



PRINCE
GEORGE'S
FILM
FESTIVAL

**2024 SPONSORSHIP
OPPORTUNITIES**

Back for 2024!

PRINCE
GEORGE'S
FILM FESTIVAL

The Prince George's Arts and Humanities Council's Prince George's Film Office will host its third annual Prince George's Film Festival - Take Three (PGFF Take Three), September 26–29, 2024.* Located across multiple locations, crown jewels of Prince George's County, like previous festivals, PGFF Take Three will create a captivating experience that will draw a variety of audiences in and leave them inspired.

The Prince George's Film Festival is the premier program for new film works from up-and-coming and established independent filmmakers with diverse voices. The Prince George's Film Festival is dedicated to presenting the best of cinema in Prince George's County and creating transformational experiences for filmmakers, digital creators, and film enthusiasts. The festival is designed to bolster local filmmakers and provide a platform to showcase their films and network with industry representatives and local creatives. Additionally, the Prince George's Film Festival will highlight the collaborative partnerships between the academic, social, political, and business communities within the County.

Over the four-day celebration, PGFF Take Three will feature film screenings, keynote speakers, expert panels and workshops, virtual film programming, award reception, student programs, special events, high-impact networking opportunities, and community activities.

*These dates are tentatively scheduled

Initiatives & Goals

The Prince George's County Film Festival is proactive in expanding the possibilities of film and filmmakers. The goals of the festival is as follows:

- To be a transformative force in filmmaking and storytelling in Prince George's County.
- To be a vessel for collaboration and partnership.
- To educate, engage and expand the filmmaking community of Prince George's County.
- To promote Prince George's County as a thriving production hub.



PGFF Testimonials



— “ —

The film festival kick off was a great event. It's wonderful to see events like that growing in our county.

— ” —

— “ —

The planning team is to be commended for doing a phenomenal job! This was my first film festival experience and I thoroughly enjoyed it. Thank you for the experience and opportunity! See you next year!

— ” —

— “ —

"A celebration of cinematic arts and culture in Gorgeous Prince George's...and important for me as a creative, opportunities to meet and vibe with other artists...and learn about all aspects of filmmaking and the business of filmmaking."

-Reese Waters, Host of Mic Drop, WUSA 9

— ” —

— “ —

The brunch was fabulous! The discussion with Lynn Whitfield was delightful. I learned so much from her about the process. It was also wonderful to see the participation of our local HBCUs.

— ” —

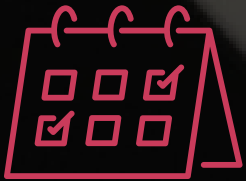




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By the Numbers

**THE 2023 FESTIVAL WAS A
RESOUNDING SUCCESS**



**5
DAYS**



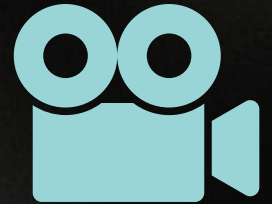
**5
LOCATIONS**



**57
PANELISTS**



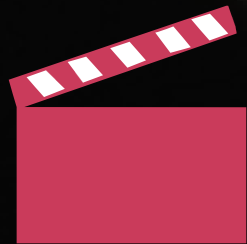
**14
WORKSHOPS**



**3 FREE
COMMUNITY
SCREENINGS**



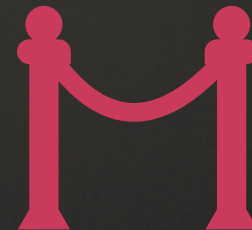
**2340
ATTENDEES**
400% INCREASE



**150
FILM-
MAKERS**



**4
NETWORKING
RECEPTIONS**



**3
SPECIAL
EVENTS**



**19 STATES
REPRESENTED**



MEDIA PLACEMENTS

The 2023 Prince George's Film Festival garnered extensive media coverage across various platforms:

Local News: Local news outlets provided comprehensive coverage of the festival, featuring interviews with filmmakers and organizers, along with highlights from various film screenings.

