

WORLD FEST 59

APRIL 24 - MAY 3, 2026



HOUSTON
INTERNATIONAL
FILM
FESTIVAL

MEMORIAL CITY MALL

WHERE INDEPENDENT FILM LEGENDS BEGIN

Founded: 1961

Edition: 59th Annual Festival (WF59 - 2026)

Location: Houston, Texas

Timing: April 24 - May 3, 2026

WorldFest-Houston is the longest-running independent film festival in the world, with a five-decade legacy of discovering and championing emerging filmmakers from around the globe. Each spring, the festival convenes filmmakers, industry professionals, students, and culturally engaged audiences from around the globe for an immersive celebration of independent cinema, education, and creative exchange.

A global cultural platform with meaningful brand alignment opportunities.



From Left: Writer Grainger Hines, Director William Shockley (Dr. Quinn, Medicine Woman), Actress Sarah Cortez (UofH alum), Tiiu Loigu and Tom Brady for **Long Shadows** which opened WorldFest58 at River Oaks Theater with interview by Joe Leydon of Cowboys & Indians and Variety

FESTIVAL SNAPSHOT

- 10-day international film festival
- Narrative features, shorts, documentaries, animation, screenplays, music videos in competition
- Educational seminars, panels, and Master/Classes
- Filmmaker networking events, receptions, and awards presentations
- Youth and student engagement programs

WorldFest is known for its filmmaker-first ethos, global perspective, and welcoming environment that prioritizes meaningful connection over scale alone.

Sponsors gain access to highly engaged filmmakers, creative professionals, and culturally curious audiences.



AUDIENCE & REACH

- 1,100+ in-person attendees across the festival
- ~500 non-local visitors, driving cultural tourism
- Primary audience:
 - ~65% women
 - Largest age group: 35–44
- Strong engagement from creatives, professionals, educators, and students
- A highly engaged, culturally influential audience with strong purchasing and professional decision-making power.

DIGITAL AND MEDIA REACH

- 1.8M+ total impressions (web, social, paid, PR, and user-generated content)
- 24,000+ active website users
- 421 global brand mentions
- 38,000+ Facebook accounts reached
- 36,000+ Instagram accounts reached
- 1.6M estimated UGC impressions annually

ECONOMIC & COMMUNITY IMPACT

- **\$1.5M+** in direct visitor spending
- **\$4.5M+** total estimated economic impact in the Houston region (3.0x multiplier)
- Supports ~**38 workers**, including full-time, contract, and intern roles
- Drives hotel stays, dining, transportation, and cultural tourism



WHY PARTNER WITH WORLD FEST



Align with a globally respected cultural institution
Reach a creative, international, design-conscious audience
Support independent artists, education, and emerging voices
Activate a brand in an environment associated with innovation, storytelling, and cultural relevance
Partners may support filmmakers directly through travel stipends, student access, wellness programming, and education initiatives.

\$1.5M

DIRECT VISITOR SPENDING

74+

COUNTRIES REPRESENTED

140

**SHORT & FEATURE
PREMIERES**

SPONSORSHIP OPPORTUNITIES

WorldFest-Houston offers flexible, customizable sponsorship opportunities:

- Brand visibility across screenings, seminars, and special events
- Logo placement on digital platforms, screens, program book, and festival collateral
- On-site activations or experiential brand moments
- Product integration or curated showcases
- Direct engagement with filmmakers, creatives, and cultural leaders
- Association with arts education, innovation, and global storytelling
- Filmmaker Travel Fund & Student Sponsorships
- Branded pre-screening sizzle videos (Platinum & Presenting)
- Signature events, including the Filmmakers Regatta

SPONSORSHIP LEVELS RANGE FROM \$1,000 COMMUNITY PARTNERSHIPS TO \$50,000+ PRESENTING SPONSORSHIPS, WITH NAMING RIGHTS AND PREMIUM VISIBILITY AVAILABLE.



LOOKING AHEAD: WF59 & BEYOND

WF59 (2026) is a foundation year in a clearly defined five-year growth plan, including:

- Relunched gala and expanded attendance goals
- New filmmaker support initiatives (micro-grants, hospitality enhancements)
- Launch of WorldFestFLIX, WorldFest Sound + Vision and WorldFest Wellness programming
- Growth toward Academy Award-qualifying status
- Long-term partnership opportunities for sponsors seeking multi-year alignment

Early sponsors have the opportunity to help shape new programs and receive priority access to future initiatives.



WORLDVEST WELLNESS

WorldFest Wellness weaves restorative practices like yoga, sound healing, and mindful gatherings into the festival experience, supporting filmmakers and audiences through the intensity of creative work. It positions WorldFest as a filmmaker-first festival that values sustainability, presence, and holistic well-being alongside artistic excellence. Opportunities for branded experiences, content, or hosting roles

WORLDVEST SOUND + VISION

Sound + Vision is WorldFest-Houston's immersive music and moving-image program that spotlights music videos, experimental film, and live audiovisual experiences at the intersection of sound, cinema, and performance. It activates new audiences and venues while creating a vibrant, sensory-forward platform for artists, musicians, and creative partners. Available for program-level sponsorship

WORLDFLIX

WorldFlix is WorldFest-Houston's new digital extension, showcasing select festival films, archival gems, and exclusive conversations to expand the life and reach of the festival beyond the theater. It creates year-round visibility, new revenue potential, and a global audience touchpoint for partners who want to align with independent cinema and Houston's creative economy.



