

WARSAW JEWISH FILM FESTIVAL

**KAMERA
DWA**

21st edition in October 2023

About the Festival

The Warsaw Jewish Film Festival (WJFF) has been a destination for international award-winning films on Jewish topics and themes since 2003, which makes it the oldest festival of this kind in Poland and Eastern Europe.

- Our main focus are film programs exploring Jewish culture and history, presenting contemporary life and the diversity of Jewish communities in Poland, Israel and worldwide.
- Our goal is to give filmgoers the opportunity to get acquainted with a different perspective of Jewish issues reflected on the screen. Furthermore, our goal is to offer compelling and memorable film programs to as large an audience as possible.
- In nearly 20 years the Festival has welcomed hundreds of thousands of filmgoers and guests from around the world for screenings and conversations. We presented over 650 of the finest international films from nearly 30 countries, which were selected from the world famous film festivals. Films that premiered at the Warsaw JFF have gone on to win major awards worldwide (the Academy Award-winning films: *Ida*, *West Bank Story*, *The Pianist*).
- The Festival has grown to include a variety of arts and media – from film workshops and student film productions, through culinary workshops, online screenings & live webinars, to a music performances and photo exhibits.

Audience Profile

The audience of the Festival is mostly well-educated and middle aged people, sponsor savvy, sponsor friendly, and have high disposable income. They are culturally-aware cinema lovers.

RECIPIENTS

AGE

40 % - 18-39 y. o.
40 % - 40-65 y. o.
20 % - 65+

GENDER

60 % - Women
40 % - Men

EDUCATION

40 % - Secondary
40 % - Higher
10 % - Other

NATIONALITY

80 % - Poland
20 % - Others, mainly from Israel,
Germany, other European countries, USA

FESTIVAL OVERVIEW

CITIES: Warsaw, Cracow, Plonsk, Gdansk, Wroclaw, Lodz

6

VIEWERS IN CINEMAS
(YEAR-ROUND)

10 000

ONLINE VIEWERS (YEAR-ROUND)

40 000

RECIPIENTS OF PRINTED PUBLICATIONS

10 000

NEWSLETTER & WEBSITE REACH (MONTHLY)

5 000

SOCIAL MEDIA RECIPIENTS

10 000

ONLINE MARKETING IMPRESSION

1 000 000

TV, RADIO & PRESS REACH

450 000

Why is it worth it?

20 YEARS OF EXPERIENCE! Each of our sponsors become a co-creator of this extremely engaging event. Our audience is a highly attractive target for top brands that appreciate the marketing potential of arts and entertainment. Make your brand a part of the WJFF audience's special experience!

- **History:** the oldest and the largest event of this type in Poland organized annually **since 2003**.
- **The POLIN Museum of the History of Polish Jews - Main Partner since 2013!**
The Opening and Closing Gala - 500 VIPs and guests at Jan Kulczyk Auditorium.
- **The popularity of the Festival:** 10,000 viewers in Warsaw cinemas and 40,000 online and all over Poland.
- **Venues and cities:** **7 days** Festival in person & **10 days** online screenings Poland-wide. **6 cities:** Warsaw, Cracow, Plonsk, Gdansk, Wroclaw, Lodz. **World-wide online screenings** with festival's partners from Berlin, Budapest, Prague, Paris, Bucharest, Copenhagen, Barcelona, Vienna, Los Angeles, Jerusalem, Tel-Aviv.
- **Movies:** several dozen of the newest international productions. World-wide, European and Polish premieres of well-known and award winning filmmakers as well as dozens.
- **Special events:** foto exhibits, culinary events, music performances, meetings with filmmakers, actors and special guests from all over the world.

Let's meet at the red carpet!



Sponsorship benefits

	Patron of 250,000 PLN	Platinum sponsor of 100,000 PLN	Gold sponsor of 50,000 PLN	Silver sponsor of 15,000 PLN
PREMIUM BENEFITS				
Branding of Sponsor's visual	•			
Sponsor presentation at the Opening / Closing Gala	•		•	
Product Placement at Festival's Opening / Closing Gala	•	•	•	•
VIP admission to all shows	10	6	4	2
VIDEO				
Up to 30 sec. Sponsors clip before screenings	30 sec	20 sec	15 sec	11 sec
Logo displayed before all film screenings	•	•		
Logo inclusion in Festival trailer	•	•	•	•
PRINTING				
Logo on VIP invitations to the Opening / Closing Gala	•	•		
Logo on the promotional leaflet	•	•		
Logo in the repertoire / brochure	•	•	•	•
Logo on Festival's poster	•	•	•	•
ONLINE				
Banner on the website	•	•		
Logo with Sponsors link on the festival homepage	•	•		
Logo with Sponsors link on the festival subpage	•	•	•	•
Sponsors advertisement in newsletter	•	•		
Dedicated Facebook / Instagram mention	•	•	•	
PROMOTION				
Information about the partnership in traditional media (Press, TV, Radio)	•	•		
POS materials at the POLIN Museum and festival cinemas *	•	•		
Mention in PR materials	•	•		
POS materials at accompanying events	•	•	•	

* E.g. Roll-up, leaflet distribution, promotional materials for the show, section, special event

Contact

Festival prides itself on its ability to create customized sponsorship packages to accommodate the needs of its sponsors. Through a mixture of access, exposure, hospitality, social media, and experiential activation each sponsor receives a customized package of benefits that ensures its sponsorship and marketing goals are met.

Don't hesitate to contact the Festival Director to customize your sponsorship package:



Magda Makarczuk Strehlau – Festival Executive Director
E: warsawjff@wjff.pl
T: +48 605 783 049