



Philadelphia Film Festival April 3 – 15, 2008

The Philadelphia Film Festival is the fastest-growing international film festival in the Northeast that showcases first class studio, independent and international cinema with 65,000 attendees. 82% see more than 3 films, 76 % have attended the Festival before, 56% dine out 3 or more times during the festival.

The Philadelphia Film Festival showcases over 300 film screenings from 50 countries at six venues in three Philadelphia neighborhoods including Center City at the Prince Music Theater, University City at the Bridge: Cinema de lux, International House and Cinema at Penn and Old City at Ritz East and Ritz 5.

Pricing: On-Site Exposure ranges from \$1,500 - \$25,000 depending on sponsorship benefits and logistics.

Attendance: 65,000

Demographics: Age - 40% under 35, 31 % 35-50, 29% over 50.

Income – 56% over \$51,000, 20% over \$100,000

Education – 84% college education, 44% graduate or professional degree

Time: Varies by venue and screening



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