e-mail advertisement submissions by
September 13 to pattinorth@gmail.com to be
Included in the Alexandria Film Festival program.

BOX OFFICE SPONSOR

Centerfold, 2-page, color or black and white ad

PRODUCING SPONSOR

Back cover, full-page, color or black and white ad

SHOWCASE SPONSOR

Inside front cover, full-page, color or black and white ad

PRESENTING SPONSOR

Full-page color or black and white ad

DIRECTING SPONSOR

Half-page color or black and white ad

PROMOTING SPONSOR

Quarter-page color or black and white ad

VIP SPONSOR

Fifth-page color or black and white ad

SPONSOR

Eighth-page color or black and white ad

Ad Specifications

4-color CMYK or B&W

No bleed

No crop marks

Press-quality PDF

Ad dimensions

Centerfold: 16" x 10"

Full: 7.5" x 10"

Half Horizontal: 7.5" x 4.75"

Half Vertical: 3.5" x 10"

Quarter: 3.5" x 4.75"

Fifth: 3.5" x 3.5"

Eighth: 3.5" x 2"

