

The logo consists of a black circle with a red dot inside, positioned to the left of the text.

# JACOB BURNS FILM CENTER

405 Manville Road, Pleasantville, NY 10570 • [burnsfilmcenter.org](http://burnsfilmcenter.org)

**CORPORATE SPONSORSHIP OPPORTUNITIES**



## 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

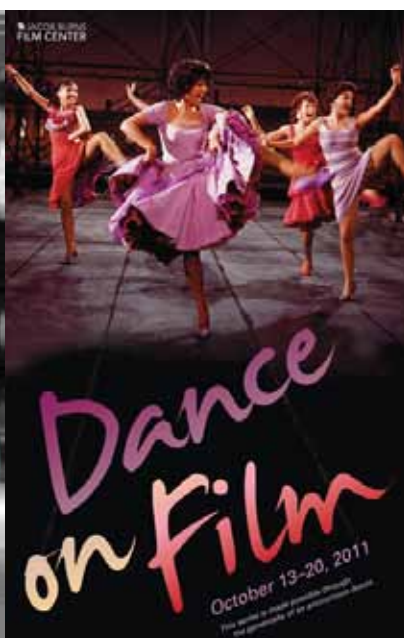
When we opened the Jacob Burns Film Center in 2001, we envisioned a community where creativity would be celebrated, where a world of concepts and cultures could be explored, and where film would be used to educate and empower.

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 million people have come here to view films from every corner of the globe. And nearly 80,000 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

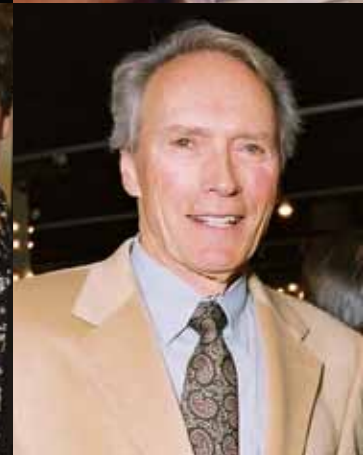
Annual programming highlights include:

- Over 425 films from around the world
- Seven original, curated series with opening night receptions
- Retrospectives and special film series
- Preview screenings and filmmaker events

## SPECIAL GUESTS

**The JBFC attracts high-profile talent.**

Over 150 actors, directors, and authors come to the JBFC to speak to 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 50% come from underserved 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 200,000
- 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 1,000 new members every year
- Over 23,000 households receive our bimonthly calendar
- More than 28,000 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 the upper level of the theater, accessible by elevator or dramatic stairway, is the Jane Peck Gallery. This large open space is used for receptions, dinners, and exhibitions.



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 International Filmmakers**

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





# 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, Martin Scorsese, Ron Howard, and Julie Taymor
- 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 esteemed filmmakers throughout the year

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

- Theater 1, 2, or 3 and 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



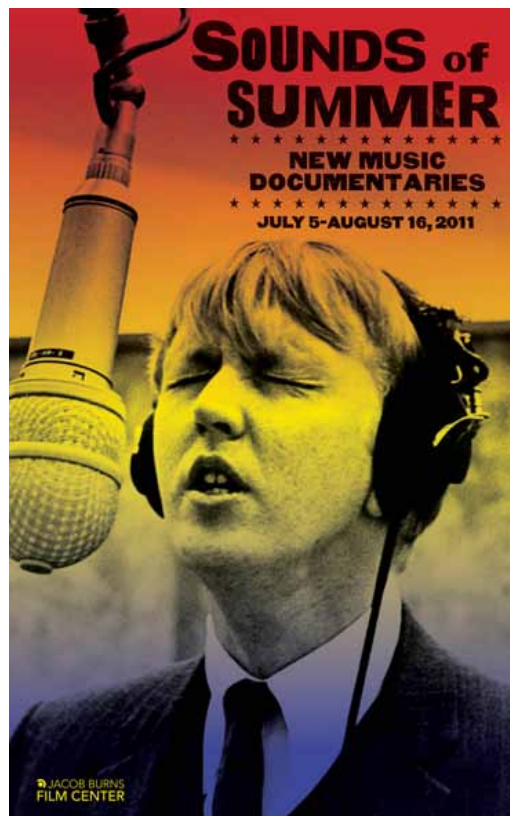


## SPONSORSHIP BENEFITS

### Branding

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

- Annual Gala
- Special events and dinners
- Film series
- Education programs
- JBFC website
- JBFC e-bulletins





## 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





## SPONSORSHIP BENEFITS

### Promotions and Marketing

- Engage audiences through customized promotions
- Convey your story to our audiences through the following vehicles:
  - JBFC website
  - JBFC bimonthly calendar
  - Course catalogues
  - 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 talking with you about customizing a sponsorship that meets your company's objectives.

**Please contact:**  
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**[jexton@burnsfilmcenter.org](mailto:jexton@burnsfilmcenter.org)**