[DC NewsNow](#)

[DC NewsNow Interview, Ya-Marie Sesay](#)

[Living Local DMV, Interview with Lynn Whitfield](#)

[Living Local DMV, Interview with Lamman Rucker](#)

[WUSA Channel 9 "Get Up DC"](#)

[WUSA Channel 9 "Great Day Washington"](#)

[WTTG Fox 5 DMV Zone](#)

[WTTG Fox 5, PG Film Festival Kicks Off Next Month](#)

[WUSA 9, Prince George's Film Festival Underway](#)

[WTTG, Fox 5 "LION Lunch Hour" Live w/Lamman Rucker](#)

[WTTG, Fox 5 News-"Good Day DC"-Lamman Rucker](#)

[WTTG, Fox 5 News-"Good Day DC"-Lynn Whitfield](#)

[WJLA, ABC 7 Top Things to Do this Fall in Prince George's County](#)

Radio: Local radio outlets aired coverage of the festival and featured interviews with filmmakers and organizers.

[WHUR 96.3 Taking It to the Streets w/ Bobby Gailles](#)

[WTOP Lynn Whitfield Reflects on Career from Eves Bayou to Greenleaf Ahead of Prince Georges Film Festival](#)

[WTOP, Beyond the Fame w/ Lynn Whitfield](#)

[WPGC, 95.5 Todd Bell Interviews Lamman Rucker](#)

[WPGC, 95.5 Things to Do, Promotion](#)

Print: Local print publications published articles and reviews, further increasing the festival's visibility.

[PG Suites Magazine](#)

[The Washington Informer, "P.G. Film Festival Brings Film Enthusiasts and Civic-Minded Residents Together"](#)

[Washington City Paper, "Prince George's Film Festival Sept 28 to Oct 1"](#)

Online: Digital platforms published in-depth reviews, interviews with filmmakers, and reviews of the festival.

[The Blk Script "PG Film Festival: Take Two; A Huge Success For Prince George's County, MD;"](#)

392,642

Total reach across Facebook and Instagram



SPONSORSHIP INVITATION

Partnership and collaboration enables PGAHC and the Prince George's Film Office to promote and build awareness of the County's artists, filmmakers and cultural assets; enhance and strengthen film, entertainment and creative industries in the county, and furthering the missions of both PGAHC and its collaborative partnerships. All sponsorships can be customized. The Prince George's Film Festival (PGFF) offers a wide range of sponsorship options and levels that provide highly visible branding opportunities including our highly popular signature events, special community screenings, networking and awards events, direct access to registered attendees and filmmakers, workshops, digital streaming opportunities, and branded product placement and other in-kind options.

Partnering with PGFF is an excellent opportunity to demonstrate your commitment to the County's arts and entertainment industry, as well as contributing to the economic vitality of the region. PGFF sponsorships provide an effective way to elevate your brand, reach new customers, and cultivate loyal relationships. From exclusive screenings of up-and-coming indie films to red carpet events with top stars, we provide an array of inimitable experiences that are sure to leave lasting impressions on attendees. Sponsorships allow you and your guests exclusive or priority access/seating at opening and closing screenings, industry networking events, workshops, as well as an opportunity to meet industry talent, filmmakers, and connect with area business leaders.

We have collaborated with numerous sponsors over the years, providing them with memorable moments and profuse publicity. Our team will work diligently to ensure your sponsorship yields tangible results - increased awareness, robust customer engagement, and positive return on investment. Our partners stated:

- **95% responded that PGFF was Excellent (74%) or very good (21%).**
- **100% responded that they were very likely 89% or likely 11% to support/partner with us for 2024 PGFF.**
- **84% responded that they learned something new that enhanced their appreciation or understanding of film and related industries and businesses.**

In general, PGAHC acknowledges organizations' support by/or through:

- Visual and verbal recognition at PGFF high-visibility events, programs, facilities, and the PGAHC and Prince George's Film Office and event partners online and social media platforms.
- Customized VIP experiences for personal or corporate interests. VIP Access to hospitality lounges with key talent and access to targeted audiences and communities.
- Speaking and engagement opportunities at selected events or programs, including greetings/remarks, presentations, panels, or advisory service.
- Customized virtual benefits may include E-newsletter profile and recognition, social media profile, social media promotion, 15-30 second taped greeting and/or sponsor ad for single or multiple events.
- Curated branded materials provided by sponsor, or collaboratively with PGAHC.
- Dedicated success manager.
- Virtual Only Benefits packages available.



