

MARCH 26-29
2026

ANNAPO利S FILM FESTIVAL

SPONSORSHIP OPPORTUNITIES



Nestled in the historic heart of Maryland, the Annapolis Film Festival has become a beacon of cinematic excellence on the shores of the Chesapeake Bay. Now in its 14th year, the festival blends intimate small-town charm with world-class programming, attracting filmmakers, industry professionals, and film lovers from across the country. With its walkable streets, waterfront views, and pre-colonial atmosphere, Annapolis offers an unforgettable destination for this four-day celebration of film and community. Selected by MovieMaker Magazine as “One of the 25 Coolest Film Festivals in the World,” this festival is special and attracts loyal audiences.

Drawing 10,000+ attendees annually, the festival’s reach extends far beyond Maryland – welcoming guests from the DC/Virginia region, Philadelphia, New York, Boston, Los Angeles, and abroad. Its signature showcases, including the Black Experience, Latin Xperience, Sailing Showcase, Student Showcase, Faith Experience, Environmental Showcase and Jewish Experience with bagels, lox, and coffee, foster meaningful cross-cultural conversations and highlight the festival’s unwavering commitment to a diverse programming slate. A true champion of emerging talent, the festival’s

Annual Shorts Challenge invites five filmmaker finalists to pitch live before a panel of industry judges for a production prize package—cementing Annapolis as a launchpad for the next generation of storytellers. Beyond the screen, the festival’s coffee talks, panels, and lively parties offer authentic engagement and activation opportunities for sponsors and guests alike. Partnering with the Annapolis Film Festival means aligning with a dynamic cultural institution that celebrates creativity, connection, and the enduring power of film.





152,279
TOTAL
IMPRESSIONS

OVERALL INCREASE
IN IMPRESSIONS
18.79%

TOTAL VISITORS
10,412

5,907
UNIQUE
VISITORS

AUDIENCE SIZE
INCREASED BY
16%

The Annapolis Film Festival is the hottest ticket in town — and it just keeps getting bigger, bolder, and more inspiring every year! Now in our 14th year, we're turning up the energy with an incredible lineup of independent films, curated conversations, and unforgettable guests that connect, challenge, and celebrate our shared humanity.

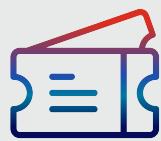
Walkable, welcoming, and wonderfully affordable, the Annapolis Film Festival makes world-class film accessible to everyone — while offering unmatched brand activation opportunities for partners.

Sponsors can tap into our engaged, high-value audience through product sampling, tastings, exclusive marketing activations, and interactive brand experiences that put their product directly in the hands (and hearts) of festivalgoers. Whether through VIP lounges, red carpet receptions, or pop-up events throughout downtown, brands gain meaningful visibility and authentic engagement that lasts long after the credits roll.

“We are a beautiful town on the water so our fest comes with a lifestyle and it comes with a walkability that lets you take it all in on foot.”

Gavin Buckley, Mayor

ATTENDANCE



(Approximately)

10,000
Tickets Sold



Growing
Every Year

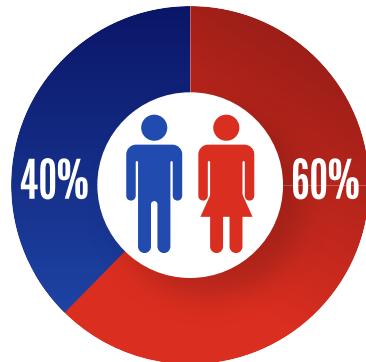


High
Return Rate

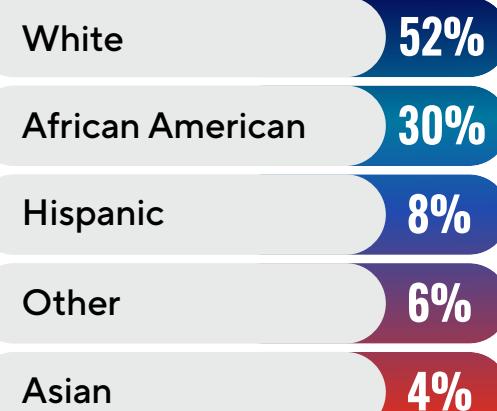
(Strong Following, Dedicated Audience)

