

# 51/**FEST**

PRESENTED BY  
WOMEN IN THE WORLD

THE FEMALE MAJORITY ON SCREEN

IN PARTNERSHIP WITH

**IFC** CENTER

# WOMEN IN THE WORLD + IFC



Women in the World is the renowned, critically-acclaimed live journalism platform founded in 2009 by Tina Brown to shine a spotlight on—and tell—stories that galvanize, move, energize, build empathy, community, and ignite action for the advancement of women and girls across the globe.

The Women in the World team is comprised of TV producers, documentary filmmakers, writers, and journalists, who all contribute to curating dynamic, groundbreaking conversations between fiery trailblazers and inspiring keynote speakers.



IFC Center has a proven track record launching and producing acclaimed festivals. In 2010, the theater founded **DOC NYC**, which quickly grew to become the country's largest documentary festival.

They have also presented **Split Screens**, a celebration of the art and craft of television, was founded in 2017 and **What the Fest!?** which hit the ground running in 2018, with an eclectic and exciting lineup exploring the best in genre film and television from around the world, plus a nightly festival party space.



# 51FEST—WOMEN IN THE WORLD ON SCREEN



51Fest, a partnership between Women in the World and IFC Center, showcases work, by and about women, paired with thoughtful talks and performances that further explore the world through a female lens. The result is compelling and original entertainment for everyone. Women make up more than half of our population, and 51Fest puts a woman where she belongs—at the center of the story.

## DATES

July 18-21, 2019

## VENUES

SVA Theater (opening night venue)  
IFC Center, NYC—51Fest Hub

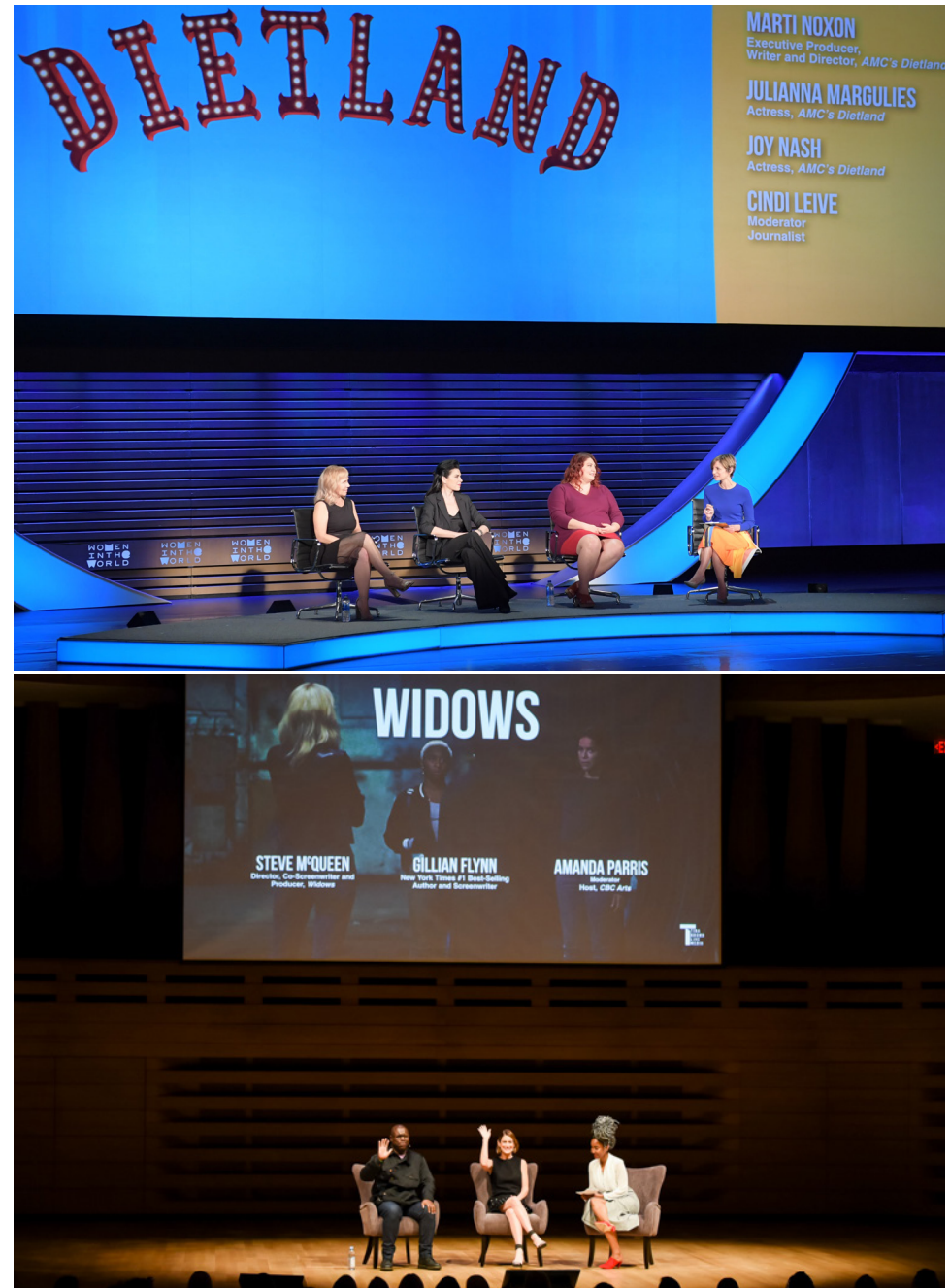
IFC Center has become the ultimate destination for New Yorkers seeking out the best in independent film. IFC Center hosts some of New York's most anticipated film festivals, in its state-of-the-art theaters.

