

2025 Sponsorship Opportunities

Row House Cinema Audience:*

- 81% Millennial and Gen Z
- 89% College Educated
- 73% Living in Pittsburgh Metro Area

Interests: Local and regional businesses, food and dining, public radio, arts organizations, local events, beer, and social advocacy

Row House Cinema's Online Following:

- 26,000 Facebook Followers
- 15,000 Email List
- 18,000 Instagram Followers

Festival Attendance:

- Roughly 1,500 attendees annually over a two week festival.
- Draws heavily from 7 local universities in a 5 mile radius.
- Attracts families and parent demographic with several "kid-friendly" films and events.

*Audience data is pulled from audience analytics on Row House's on Facebook



2025 Festival Dates: March 14-27

Pittsburgh's most popular Japanese film celebration returns this spring after a two year hiatus with new films and fresh programming.

Now in its 8th year, The Pittsburgh Japanese Film Festival includes a great line up of movies and sell-out events.

Festival sponsors are invited to play an active role in supporting the festival and engaging with our audience online and in the theater, where attendees are actively engaging with our screen. Row House is happy to customize and tailor existing packages to help our sponsors meet their marketing goals or philanthropic strategies.

The Films:

Festival selections include best new films from Japan, cult classics, anime, and more films you won't see showing at other Pittsburgh theaters. Past movies have included Godzilla, Sanjuro, Sailor Moon. See reverse for 2019 selections.

The Programming:

Events are held throughout the festival to engage different audiences. Past events included live music, tea ceremonies, and sushi flights —each planned to complement a selected film screening.



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Title Sponsor - \$2,500

- Name in festival title across all channels
- On Screen (slide or video) throughout festival
- Outdoor Digital Signage throughout festival
- Opportunity to be on site and engage with guests
- Logo in masthead on distributed print posters, festival passes, and festival schedule
- Logo on website and in email marketing

Opening Event - \$1,000

- Name in event title across all channels
- On Screen (slide or video) throughout festival
- Outdoor Digital Signage day of event
- Opportunity to be on site and engage with guests
- Logo on distributed print posters, festival passes, and festival schedule
- Logo on website and in email marketing

Single Film Sponsor - \$500

- Opportunity to be on site and engage with guests
- On Screen slide throughout festival
- Name in Facebook event for film
- Logo on distributed print posters, festival passes, and festival schedule
- Logo on website and in email marketing

Bag sponsor- \$250

- Logo on bag
- On Screen Slide before opening night film
- Logo on distributed print posters, festival passes, and festival schedule
- Logo on website and in email marketing