DEMOGRAPHICS

GENDER



DIVERSITY



INCOME



LOCATION



**Anne Arundel
County, Maryland**

(Majority)



Baltimore, Maryland



Washington DC

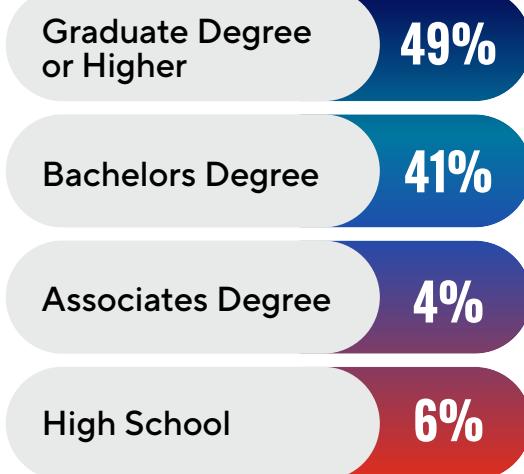


New York City, New York



Los Angeles, California

EDUCATION LEVEL



JOB TITLE AND INDUSTRY

PROFESSIONAL BACKGROUND

We attract a wide range of:

C Suite Professionals or Entrepreneurs

Independently Wealthy Business Owners

INDUSTRY AFFILIATIONS



Law



Marketing



Accounting



Real Estate



Healthcare



Hospitality



Media



Entertainment



Film

HOUSEHOLD

MARITAL STATUS



65% Married

25% Single

6% Widowed

NUMBER OF CHILDREN



2.5

Children per Household



Television



Other Professional Services

ENGAGEMENT (EMAIL + SOCIAL MEDIA)

E-BLAST DISTRIBUTION LIST



9,913 Contacts

E-BLAST OPEN RATE



49%

SOCIAL MEDIA FOLLOWERS

Older Audience



Facebook



Twitter

Younger Audience



TikTok



Instagram

PSYCHOGRAPHICS

INTERESTS & HOBBIES



Dogs - 99%



Wine - 90%



Travel - 78%



Sailing - 84%



History - 67%

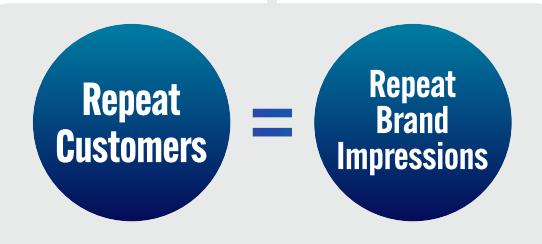


The Arts - 72%

BEHAVIORAL DATA

PURCHASE HISTORY

On average
5-16 Tickets Purchased
at the Festival



FITNESS ACTIVITIES



Gym Yoga Pilates Running Sailing Walking

HEALTH-RELATED BEHAVIORS



Non-Smoking Healthy Food Gardening Craft Beer Liquor

INTEREST IN SUSTAINABILITY

High

ECO-FRIENDLY PRACTICES



Recycling



Compostable Items

TRAVEL FREQUENCY

4-6 Trips
per year on average

PREFERRED TRAVEL DESTINATIONS

77%
U.S. Domestic

23%
International

CONTENT CONSUMPTION

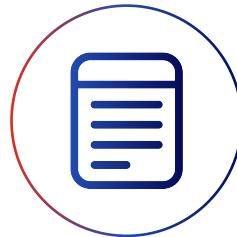
PREFERRED CONTENT TYPES



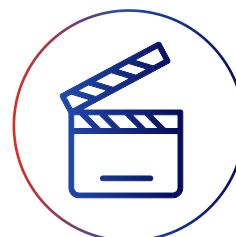
Videos



Podcasts



Articles



Films (Fiction and Non-Fiction)

(Documentaries, Animation, Shorts)