## PROGRAMMING

10+ screenings with post-discussions over the course of the four days with Thursday night serving as the opening night of the festival.

## AUDIENCE

The festival will be marketed through Women in the World and IFC channels and tickets will be sold to each event in addition to festival passes that will offer access to all activities.



# 51FEST—SPONSORSHIP OPPORTUNITIES



## SPONSORSHIP OPPORTUNITIES

- **Opening Night & Premieres**

The festival will feature customized red carpet opportunities for a stunning and press-worthy event for your brand.

- **Lounges & Activations**

You are invited to brand IFC Center's second floor exclusive lounge space, which features poster cases, couches, and an instant activation area just for your brand.

- **Cocktail Receptions**

Invite your brands' guests to a post screening reception or cocktail hour, which will exclusively feature your branding and any activations.

- **Customized Screening/Panels**

Highlight your brand message through a customized stage conversation following an on-brand film.

- Exclusive company trailer before your screening.
- Exclusive audience giveaways.

- **Digital Reach**

Audiences will look to the 51Fest website for schedules and important updates and information. Sponsor will receive:

- Email outreach to more than 20,000 IFC Center subscribers.
- Email outreach to more than 30,000 Women in the World subscribers.
- Social media branding opportunities.

- **Advertising**

Opportunity to place advertising in our official festival guide, adding additional exposure for your film and/or brand. Attendees receive and refer to the guide throughout their festival experience.

- **Signage**

Take advantage of IFC Center's signage options which will be seen throughout the festival and give your brand continuous visibility.

- Key IFC Center façade billboard at high traffic NYC intersection of West Third St. and Sixth Ave.
- Full-day use of theater marquee for your event or brand, plus pull-up banners, step & repeats and poster lightboxes.
- Video screens inside IFC Center lobby to showcase your brand and program.





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- **Co-Branded VIP Gift Bags & Attendee Lanyards**  
VIPs and attendees will receive a specially-designed and logo-branded bag from your company to carry throughout the festival and around town to be seen and photographed. Lanyards, featuring your brand's logo, will be worn during the festival by attendees, festival staff, and special guests.
- **Festival Trailer Branding**
  - Top sponsors receive a stand-alone trailer before all festival programming.
  - Other tiered sponsors have the opportunity for logo presence in the opening festival trailer before all events.



\*\*Custom sponsorship packages and more information available on request.