



**STAFF REPORT**  
**12/11/2024**

**TO:** Honorable Mayor and City Council Members

**FROM:** Celina Jimenez, Director of Economic Development

**SUBJECT:** Authorize the City of Coachella to Sponsor the Palm Springs International Film Festival (PSIFF) in the Amount of \$20,000

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**STAFF RECOMMENDATION:**

Staff recommends that the City Council considers approving a sponsorship request for the Palm Springs Film Festival in the Amount of \$20,000.

**BACKGROUND:**

Launched in 1990, the Palm Springs International Film Festival (PSIFF) is a premier presenter of world cinema located in the beautiful Coachella Valley at the base of Mt. San Jacinto in southern California. The festival brings together a sophisticated and diverse audience, including industry, film aficionados from across the country and filmmakers from around the world.

The 36th annual Palm Springs International Film Festival is scheduled to be held from January 2 - 13, 2025. The annual star-studded Film Awards, honoring the best and brightest performances of the year, is scheduled to begin January 3, 2025.

PSIFF is organized by the Palm Springs International Film Society, a 501(c)(3) charitable non-profit organization dedicated to cultivating and promoting the art and science of film through education and cross-cultural awareness.

**DISCUSSION/ANALYSIS:**

The City of Coachella will be entitled to all promotional and marketing benefits commensurate with its level of support. The City of Coachella's logo will be in-full color, grouped, and sized commensurate with sponsorship level in the Souvenir Program book that is distributed before, during and after the festival. The City will also receive one (1) Full-Page Color Ad in the Souvenir Program Book. The digital advertising image and message of the City of Coachella's choice will be included in the sponsor reel that runs continuously between every film at all venues during the festival.

Additional benefits include:

- A “Movie in the Park” held at Veteran’s Park in the City of Coachella.
- A free event held at a location in the City of Coachella showcasing a Latino filmmaker (Date TBD). The event itself can be planned with the Palms Springs International Film Society (PSIFS) events and artistic planning department to create a unique event that is different from anything else previously done with a city partner in Coachella Valley.

The City will also receive the following festival tickets and hospitality benefits:

- **Sponsor Screening Passes.** Six (6) fully transferable sponsor passes, good for entry into all regular screenings.
- **Opening Night Screening & Reception.** Six (6) Tickets
- **Closing Night Screening & Reception.** Six (6) Tickets
- **Filmmaker Parties.** Six (6) tickets to each scheduled filmmaker party
- **Vouchers.** Twenty (20) film screening vouchers that can be redeemed for any regular film screening once the Box Office opens through the Festival. Can be used as giveaways. 100 vouchers for Senior Citizens
- **Social Media Post.** One (1) dedicated social media post. Content to be provided by the City of Coachella
- **Film Awards.** Six (6) VIP Platinum Table for 12 seats to the 2025 Palm Springs International Film Awards, includes Parker After-Party access for all seat guests.
- **After Party.** Two (2) transferable passes that can be used in the Talent Section at the After Party

### **FISCAL IMPACT**

Should the City Council approve the request as submitted, an appropriation of \$45,000 from the General Fund will be required to allow for sponsorship award.

### **ALTERNATIVES:**

1. Authorize the City of Coachella to Sponsor the Palm Springs International Film Festival (PSIFF) in the Amount of \$20,000
2. Not Authorize the City of Coachella to Sponsor the Palm Springs International Film Festival (PSIFF) in the Amount of \$20,000

### **ATTACHMENTS:**

1. PSIFF Sponsorship Proposal and Agreement