

MIAMI FILM FESTIVAL

SPONSORSHIP OPPORTUNITIES 2026-2027





OUR MISSION

Miami Film Festival's mission is to bring world-class cinema, filmmakers, and audiences together through two annual festivals, and year-round programming at Tower Theater Miami.

We create cinematic experiences that simply can't be replicated at home or at a traditional movie theater: discovering extraordinary films from around the world, meeting the filmmakers and artists behind them, joining conversations after a screening, or sipping champagne alongside talent at a Festival party.

As a department of Miami Dade College, the Festival is deeply rooted in the community we serve, using film to connect audiences, champion new voices, and contribute to Miami's vibrant cultural life.

HISTORY

Founded in 1983, Miami Film Festival began as an initiative of the Miami Film Festival Society before finding its permanent home at Miami Dade College in 2003.

Over four decades later, the Festival welcomes more than 50,000 attendees annually and has become one of the premier film festivals in the United States and the largest in the Southeast, with a distinctive commitment to international and Ibero-American cinema.

In 2014, the Festival expanded with the launch of GEMS, bringing many of the year's most acclaimed films and awards-season contenders to Miami each fall. GEMS has brought in over 8,500 attendees in its most recent edition.

Today, our connection to cinema continues throughout the year through the Miami Film Festival Society and Tower Theater Miami, our historic arthouse cinema in the heart of Calle Ocho, creating a year-round home for exceptional films, filmmakers, and audiences.

MIAMI FILM FESTIVAL

APR 1–11 2027

For more than four decades, Miami Film Festival has celebrated the very best in cinema from around the world. Each spring, the Festival presents more than 200 films from over 30 countries, welcoming more than 50,000 attendees, including filmmakers, industry professionals, artists, and passionate film audiences from across Miami and beyond.

A CELEBRATION ACROSS MIAMI

200+ Screenings, Parties, Workshops, and Networking Events

Spanning premium locations such as Downtown Miami, Miami Beach, Little Havana, Coral Gables, Coconut Grove, Bal Harbour, North Miami, and beyond.

400+ Filmmakers in Attendance

Offering unparalleled access to the creative minds behind the films.

Filmmakers from across the world

Join the Festival to launch their films into the US market. Guests include emerging local and international talent and Hollywood stars.

SPECIAL EVENTS

Gala & Marquee Screenings

Featuring the most anticipated films and star-studded red carpet moments.

Opening Night Party

A spectacular kickoff setting the tone for an unforgettable Festival.

Closing Night Ceremony & Party

Celebrating the Festival's culmination with style and flair.

Celebrity Conversations

Intimate dialogues with the stars and creators shaping the film industry.

Happy Hours & Parties

Immersive social experiences in Miami's trendiest neighborhoods.

Family Screenings

Films for all ages with special pricing to bring the entire family!

Industry Access & Networking

Facilitating connections and collaborations among filmmakers, producers, and industry leaders.



Miami Is The New Stop On The Awards Campaign Trail



ETHAN HAWKE



LUCY LIU



DYLAN O'BRIEN



PARK CHAN-WOOK



PAMELA ANDERSON



ALFONSO CUARÓN



SEBASTIAN STAN

Celebrity conversations featured **Variety** and **The Hollywood Reporter**



SENTIMENTAL VALUE



HAMNET



FRANKENSTEIN

Miami Film Festival **GEMS**

Oct 29 – Nov 5, 2026

AWARDS SEASON STARTS IN MIAMI

Every fall, Miami Film Festival GEMS brings together many of the year's most anticipated films, acclaimed filmmakers, and celebrated talent before nominations are announced and before awards season reaches its peak. GEMS offers audiences and sponsors an early look at the films and artists driving the global cultural conversation.

Venues Across Miami: Little Havana, Coral Gables, Downtown Miami, Miami Beach, and more!

50+ FILMS AND EVENTS
8,500 ATTENDEES

SPECIAL EVENTS:

Opening Night Party
Celebrity Conversations
Watch the films that will be at the Oscars!

OPPORTUNITIES TO SPONSOR
GEMS 2026 AVAILABLE

MFF *Year-round*

MIAMI DADE COLLEGE

Miami Dade College serves over 120,000 students and leads the nation in awarding associate degrees, particularly to Hispanic students. **As a department of MDC's Office of Cultural Affairs,** Miami Film Festival is part of a dynamic cultural ecosystem that includes Miami Book Fair, Live Arts Miami, Museum of Art and Design, Koubek Center, and the Freedom Tower.

