



## APPLICATION

**Name of Event:** SONOMA INTERNATIONAL FILM FESTIVAL (SIFF)

**Event Date:** March 25-29, 2020

**Event Location:** 166 1<sup>st</sup> East (over flow parking lot of Sonoma Veterans Building)

**Projected Attendance:** 8000+ over a five day period (@ 4 films per person-32,000 'butts in seats')

**Brief Event Description:** The original wine country film festival that celebrates film, food & wine. The event attracts filmmakers, sponsors, influencers, and attendees from the local area as well as from the U.S., Africa, Europe, South America, Mexico and Canada. 120+ films in all genres all shown in seven (7) entirely walkable screening venues over the five days.

**Years in Sonoma, CA:** 22 years

### EVENT DETAILS

**Applicant Organization:** SIFF  
**Name of Applicant:** Kevin W. McNeely, Executive Director; Ginny Krieger, Co-Director  
**Phone Number:** 707.933.2600  
**Cell Phone Number:** 707.953.0037 (Kevin)  
**Business Address:** 103 East Napa Street Box 1613 Sonoma, CA 95476  
**City:** Sonoma, CA 95476  
**E-Mail Address:** [kevin@sonomafilmfest.org](mailto:kevin@sonomafilmfest.org), [gabby@sonomafilmfest.org](mailto:gabby@sonomafilmfest.org)

### MARKETING DETAILS

#### Marketing Plan And Budget

**Target Demographic:** Dual Audience, plus, LGBTQ 35 -70 years old, sophisticated consumer orientated, educated who enjoy film, food & wine

**Describe Your Media Plan/Mix:** Our priority for advertising is through social media campaigns as well as digital advertising. We have found these resources reach the greatest number of viewers at the best cost. We also subscribe for a monthly fee to a service where we can send e-blasts to over 9000 recipients each time we release news. Secondly, we will advertise with local and regional newspapers and magazines. We use L.A.-based Rogers & Cowan which gives us exposure in media markets both nationally and internationally. Partnering with local hotels allows us to include our year-round events on their web sites. Alice (97.3FM) creates 30-second radio spots that help us advertise our our year-round events.

**Describe Your Public Relations Efforts:** Spritz Marketing (SF) as been SIFF's marketing and design partner for seven years with the goal of expanding the festival's brand awareness and increasing attendance, while creating global synergies between film, wine, and culinary excellence in Sonoma. With thousands reached on social media, countless media partnerships and sponsorships secured, and compelling creative campaigns executed, Spritz has been an integral part of helping bring new film enthusiasts and tourists to Sonoma Valley. A local PR company has been successful in promoting our monthly events and annual festival in local newspapers and radio.

**Target Markets:** We have several target markets. First, our worldwide base of filmmakers who we encourage to submit their films to our festival. We reach filmmakers through industry publications such as Entertainment Weekly and through our film submission sites WithoutABox and FilmFreeway where we buy advertising packages that promote SIFF on their web sites. Our 2019 festival had 225 filmmakers from 26 countries. Second, our attendees and sponsors who appreciate film, food and wine and for whom we work hard to constantly reinvent ourselves, creating new experiences for them each year. To get the word out, we advertise with SF Travel Magazine, SF Chronicle, Marin Magazine, The Wall Street Journal, Alice Radio (97.7) and also through relevant social media outlets such as Facebook, Twitter and Instagram. Locally, we advertise with Sonoma Index-Tribune, the Press Democrat, Valley of the Moon Magazine and SONOMA Magazine. Overall, our target marketing works to drive overnight visits in the City of Sonoma with SIFF putting a substantial number of “heads in beds” during the off-season (March) as well as mid-week (the festival opens on a Wednesday and runs through Sunday each year).

**Promotional Activities:** SIFF has monthly events that range from screenings at the Sebastiani, Andrews Hall, SV Museum of Art and in the summer, outdoor screenings at wineries, Cornerstone and private estates. Since our focus is also to showcase the food and wine of Sonoma, we partner with caterers, restaurants, and wineries of our region. Film is a cultural asset and we expose our audience to independent films that they would not otherwise have an opportunity to see.

Approximately 40% of our filmgoers come from the Sonoma area. More importantly from a tourism standpoint, the remaining 60% come from out of town: L.A., Dallas, Minneapolis, Chicago, and NYC. Our yearly event brings close to 5000 people from out-of-town. Not only do these thousands of attendees stay in our local hotels and B&Bs, they eat in local restaurants, shop in local stores and sample and buy local wines. Additionally, we work in a cooperative manner with other local non-profits to promote each other’s events. We provide CINEMA Passes (all films & panels and access to hospitality tent) for all of their fund raising events. Whether a local or a visitor, SIFF brings to the community a great opportunity to interact and to be proud of Sonoma.

**Paid Advertising Budget:** \$75K

**Amount Being Requested:** \$15K

#### APPLICATION SUBMISSION DETAILS

Submitted by

Kevin W. McNeely, Executive Director

Wednesday August 14<sup>th</sup> 2019



P.S. We are happy to make any and all analytics available for review.