

# ROOFTOP FILMS

## Sponsorship/Partnership Opportunities

*"My screening at Rooftop was one of the most memorable nights of my life—seeing my New York movie in a distinctly New York locale, with the most attractive, stylish and enthusiastic audience I can imagine. Really, pinch me. As trite as it sounds, Rooftop has made a lot of indie dreams possible—including my own." — Lena Dunham, Director of Tiny Furniture and creator and star of HBO's Girls.*







## Summer Series 2017

38,000+ audience members  
at summer events & outdoor  
co-presentations

40+ events over 4 months in  
all five boroughs of NYC

125,000+ social media followers  
and mailing list subscribers

**Rooftop Films** is a non-profit film organization whose mission is to bring communities together via the medium of film and to support the creation and exhibition of independent cinema.

We achieve these goals in a variety of ways: producing extraordinary events, giving out grants to filmmakers, and helping other organizations to produce hundreds of spectacular screenings, year-round.

We are best known for our annual Rooftop Films Summer Series, a summer-long outdoor film festival that consists of more than 45 outdoor screenings of the best new films from all over the world.

Each screening is preceded by live entertainment and many of the events have free after parties following, and the interactive nature of our events makes for a fantastic environment for effective activations.

Now preparing for our 22nd annual Summer Series, Rooftop Films has become a cultural institution, a festival that attracts large audiences and media attention for everything we do.

Rooftop has partnered with hundreds of innovative brands over the years, and association with Rooftop Films affords sponsors a highly targeted property for reaching their desired audience.

Rooftop Films is more than a film festival; we are part community organization, part artistic collective, part style-makers' zeitgeist, making every screening a unique opportunity for sponsors to gain access to tens of thousands of culturally connected audience members.

Read on to find out more about Rooftop Films' sponsor opportunities or contact [sponsor@rooftopfilms.com](mailto:sponsor@rooftopfilms.com) for a customized proposal.

## Customized Sponsorships

Rooftop can work with you to integrate your message into our events or to craft a customized immersive experience that matches your brand's goals and targets your ideal audience.

Rooftop Films shows are not merely film screenings, they are unique happenings - the venues, films, partners, audience members and musicians work in concert to create an immersive participatory experience.

When working with sponsors we strive to maintain that same creative and collaborative spirit – crafting branding opportunities and lasting connections that thoroughly integrate our partners and their brands into the Rooftop Films community.

With more than 45 different evenings throughout the summer, more than 130 different films, and dozens of additional events throughout the year, Rooftop can put together a cinematic happening that complements your brand and creates an unforgettable experience.





# Rooftop Films Audience

Rooftop films offers continuity for film goers and advertisers alike. We enjoy a loyal and committed audience; most attend more than one screening per season and invite friends along throughout the summer.

This offers our sponsors an opportunity to forge a relationship with audience members all summer long and generate valuable word of mouth advertising.

Age		Education		Location		Income		
18-20	3%	Bachelors	50%	NYC	89%	\$50,000	— \$74,999	30%
21-34	62%	Masters or above	36%	Bronx	4%	\$75,000	— \$99,999	18%
35-49	27%	Gender		Brooklyn	32%	\$100,000	— \$124,999	16%
	Manhattan			45%	\$125,000	— \$149,999	8%	
	Queens			6%	\$150,000	+	13%	
	Staten Island			2%				
	New Jersey			4.5%				
	US (Other)			4.5%				
	Outside US			1%				
		Female	55%					
		Male	45%					



## Digital Reach

47,900

facebook fans

37,700

twitter followers

4,346

instagram followers

31,800

email subscribers

254,145

monthly pageviews





# Press Overview

There were more than 150 articles written about Rooftop Films in 2017, including coverage of opening weekend in *Variety*, *The Playlist*, *No Film School*, and *Gothamist*, and features in: *The New Yorker*, *The New York Times*, *Brooklyn Magazine*, *Brooklyn Vegan*, *Page Six*, *NY1*, *Metro US*, *AFAR*, *Newsweek*, *Indiewire*, and more.



