



405 Manville Road, Pleasantville, NY 10570 • burnsfilmcenter.org

CORPORATE SPONSORSHIP OPPORTUNITIES



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Lynla Shenkman Curtis



JACOB BURNS FILM CENTER AT A GLANCE

The Jacob Burns Film Center (JBFC) is a nonprofit educational and cultural arts organization dedicated to presenting the best of independent, documentary, and world cinema; promoting 21st century literacy; and making film a vibrant part of the community. Just 30 miles from New York City, the Jacob Burns Film Center attracts a devoted, upscale audience from the tristate area.





JOIN US

When we opened the Jacob Burns Film Center in 2001, we envisioned a community where creativity would be celebrated, where a world of concepts and cultures could be explored, and where film would be used to educate and empower.

Since those early days, we've built that community, and more. The Jacob Burns Film Center has evolved into the largest organization in the country with a mission that embraces both film and education. We have more than 10,000 members. Almost 2.5 million people have come here to view films from every corner of the globe. And nearly 150,000 students have participated in our education programs.

We invite you to join us by becoming a corporate sponsor. From enhancing brand awareness to entertaining clients, the Jacob Burns Film Center helps bring corporate sponsors together with their audiences.

There are many ways to maximize your visibility and promotional opportunities...





FILMS

Annual highlights include:

- Nearly 400 films from more than 40 countries
- Fourteen original, curated series with opening night receptions
- Retrospectives and special film series
- Preview screenings and filmmaker events
- Over 15,000 hours of film programming on five screens

SPECIAL GUESTS

The JBFC attracts high-profile talent.

Over 200 filmmakers, artists, musicians, authors, and others entertain, educate, and inspire our audiences each year.





EDUCATION AND INNOVATION

In today's media-saturated world, the ability to communicate visually has become as crucial as knowing how to read and write.

- Our education programs help students acquire critical viewing skills and the ability to tell their own stories using 21st century digital technology
- More than 12,000 students, from pre-K through grade 12, participate in our programs each year
- Over 72% come from under-resourced communities, including Mt. Vernon and Yonkers
- The JBFC's Media Arts Lab is a center for 21st century education, where new curricula across all grades and disciplines are developed, piloted, and implemented



OUR REACH

The Jacob Burns Film Center provides unparalleled access to a valuable and influential audience.

- Annual attendance at the Theater is over 225,000
- JBFC filmgoers are culture seekers with high disposable income
- Over 75% of our audience is from Westchester County. The remainder comes from Rockland, Putnam, and Fairfield Counties, New Jersey, and New York City
- More than 10,000 members donate from \$50 to \$25,000 annually
- Our membership base is loyal: 74% renewal rate
- Growing membership base: More than 1,500 new members every year
- Over 20,000 households receive our quarterly film guide
- More than 32,000 individuals subscribe to our weekly e-bulletin
- Our website has over 1 million hits per year





FACILITIES

Theater

The Jacob Burns Film Center Theater is on the site of the former Rome Theater at 364 Manville Road in Pleasantville, NY. The original 1925 theater was renovated and expanded in 2001 to create an 18,000-square-foot, state-of-the-art facility with three theaters.

Within the walls of the original building is the largest theater (Theater 1) with 250 seats, a stage, and adjustable acoustics suitable for live events such as postscreening Q&A's, panel discussions, concerts, and readings.

In the new wing, a more intimate theater with 136 seats (Theater 2) and a 70-seat screening room (Theater 3) provide the flexibility to show a broad range of films appealing to audiences of all sizes.

On March 6, 2015, the JBFC opened two new theaters, which have a combined seating capacity of 72, on the third floor of the cinema complex. In celebration of a generous leadership gift, one has been named the Adam R. Rose and Peter R. McQuillan Theater. The third floor also includes the Jane Peck Gallery; a large open space that is used for receptions, dinners, and exhibitions.

A photograph of the interior of the Jacob Burns Film Center lobby. The image shows a dark, polished floor and a large, illuminated sign that reads "JACOB BURNS FILM CENTER". The sign is mounted on a wall and is lit from within, creating a bright glow. The overall atmosphere is modern and sophisticated.

JACOB BURNS FILM CENTER





Media Arts Lab

The JBFC Media Arts Lab is the hub for our education programs. This 27,000-square-foot, state-of-the-art facility, located down the street from the JBFC Theater, is home to our international faculty—a dedicated group of industry professionals, veteran educators, and established filmmakers who are creating a community of lifelong learners engaged in 21st century storytelling.

The building is equipped with 16 editing suites, a recording studio, a sound stage, a 60-seat screening room, an animation studio, a large Center Studio, and four small studios.

We are proud that the Media Arts Lab is Westchester County's first United States Green Building Council (USGBC)–registered LEED Gold N.C. (new construction) building.

The Residence for Visiting Fellows

Adjacent to the Media Arts Lab on Grant Street, the house is available to visiting artists from around the world who come to live, work, and teach on the JBFC campus.





SPONSORSHIP OVERVIEW

The Jacob Burns Film Center approaches sponsorships as genuine partnerships. Each sponsorship package is individually designed to meet specific goals and objectives. Your sponsorship package could include one or more of the following elements:

- Entertainment
- Branding
- Product Placement
- Promotions and Marketing
- Licensing Rights



SPONSORSHIP BENEFITS

Entertainment

Entertain your clients at star-studded events including:

- Annual Gala honoring a leader in the film industry. Previous gala honorees include Steven Spielberg, Ron Howard, Martin Scorsese, and Jonathan Demme
- Annual Silver Screen Circle Dinner, an intimate evening with a renowned filmmaker. Previous guests of honor include Robert Redford, Kevin Spacey, Hilary Swank, Jeff Bridges, Jessica Lange, Robert Duvall, Ed Norton, and Ed Harris
- Over 25 elite preview screenings with distinguished filmmakers throughout the year

Customize a private event for your clients or employees at one or more of our striking venues:

- Theater 1, 2, 3, 4 or Adam R. Rose and Peter R. McQuillan Theater
- Jane Peck Gallery
- Media Arts Lab's Screening Room and Center Studio
- Private dining and screening facilities on the Media Arts Lab's green roof
- Media Arts Lab's Sound Stage and studios



Ed Cody



Russell Peborde



Russell Peborde





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SPONSORSHIP BENEFITS

Branding

You can enhance your profile and brand awareness through many exclusive sponsorship opportunities including:

- Annual Gala
- Annual Silver Screen Circle Dinner
- Special events and dinners
- Film series
- Education programs
- JBFC website
- JBFC e-bulletins





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SPONSORSHIP BENEFITS

Product Placement

Put your product in the hands of JBFC donors and ticket buyers through a variety of product placement opportunities:

- Sampling in gift bags, at box office, and at special events
- Displays at JBFC events
- Promotion through our education programs for students of all ages, pre-K through adults





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SPONSORSHIP BENEFITS

Promotions and Marketing

- Engage audiences through customized promotions
- Convey your story to our audiences through the following vehicles:
 - JBFC website
 - JBFC quarterly film guide
 - Screens in lobby and theaters



SPONSORSHIP BENEFITS

Licensing Rights

Align your brand with the Jacob Burns Film Center by using the official JBFC logo and sponsor description on approved merchandise and marketing materials.





NEXT STEPS

We look forward to meeting with your team to customize a sponsorship that would best meet your company's objectives.

For additional information about a sponsorship opportunity, please contact:

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