

FILM CENTER

SANTA BARBARA
INTERNATIONAL
FILM FESTIVAL



SBIFF THE
Film
CENTER
PROJECT



MISSION STATEMENT

Our mission is to engage, enrich, and inspire people through the power of film. We celebrate the art of cinema and provide impactful educational experiences for our local, national, and global communities.

A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends,

As our organization embarks on our 40th year, we are bringing a **state-of-the-art, five auditorium Film Center to life in downtown Santa Barbara. This is a pivotal chapter in our history, as well as that of the city of Santa Barbara—and we are honored to find ourselves leading the charge to revitalize, reinvigorate, beautify and elevate the critical downtown corridor of State Street.**

Going to the movies is an inimitable experience. Movies have a unique power to challenge perspectives and expand our understanding, and watching them in a theatre, surrounded by others, offers a special form of community.

The Santa Barbara International Film Festival has grown year over year since its inception, and is widely respected as one of the best in the world. Similarly, our Riviera Theatre, which we acquired ten years ago and have run successfully since as Santa Barbara's only arthouse theatre, is considered a jewel of moviegoin. We can't wait to bring the same experience to downtown Santa Barbara.

See you at the movies,



Roger Durling

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BRINGING LIFE BACK TO STATE STREET

"The renovation of the theater by SBIFF will create immediate cultural and economic benefits for downtown. The added foot traffic will bring vitality and vibrancy to the center of State Street, the heart of our city's business district. We're excited to bring this infusion of culture and art to the center of our downtown."

Randy Rowse, Santa Barbara Mayor

Our Film Festival is one of the best in the U.S. and a **major economic driver for the city**, boosting business to hotels, restaurants, coffee shops, and more.

The new Film Center marks a leading investment in the **revitalization of State Street**, bringing beauty, sophistication, foot traffic, and 5,500 movie screenings a year to downtown.

SBIFF's annual Film Festival will use the remodeled Film Center as its forever home, **securing our future** for decades to come.

The Film Center will feature **thoughtfully curated programming** that includes independent films, documentaries, foreign films, retrospectives and family-friendly fare.

Our priorities:

- the revitalization and beautification of downtown
- an art gallery with film-themed exhibits
- increased accessibility and ADA compliance
- plush seating
- state-of-the-art sound and projection
- modern plumbing, electric and HVAC throughout
- local healthy artisanal snacks



NAMING OPPORTUNITIES

Support this pivotal project at one of these levels and your name will be recognized for the length of the use of the building by SBIFF with a beautifully crafted engraved plaque near your naming opportunity as well as on the donor wall in the grand entry. Pledges may be fulfilled over five years.

LOBBY & ART GALLERY - \$5,000,000

One of our most illustrious opportunities; see your name above the lobby and adjacent gallery that will feature rotating film-based exhibits that will include photos, artwork, props, costumes and more. The gallery space will extend between the entrances to auditorium 2, 3, and 4. The circular lobby will include a custom ceiling fresco.

LARGEST AUDITORIUMS - \$3,000,000 (2 OPPORTUNITIES: #3 or #4)

Auditoriums 3 and 4 are the largest of the 5 theatres and will be outfitted with premium seating, projection and sound. Auditorium #3 includes 222 seats and Auditorium #4 includes 220 seats. Each theatre has its own unique decor.

MID-SIZED AUDITORIUM - \$2,000,000

Auditorium #2 includes 195 seats and will also be outfitted with premium seating, projection, sound, and its own unique decor.

INTIMATE AUDITORIUMS - \$1,000,000 (THEATRE #1 and #5 COMMITTED)

Auditorium #1 includes 104 seats and Auditorium #5 includes 105 seats and both will also be outfitted with premium seating, projection, sound, and its own unique decor.

ADA WALKWAY / RAMP - \$500,000 (COMMITTED)

Cinema should be accessible to all! This important new addition is spatially and visually an extension of the entry foyer and the guest experience on the ramp and stair are similar.

BOX OFFICE - \$500,000 (COMMITTED)

Our brand-new ADA accessible box office is being relocated to the opposite side of the entry for better flow and visibility.



CONCESSION STAND - \$500,000 (COMMITTED)

The busiest spot in the building where we offer our healthy, local artisanal snacks and our famous popcorn!

PROJECTION BOOTH - \$500,000

Where the real magic happens! The booth houses our state-of-the-art projection and sound processing.

CONCIERGE BOOTH - \$500,000 (COMMITTED)

For those who have questions or need a little extra assistance, this new special customer service booth inside the lobby is where they'll find it.

POSTER CASES ON STATE STREET - \$500,000 (10 AVAILABLE)

These new cases will have custom iron work and feature posters for our upcoming and now-playing films; State Street placement offers EXTRA visibility.

POSTER CASES IN ENTRY - \$250,000 (3 AVAILABLE)

These new cases will line our grand entrance, engaging moviegoers daily.

RESTROOMS - \$250,000 (WOMEN'S AVAILABLE / MEN'S COMMITTED)

Sponsor these incredible redesigns; with clever nods to classic film, they are no ordinary restrooms.

POSTER CASES IN LOBBY - \$100,000 (0 AVAILABLE / ALL COMMITTED)

Located in the lobby, outside of the art gallery will be new poster frames.

TICKET KIOSK - \$100,000 (COMMITTED)

A ticket kiosk will be offered right as you enter from under the Marquee to print pre-purchased tickets so attendees can skip the line at the box office!



PROGRAMMATIC NAMING OPPORTUNITIES

Sponsor one of the five categories of films featured at the Film Center and you'll be recognized in connection with applicable films in SBIFF emails, website, app and more for **FIVE YEARS!**

DOCUMENTARY FILMS - \$500,000

Help us bring the best documentaries

FAMILY FRIENDLY FILMS - \$500,000

Help us bring the best family friendly films.

INDEPENDENT FILMS - \$500,000

Help us bring the best independent films.

INTERNATIONAL FILMS - \$500,000

Help us bring the best international films.

CLASSIC FILMS - \$500,000

Help us bring the best of filmmaker retrospectives or restored classic cinema.

INVENTORY NAMING OPPORTUNITIES

Your name will be printed on these items at the Film Center for **ONE YEAR!**

POPCORN BAGS - \$250,000

Every popcorn bag will have your name on it!

SODA CUPS - \$250,000

Every soda cup will have your name on it!

NAPKINS - \$100,000

Every napkin will have your name on it!

FILM TICKETS - \$100,000

The bottom of every ticket printed from the box office will include your name!



BENEFACTOR LEVELS

Make a lasting tribute by becoming a Benefactor of The Film Center Project. As a Benefactor, you will be making a positive impact through the power of film. Your name will be recognized according to gift level on our donor wall inside the grand entrance.

- \$5,000,000+
- \$4,000,000+
- \$2,500,000+
- \$1,000,000+
- \$750,000+
- \$500,000+
- \$250,000+
- \$100,000+
- \$50,000+
- \$25,000+

SEAT NAMING

PREFERRED THEATRE SEAT - \$15,000

Memorialize your support by sponsoring a seat! At the preferred level, you may select which seat you'd like to bear your name.

THEATRE SEAT - \$5,000

Memorialize your support by sponsoring a seat! At this level, SBIFF will select the seat for you.

SUPPORT THIS EFFORT

To bring this vision to life, we are embarking upon a \$25 million campaign and need your support to take this project through to the finish line! All gifts are valued, and we are happy to craft multi-year pledge agreements to accommodate your needs.

Please consider making a meaningful gift to this important endeavor.

For more information about the Film Center Project and how you can help make this dream a reality, please contact:

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