CONTENT CONSUMPTION FREQUENCY

Average festival attendee sees



TECHNOGRAPHIC DATA

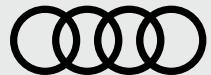
AFFINITY FOR CERTAIN BRANDS



patagonia®

TUMI

v o l v o



ROLEX
CITIZEN
Cartier



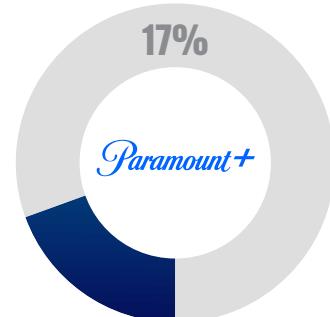
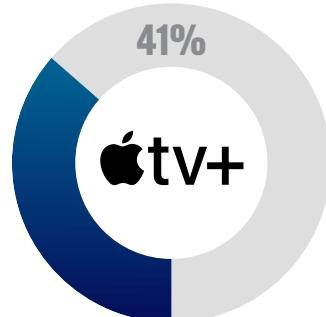
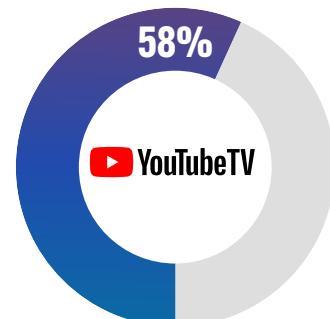
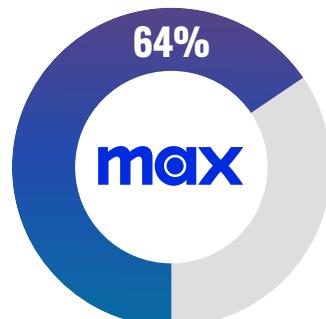
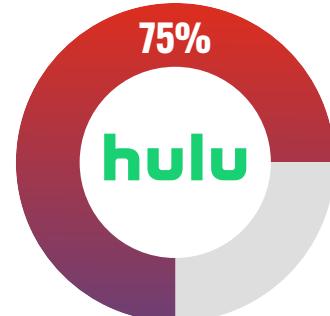
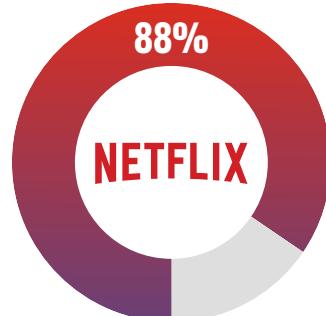
119 New Members

last year

CONTENT CONSUMPTION

SUBSCRIPTION TO VARIOUS SERVICES

(Streaming, Magazines, etc.)



2026 SPONSORSHIPS & ACTIVATIONS

Event Branding Opportunities

- Red Carpet
- Pre-Reception Party
- Opening Night Film
- Opening Night After Party
- Official Sponsor of the Filmmaker Lounge
- Official Swag bag sponsor
- Official Vodka
- Official Bourbon
- Official Rum
- Official Water
- Official Car of the Annapolis Film Festival
- Official Outerwear
- Official Chocolate
- Industry Party
- Saturday Bash

Sample Activations

- WARM UP / HOT SPOTS - seeking Fire Pits, Whiskey/Bourbon tasting, outerwear demo, chocolate sponsor for S'Mores and power charging stations for those in line.
- LED WALL WITH LIVE SOCIAL MEDIA
- PHOTO BOOTH/PHOTO DUMP SPOT
- AUTO TEST DRIVE
- DOWNTOWN TAKEOVER - one month of pre promotion via table tents in 20 restaurants, coasters, and branding on 55 street banners on Main Street & West Street up for one month.