WORLDFEST59 CREATIVE - SPONSORED AND DESIGNED BY LOPEZ NEGRETE COMMUNICATIONS



“MAKE A SCENE” INVITES US INTO A WORLD WHERE BOLD EXPRESSION IS CELEBRATED AND PARTICIPATION IS THE POINT – NOT JUST WATCHING FILMS, BUT BEING PART OF THE MOMENT. IT’S A CALL TO GATHER, TO BE SEEN, TO TAKE UP SPACE CREATIVELY AND CULTURALLY, AND TO TURN EVERYDAY PLACES INTO SITES OF CONNECTION, DISRUPTION, AND CINEMATIC POSSIBILITY.

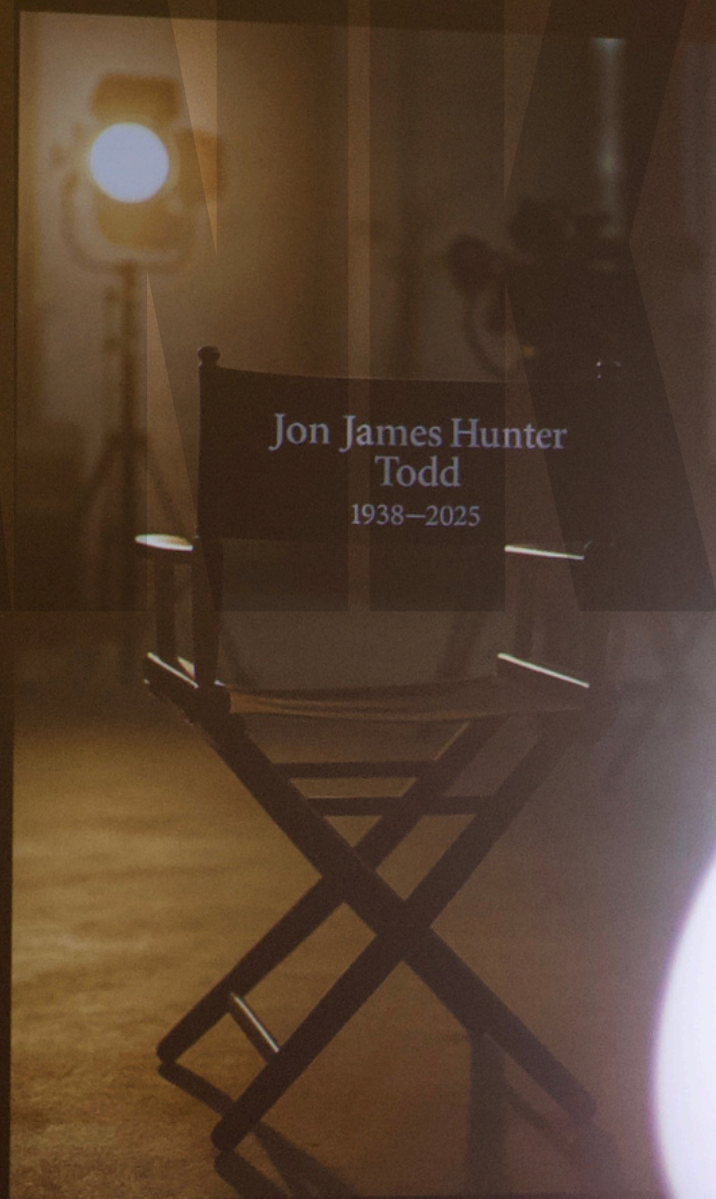


MAKE A SCENE.

JOIN US ONSITE AND ONLINE - FROM PHOTO ACTIVATIONS TO SOCIAL MOMENTS WHERE EVERYONE GETS TO STEP INTO THE STORY. SELECT SPONSORSHIPS INCLUDE CO-BRANDED CREATIVE INTEGRATIONS AND PRE-SCREENING VIDEO PLACEMENTS.

THANK YOU

Let's build a partnership that supports filmmakers, energizes audiences, and brings culture to life.



Honoring a Legacy of Independent Film

J. Hunter Todd dedicated his life to championing bold voices and untold stories through the art of cinema. As the founder of WorldFest-Houston, he created a home for misfits, dreamers, and underdogs—offering a platform for thousands of filmmakers from around the world to be seen, celebrated, and inspired.

Though his chair now sits empty, his vision lives on. The J. Hunter Todd Legacy Fund was established to carry on his lifelong mission: supporting emerging filmmakers, expanding access to storytelling, and keeping the spirit of truly independent cinema alive.

Join us in carrying the torch.
worldfest.org/in-memorial

PHONE

713-826-2200

EMAIL

Katy@worldfest.org

WEBSITE

www.worldfest.org