Sponsorship Opportunities



KEY SPONSOR OPPORTUNITIES INCLUDE:

- **Title/Event Sponsorships** – Exclusive branding opportunities and visibility for entire 4-day festival.
- **Signature Program Events** – Opening and closing events
- **Special Event/Day Sponsorships** – Exclusive and tiered sponsorship of a special/major screening event, community event, reception, or a themed day.
- **Branded Activities and Networking Receptions:** Sponsor a workshop, networking reception, breakfast or activity of your choice.
- **SWAG Bags** – Exclusive sponsorship of the swag bag
- **Media Sponsorships:** Exclusive/first option coverage of PGFF film ambassadors and event talent, customized access to filmmakers and panelists, and more

Other opportunities are available on the following sponsorship grid. We are also open to other opportunities not listed. If you have any questions, contact Sherri Bryant-Moore at smoore@pgahc.org.

In addition to the distinctive benefits received based on the sponsorship category, all sponsors receive the following **Brand Awareness Benefits**:

- logo hot-linked on the event(s) and PGAHC website
- logo included on printed event signage placed in high-traffic areas
- logo placement on selected promotional emails
- logo and sponsor acknowledgement in event digital program and digital screens
- digital display advertisement on Film Screening or other event digital platform
- one social media promotion
- one 10 x 10 foot space with six-foot table onsite at event or events based on level
- opportunity to include branded items and material in attendee swag bags

Sponsorship Grid

	Platinum Sponsor Title Sponsor \$30, 000+	Gold Sponsor/Special Event Day Sponsor \$15,000	Silver Sponsor Special Event Day Sponsor \$10,000	Bronze Sponsor Event/Workshop Sponsor \$5,000
Exclusive Branded Title: "Prince George's Film Festival Take 2 Presented By" (1 available)	X			
Signage (Digital and Print) Name and logo on main stage(s) and event sites	X			
Name, mission and contact name live mentioned at all events.	6 times	4 times	2 times	1 time
Premium/Reserved seating and full access event tickets including VIP receptions and VIP hospitality lounges	8 passes	6 passes	5 passes	4 passes
Premium placement of 1 spread of 2 full pages in all event programs digital and when printed	1 spread (2 pages)	1 full page	N/A	N/A
Premium placement of ad on selected event digital program	N/A	N/A	1/2 page ad	1/4 page ad
Prominent logo placement on step and repeat	X	X	X	
Pre-event advertising	All media outlets	Selected media outlets	Selected media outlets	Email
Social media promotions	6	4	2	1
Booth space and tables at selected events	2 VIP tables (all events)	1 VIP Table (all events)	1 VIP Table	1 Table
Speaking opportunity at opening and/or closing events	X (both events)	X (one event)		
Opportunity to sponsor and present award or workshop	X	X	X (selected workshop)	
Exclusive Email blasts sent to PGAHC's network and participants	4	2	1	
1-minute video commercial spots or congratulatory message at virtual and/or inperson events	X (all events)	X (selected events)		
30-second video commercial or congratulatory message at virtual and/or inperson events	N/A	N/A	X	X
Name and logo and all event promotional materials and recognition in press releases	X	X	X	Press Release
Exclusive Branding on Festival Swag Bag (One available)	X			
Co-branded attendee swag item	X (selected events)	Workshop or panel discussion	Workshop or panel discussion	



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*Interested in a Sponsorship
Opportunity, let's get in touch*

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WWW.PGAHC.ORG

WWW.PRINCEGEORGESFILM.ORG

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