The Festival also works closely with MDC's School of Entertainment and Design Technology, connecting students with industry leaders, internships, and volunteer opportunities. MDC Cultural Affairs supports a \$1.4 billion arts and culture sector in Miami-Dade County, expanding access to the arts for students, families, and the wider community.

MIAMI FILM FESTIVAL SOCIETY

Since its inception, the Society has continued to cultivate its membership and attract enthusiastic audiences by serving as a link between Miami Film Festival and the greater Miami community.

Through monthly screenings, events, and specially curated programming, the Society brings together cultural, social, and educational groups throughout the year.

TOWER THEATER MIAMI

Located in the heart of Little Havana, Tower Theater Miami is one of South Florida's most iconic cultural landmarks and will serve as Miami Film Festival's year-round home for cinema, community engagement, and cultural exchange.

CUBAN CINEMA SERIES

A free, year-round program celebrating the richness of Cuban cinema, from classics to contemporary works and emerging voices, often accompanied by conversations with filmmakers and experts.

SPECIAL EVENTS

Leader in South Florida's film scene, Miami Film Festival partners with different industry and arts organizations to continuously provide access and education for the community including panels with industry professionals, exclusive theatrical presentations, and free outdoor community screenings.



TOWER THEATER MIAMI

MIAMI DADE COLLEGE

100 Years of Culture. A New Era Begins.

Located in the heart of Miami's Little Havana neighborhood, Tower Theater Miami is one of South Florida's most iconic cultural landmarks. For generations, the theater has welcomed moviegoers and served as a symbol of the neighborhood's cultural identity, history, and creative spirit.

As it celebrates its centennial anniversary in December 2026, Tower Theater Miami enters a new chapter under the stewardship of Miami Dade College's Miami Film Festival.

Operating year-round, Tower Theater Miami will showcase arthouse and independent cinema while also serving as a gathering place for filmmaker conversations, educational programs, community events, and multidisciplinary cultural experiences.

More than a theater, Tower Theater Miami will provide a permanent home for Miami Film Festival's year-round activities and create new opportunities for audiences, artists, sponsors, community organizations, and businesses to connect through the arts.

YEAR-ROUND OPPORTUNITIES

- Daily arthouse and independent film screenings
- Special events and filmmaker appearances
- Community and educational programming
- Cultural events across artistic disciplines
- Venue rentals and private events
- Sponsor activations and branded experiences
- Engagement with Miami's vibrant cultural community



LOOKING AHEAD

Tower Theater Miami expands the possibilities of a Miami Film Festival partnership beyond GEMS and the annual Festival.

Its year-round calendar creates opportunities for sustained brand visibility, custom activations, hospitality, community engagement, and experiences designed around a partner's goals.

Demographics & Reach

Miami Film Festival attracts an affluent, culturally engaged audience with a strong affinity for the brands and businesses that support the Festival.

50% ANNUAL HOUSEHOLD INCOME

in excess of \$125K

**70% MIAMI FILM FESTIVAL
ATTENDEES**

are likely to support brands that support
the festival

**MIAMI FILM FESTIVAL BOASTS
THE SECOND LARGEST
SOCIAL MEDIA FOLLOWING**

among regional film festivals in the United
States, offering unmatched visibility for
partner brands.

65% Hispanic

75% South FL
Residents

90% College
Educated

54% 55+ age

26% 35-54 age

20% 18-34 age

45% Male

53% Female

2% Other



45K REACH
MFF Electronic
Newsletter



50K
FOLLOWERS
/MiamiFilmFestival



42K
FOLLOWERS
@miamifilm



32K
FOLLOWERS
/MiamiFilmFest



6.3
MILLION
VIEWS

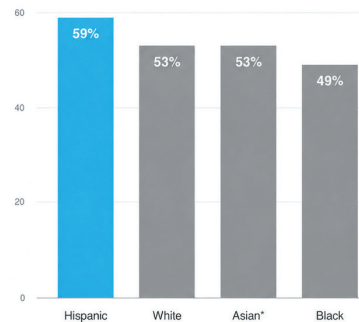
Latino Audiences & Film

65% OF THE MIAMI FILM FESTIVAL AUDIENCE IS HISPANIC OR LATINO

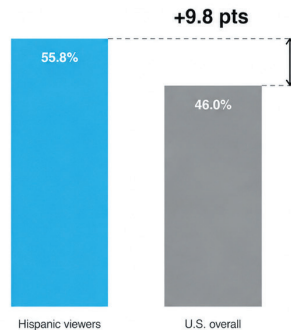
LATINOS ARE THE MOST AVID FILMGOERS PER CAPITA IN THE UNITED STATES.