2026 SPONSORSHIP OPPORTUNITIES

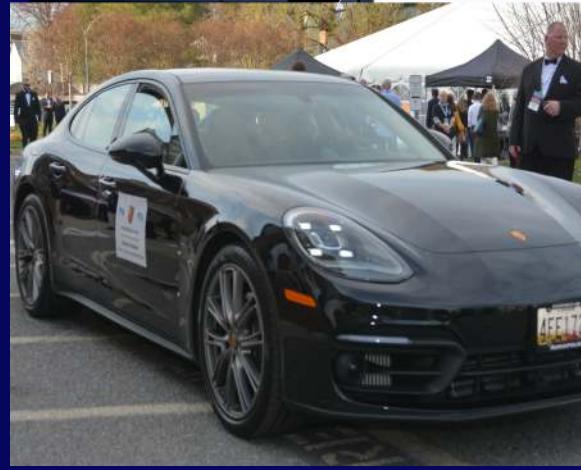
ACTUAL CASE STUDIES

OFFICIAL CAR - Porsche - Product Activation

Courtesy cars branded at festival, :15 sec video spot/cash & cars

KPI: Leads created TRACK DAY to test drive invites -

7 Porsches purchased, brand targeted HNW individuals



OFFICIAL VODKA - Tito's Vodka - Product Sampling

Product & Cash Sponsorship as Official Opening Night

Vodka with specialty cocktail for tasting; minis in swag bags

KPI: 5 years of sponsorship/brand recognition



OFFICIAL COFFEE - Baltimore Coffee & Tea Co.

Product Sponsorship to create new brand awareness

Tasting activations @ Jewish Breakfast, Coffee for Volunteers

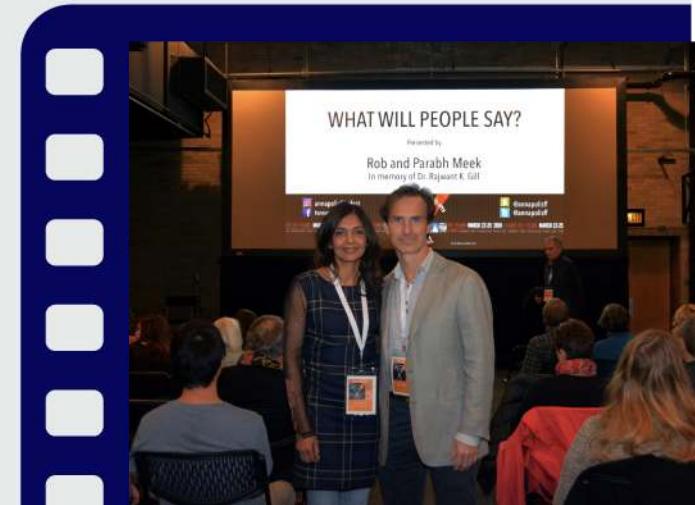
KPI: Increase in consumer foot traffic to stores, tracked by coupons



2026 On Screen SPONSORSHIP OPPORTUNITIES

- Environmental Showcase
- Black Experience Showcase
- Faith Experience
- Jewish Experience Showcase
- Sailing Showcase
- Latin Xperience Showcase
- Student Showcase
- Shorts Challenge
- The Leslie Ellen Harris Award for Women's Empowerment Through Film
- The IMPACT AWARD for Black Storytelling
- Student Education Day Special Screening
- Spotlight Films
- Closing Day Film
- PreShow Slides*
- :15 and :30 second commercial placement*

*Content created by and provided by the sponsor



2026 SPONSORSHIP OPPORTUNITIES

SPOTLIGHT FILMS

(New Releases, Hot & Upcoming Films with Buzz)

- 2 x Friday
- 2 x Saturday

ON-SCREEN OPPORTUNITIES

- 30-second spot
- 15-second spot
- Logo (55+ times throughout festival)

*Content provided by sponsors



Director, Jacqueline Christy & Actor, Miriam Shor
on the Red Carpet with the film
MAGIC HOUR.

2026 SPONSORSHIP

At the Annapolis Film Festival, our audiences don't just watch films — they live them. They're passionate, curious, and deeply engaged — a sophisticated mix of tastemakers, travelers, entrepreneurs, creatives, and industry insiders who come ready to connect, discover, and be inspired.

This is a community that values authenticity and invests in experiences that move them. Our attendees are educated, global, and culturally savvy, with an average household income of \$125,000+ per year. They dine well, travel often, and care about brands that share their values of creativity, innovation, and social impact.

When sponsors partner with us, they don't just get logo placement — they get access to a highly influential, high-touch audience that leans in, listens, and engages. From red carpet premieres and Q&As to late-night parties and water-front conversations, the Annapolis Film Festival offers brands the rare chance to be part of something that feels vibrant, human, and unforgettable.

This isn't just sponsorship — it's connection, culture, and conversation in motion.

“ONE OF THE 25 COOLEST
FILM FESTIVALS IN THE WORLD”

Selected by

MovieMaker



All sponsorships can be customized, but are based upon availability. We look forward to working with you!

CONTACT

For sponsorship opportunities, please contact:

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