**“Rooftop digs up gems and shorts that haven’t been getting a ton of word of mouth and shares them with their dedicated and artistically curious audience who have come to trust their curation.”**

**— Chris O’Falt, Indiewire**

**“The city’s biggest movie party.”**

**—Liz Nord, No Film School**

**“A pioneer in the field of open-air movie screenings.”**

**— Jake Offenhartz, Gothamist**

**“You feel like one of the lucky ones. That you’re in the know. That while it’s business as usual on the streets far below you, while people pass the building you sit atop, oblivious to this secretive spectacle above them, you’re one of the privileged few.”**

**—Lindsay Owen, Park Slope Reader**







Rooftop Films events often bring out some of the most talented filmmakers, actors and celebrities in the film and television world.

Past events have featured:

+ The director and cast of *Beasts of the Southern Wild*, nominated for 5 Academy Awards

+ A sneak preview screening of *Seymour, An Introduction*, with a Q&A with Ethan Hawke

+ A 75 minute Q&A with international star life strategist Tony Robbins

+ A Pulp karaoke showdown, judged in person by lead singer Jarvis Cocker

+ The NY premiere of *Tiny Furniture*, featuring a Q&A with director and star Lena Dunham

+ The world premiere of *Danny Brown, Live at the Majestic*, featuring a live performance by the iconic Detroit hip hop star

Other celebrity appearances have included:

James Franco  
Jason Schwartzman  
Casey Neistat  
Greta Gerwig  
Anna Kendrick  
Michael Cera

Oscar Isaac  
Elizabeth Moss  
Don Johnson  
Michael C. Hall  
Brie Larson  
Rose McGowan

Jenny Slate  
Steve Buscemi  
Mark Ruffalo  
Heather Graham  
Jake Johnson  
Parker Posey

Jessica Williams  
Suki Waterhouse  
Ben Stiller  
Flying Lotus  
Noel Wells  
Kyle Mooney





# Sponsorship Levels

## **Exclusive Presenting Sponsor \$200,000+**

Your brand tightly interwoven with the Rooftop Films Summer Series in all respects, including summer-long logo lock up, strong brand presence online, onsite and in all Rooftop Films materials, and exclusive levels of integration at every Rooftop event, year-round.

## **Exclusive Signature Sponsor \$50,000 - \$125,000**

Category Exclusivity for the sponsoring brand(s), logo presence, thanks from the stage, and on-screen ads at more than 40 spectacular events, plus activation opportunities and one customized branded event.

## **Exclusive Summer Series Sponsor \$30,000 - \$50,000**

Category Exclusivity for the sponsoring brand(s) Logo presence, thanks from the stage, on-screen ads, and activation opportunities at more than 40 Rooftop Films events.

## **Summer Series Sponsor \$10,000 - \$30,000**

Logo presence, thanks from the stage, activation opportunities and on-screen ads at more than 20 Rooftop Films events.

## **Event Sponsor \$2,000 - \$25,000**

Per-event activation opportunities or a special branded event as part of the Rooftop Films Summer Series.







## Sponsorship Benefits

Depending on level of investment, benefits can include:

- High profile customized branded events
- Bespoke curated, branded event series
- Trailer/commercial on screen before films
- Integrated contests, giveaways, or promotions
- Customized targeted emails to our mailing list
- Direct marketing (product sampling to attendees)
- Recognition on all printed material
- Recognition in emails and in social media
- Logo on Rooftop Films website
- Logo projected on screen before all screenings
- Branding in all Rooftop Films press materials
- Public recognition onstage at screenings
- Banner/signage at venues
- Free passes to shows and other events
- Sponsor the Rooftop Filmmakers Fund
- Official host of post screening after-parties
- Sponsor the Rooftop live music program
- Outdoor film screenings in other cities