



April 30 – May 6, 2026

# Sponsorship Opportunities



PHOTO: SHANA SURECK

## Overview

Now in its 20th season, the Pioneer Valley Jewish Film Festival is a community-based arts festival that features over a week of award-winning, entertaining and thought-provoking films that explore the best of independent cinema through a distinctly Jewish lens.

Visiting filmmakers, receptions, panel discussions and other special events provide unique opportunities for community engagement and networking.

## Targeted Exposure

Partner with the Pioneer Valley Jewish Film Festival and you will:

- Reach tens of thousands of highly-educated, well-informed and culturally-engaged community members
- Gain visibility with a desirable consumer demographic
- Achieve broad exposure across a three-county region with direct mail, print collateral and social media marketing
- Connect your organization with the largest Jewish cultural event in Western Massachusetts
- Play a vital role in supporting the Pioneer Valley’s vibrant arts scene

## Range of Opportunities

- Become a sponsor or choose other ways to be recognized. You can host a reception, organize a special event, or provide an in-kind product or service.
- Become a donor. We welcome tax-deductible contributions of any amount. You will be recognized in the Film Guide and on the website.

## Contact

Please contact us to discuss a film festival sponsorship package that best fits your organization. For more information, visit our website at [springfieldjcc.org/pvjff](http://springfieldjcc.org/pvjff). Thank you for your consideration!

Mechilia “Chile” Salazar, Chief Development Officer  
[msalazar@springfieldjcc.org](mailto:msalazar@springfieldjcc.org) or 413-739-4715



[springfieldjcc.org/pvjff](http://springfieldjcc.org/pvjff)

## Film Festival At-A-Glance

### Festival Line-up

10 world-class films, including many regional premieres, plus speakers and special events

### Regional Coverage

Screenings throughout Hampden, Hampshire and Franklin counties

### Audience Demographics

- 2,200+ attendees from 42 cities across MA, CT and VT
- 64% women, 36% men; average age between 45–75
- Well-educated, culturally-aware and loyal filmgoers

### Broad Community Reach

- 5,000 JCC Program Guides mailed to homes; 500 placed at community venues
- E-bulletins to 8,500+ subscribers

### Media Coverage

BusinessWest	Reminder Publications
Daily Hampshire Gazette	The Republican
Greenfield Recorder	Valley Advocate
MassLive	WAMC Radio
New England Public Media	WWLP-TV/Mass Appeal

### Venues

Basketball Hall of Fame	Springfield Museums
Greenfield Garden Cinemas	Yiddish Book Center
Amherst Cinema	Springfield JCC

SPONSORSHIP BENEFITS	\$10,000 SIGNATURE SPONSOR	\$5,000 FIVE STAR SPONSOR	\$2,500 REEL SPONSOR	\$1,500 FILM FAN SPONSOR	\$850 EVENT SPONSOR
<b>PRINT MATERIALS</b>					
Company logo in PVJFF Program Guide	■	■	■	■	■
Company logo on posters and marketing collateral	■	■	■	■	
Name included on three weeks of print advertising	■	■	■		
Opportunity for title sponsorship	■				
<b>SCREENING VENUE</b>					
On-screen logo placement in pre-show reel	■	■			
Verbal recognition at all film screenings	■	■	■	■	AT EVENT
<b>WEB AND SOCIAL MEDIA</b>					
Linkable logo on website sponsor page	■	■	■	■	■
Dedicated page in festival slide show	■	■	■	■	
Logo in rotation on website home page	■	■	■	■	■
Mentions in PVJFF press releases	■	■			
Dedicated Facebook/social media posts	■				
Name on e-bulletins leading up to the festival	ALL	6	4	2	1
<b>AUDIENCE ACCESS</b>					
Opportunity for product display or give-away	■	■	■	■	■
Opportunity to briefly welcome audience	■	■			
Company logo on 7-foot banner at screenings	■	■			
Company logo on PVJFF merchandise	■				
<b>HOSPITALITY</b>					
Festival passes to screenings and receptions	4	3	2		
Additional tickets for use throughout the Festival	12	10	8	6	4
Reserved seats on opening night	6	4	2		