Hispanic audiences lead recent theater attendance—and devote a larger share of their time to streaming.

U.S. adults who went to a movie theater in the prior 12 months, by race/ethnicity
Survey conducted July–August 2025



Share of viewing time spent streaming
Hispanic viewers vs. U.S. overall, 2025



*Asian estimate represents English-speaking adults only. White, Black and Asian adults are non-Hispanic; Hispanic adults may be of any race.
Movingindex values describe whether respondents attended at least once—not annual per-capita frequency. Figures may not sum because panels use different measures.
Sources: Pew Research Center, “As the Academy Awards approach, a look at movingindex habits in the United States” (March 2025; survey fielded July 8–Aug. 3, 2025).
Nelsen, “Hispanic Consumers Overindex on Streaming Consumption Versus Rest of U.S.” (September 2025).

US LATINOS ACCOUNT FOR \$4.4 TRILLION IN GDP

which would make them the fourth largest economy in the world if they were a country

LATINOS LOVE MOVIES

Compared with a population share of about 20 percent, US Latinos account for 24 percent of box office ticket sales and 24 percent of streaming subscribers

OPPORTUNITIES



AWARD CATEGORIES



PROGRAMMING / SPOTLIGHTS



ACTIVATIONS



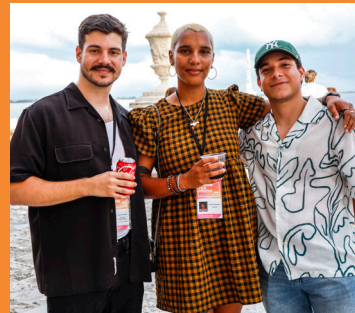
WORKSHOPS



TRIBUTES



PARTIES



INDUSTRY ENGAGEMENT



CELEBRITY ENGAGEMENT



STUDENT ENGAGEMENT



HOSPITALITY



DIGITAL MARKETING



ON-SCREEN ADVERTISING

PARTNERSHIPS IN ACTION

BRANDS BECOME PART OF THE FESTIVAL
EXPERIENCE ON SCREEN, ON SITE AND
IN LIVE ACTIVATIONS.



BENEFITS

BRAND RECOGNITION

PREMIERE
\$100K +

PRINCIPAL
\$60K +

PRODUCING
\$25K +

SUPPORTING
\$7.5K +

CONTRIBUTING
\$5K +

Category Exclusivity

★

★

Logo Placement – Festival Homepage

★

★

★

Logo Placement – All E-Newsletters

★

★

Sponsor Recognition On-Screen Inclusion

★

★

★

★

Press Release Mention

★

★

★

Press Release Announcement

★

Sponsor Recognition Page Inclusion Online

★

★

★

★

★

Sponsor Recognition Poster Inclusion (all venues)

★

★

★

★

★

ADVERTISING

Commercial at Screenings

ALL

SELECT

DISCOUNTED

Exclusive Signage

★

★

★

Pre-Screening Slideshow Ad

★

★

★

Program Guide Ad

★

★

DISCOUNTED

Organic Social

★

★

★

E-Newsletter Spotlight or Ad

★

★

★

★

★

HOSPITALITY

All-Access Passes

★

Premier Event Tickets

★

★

Priority Seating at Opening & Closing

★

★

Exclusive Event Invitations

★

★

★

Sponsored Event Tickets

★

★

★

★

Discounted Tickets

★

★

★

★

★

Sponsor Credential (Skip-the-Line Access)

★

★

★

★

★

Year-round Invitations

★

★

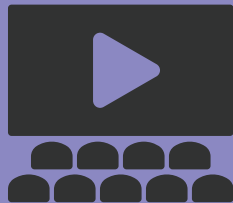
★

★

★

MIAMI FILM FESTIVAL

POSITION YOUR
organization
IN FRONT OF OUR
audiences



PRE-SCREENING PROMO VIDEO

**Your Commercial Will Play
Before All Screenings!**

Pricing Starts at \$7.5K

small business and non-profit discounts available



PROGRAM GUIDE

**30,000 Copies Printed
Direct Mail to 10,000 Homes
Distributed to All Venues**

prior and during the Festival

Pricing begins at \$5K



MIAMI DADE COLLEGE

Thank You

For more information or a
customized proposal, please contact:

James Woolley

305-237-3456

james@miamifilmfestival.com