



**SPONSORSHIP OPPORTUNITIES**

**The Virginia Black Film Festival** is a 4-day celebration of the art of filmmaking and the contributions of Black Filmmakers from throughout the African Diaspora. Through high-quality curated theater screenings, industry panels, celebrity guests, and an elaborate awards show, VBFF has built an esteemed reputation as a destination festival highlighting Black History and Black Excellence.



Sponsorship spotlights your brand as a premier partner of the **Virginia Black Film Festival**. Your brand's presence will be felt and seen by filmmakers, industry professionals, and fans alike before, during, and after the event. With robust marketing packages and promotional tools, creative activations, heavy physical and digital logo placement, opportunities for gifting, partner programming, and more, this sponsorship package can be tailored to your brand's specific needs and goals.



# PREVIOUS CELEBRITY GUESTS



Keith David



Daphne Maxwell Reid



Clifton Powell



Tim Reid

# OUR ATTENDEES

**VBFF** patrons are well educated, sponsor friendly, and have high disposable income. **VBFF** audiences are loyal and engaged throughout the festival.



**3,000+**

PHYSICAL ATTENDANCE

**65%**

MAKE OVER  
\$150,000 / YEAR

**91%**

HAVE A BACHELOR'S  
DEGREE OR ABOVE

**35%**

MALE

**65%**

FEMALE

**50%**

LIVE IN HAMPTON ROADS

**20%**

LIVE IN OTHER PARTS  
OF VIRGINIA

**30%**

LIVE OUTSIDE OF  
VIRGINIA

# MARKETING REACH

- Social Media delivers **500K+** impressions annually
- Website delivers **200K+** impressions
- Email list of **5K+** patrons
- On-screen theatrical branding reaches **3000+** patrons
- Press outlets include **Channel 3 News, Channel 13 News, Wavy 10 News, 12 On Your Side News, Virginia Gazette, Virginian Pilot, Next Door Neighbors Magazine,** and others.



# GOLD

\$20,000

## Signage

- Logo on official step & repeat banner (scale by level)
- Logo on "Thank You Sponsors" Welcome Banner (scale by level)
- Four 6 x 3 Retractable Banner (produced and displayed)

## On-Screen Advertising

- Video promos played during Awards Gala (up to 90 seconds)
- Video promos played before festival screenings (up to 90 seconds)
- Logo displayed on screen between screenings (scale by level)
- Logo on Sponsor Reel

## Print Advertising

- Full-page ad in festival brochure
- Sponsor Product inclusion in VBFF swag bag

## Social media / E-blasts

- Logo on Website hyperlinked to Sponsor
- Logo on E-blasts and Newsletter hyperlinked to Sponsor
- Listing in Sponsor Press Release
- Logo embedded in post-fest video streams
- Logo in lower thirds of post-festival Awards Broadcast (streaming)

## Awards Ceremony

- Sponsor mentioned as sponsor during awards Ceremony
- Logo on Sponsor Page of Festival Guide (scale by level)
- Sponsor comments during Awards Ceremony
- Sponsor product giveaway during Awards Ceremony

## Festival Access / Swag

- 10 Access Badges to Sponsor / Filmmaker's Lounge
- 10 Official VBFF T-shirts
- 10 VIP All -Access Badges

# SILVER

\$10,000



## Signage

- Logo on official step & repeat banner (scale by level)
- Logo on "Thank You Sponsors" Welcome Banner (scale by level)
- Two 6 x 3 Retractable Banner (produced and displayed)

## On-Screen Advertising

- Video promos played during Awards Gala (up to 90 seconds)
- Video promos played before festival screenings (up to 90 seconds)
- Logo displayed on screen between screenings (scale by level)
- Logo on Sponsor Reel

## Print Advertising

- Half-page ad in festival brochure
- Sponsor Product inclusion in VBFF swag bag

## Social media / E-blasts

- Logo on Website hyperlinked to Sponsor
- Logo on E-blasts and Newsletter hyperlinked to Sponsor
- Listing in Sponsor Press Release
- Logo embedded in post-fest video streams
- Logo in lower thirds of post-festival Awards Broadcast (streaming)

## Awards Ceremony

- Sponsor mentioned as sponsor during awards Ceremony
- Logo on Sponsor Page of Festival Guide (scale by level)
- Sponsor comments during Awards Ceremony
- Sponsor product giveaway during Awards Ceremony

## Festival Access / Swag

- 5 Access Badges to Sponsor / Filmmaker's Lounge
- 5 Official VBFF T-shirts
- 5 VIP All -Access Badges

# BRONZE

\$5,000

## Signage

- One 6 x 3 Retractable Banner (produced and displayed)

## On-Screen Advertising

- Logo displayed on screen between screenings (scale by level)
- Logo on Sponsor Reel

## Print Advertising

- Quarter-page ad in festival brochure
- Sponsor Product inclusion in VBFF swag bag

## Social media / E-blasts

- Logo on Website hyperlinked to Sponsor
- Logo on E-blasts and Newsletter hyperlinked to Sponsor
- Listing in Sponsor Press Release

## Awards Ceremony

- Sponsor mentioned as sponsor during awards Ceremony
- Logo on Sponsor Page of Festival Guide (scale by level)
- Sponsor product giveaway during Awards Ceremony

## Festival Access / Swag

- 3 Access Badges to Sponsor / Filmmaker's Lounge
- 3 Official VBFF T-shirts
- 3 VIP All -Access Badges

# A-LA-CARTE OPTIONS

## Signage

- One 6 x 3 Retractable Banner (produced and displayed) **\$2500**

## Print Advertising

- Full-page ad in festival brochure **\$4000**
- Half-page ad in festival brochure **\$2000**

## Awards Ceremony

- Sponsor commercial played during Awards Ceremony **\$2000**



**VIRGINIA  
BLACK  
FILM  
FESTIVAL**

**Contact Us:**

**Virginia Black Film Festival**

**[info@virginiablackfilmfestival.com](mailto:info@virginiablackfilmfestival.com)**

**[www.virginiablackfilmfestival.com](http://www.virginiablackfilmfestival.com)**