

SPONSORSHIP OPPORTUNITIES

MAY 15-18TH, 2025



**The 26th
Chicago
Horror
Film Festival**

Welcome to the Chicago Horror Film Festival (CHFF) sponsorship pitch!

Welcome to the Chicago Horror Film Festival (CHFF) sponsorship pitch! For 26 years, CHFF has been a premier platform for independent horror filmmakers, celebrating creativity, innovation, and diversity in the genre. Recognized as a Top 10 Horror Film Festival by FilmFreeway, CHFF has seen a staggering **39,000% increase in ticket sales** since 2023, when the new team took over management. This remarkable growth has solidified its position as a must-attend event for filmmakers and fans alike.

Our mission is simple: to spotlight the best in indie horror while amplifying underrepresented voices, emerging talent, and groundbreaking storytelling. By sponsoring CHFF, you'll align your brand with a record-breaking festival that engages a loyal, passionate audience and drives meaningful connections within the industry.



Our Venue – The Logan Theater



The Logan Theater, located in the heart of Chicago's vibrant Logan Square neighborhood, is the proud home of the Chicago Horror Film Festival. This historic theater, originally opened in 1915, has been beautifully restored to blend its vintage charm with modern amenities, making it the perfect setting for our celebration of indie horror.

Key Features:

***Three state-of-the-art screening rooms with exceptional sound and projection quality.**

***A spacious lobby ideal for networking, sponsor booths, and merchandise displays.**

***Full-service bar and concession area, creating a lively and welcoming atmosphere for attendees.**

Cultural Hub: The Logan Theater, a Chicago arts cornerstone, attracts cinephiles and creatives with its prime location and vibrant community appeal.

Global Filmmaker Support

In September 2024, the Chicago Horror Film Festival welcomed an astounding 145 independent filmmakers from around the world who flew in to support and celebrate their work. This incredible turnout highlights CHFF's reputation as a global hub for indie horror, offering filmmakers an unparalleled platform to showcase their creativity and connect with industry professionals.

Diverse Representation: Filmmakers hailed from over 20 countries, bringing a variety of voices, styles, and perspectives to the festival.

CHFF actively champions emerging talent and underrepresented voices in horror.

By attracting a diverse creator community, CHFF has cemented its status as a global horror must-attend—making it the perfect partner for brands seeking to engage passionate, creative audiences.



New Ownership – A Fresh Vision / Fresh Blood

In 2023, the Chicago Horror Film Festival ushered in a new era of leadership with a passionate and visionary team at the helm. This "New Blood" brought fresh ideas, innovative programming, and an unwavering commitment to elevating indie horror.

Dynamic Growth:

Ticket sales skyrocketed by 39,000% in the first year under new leadership.

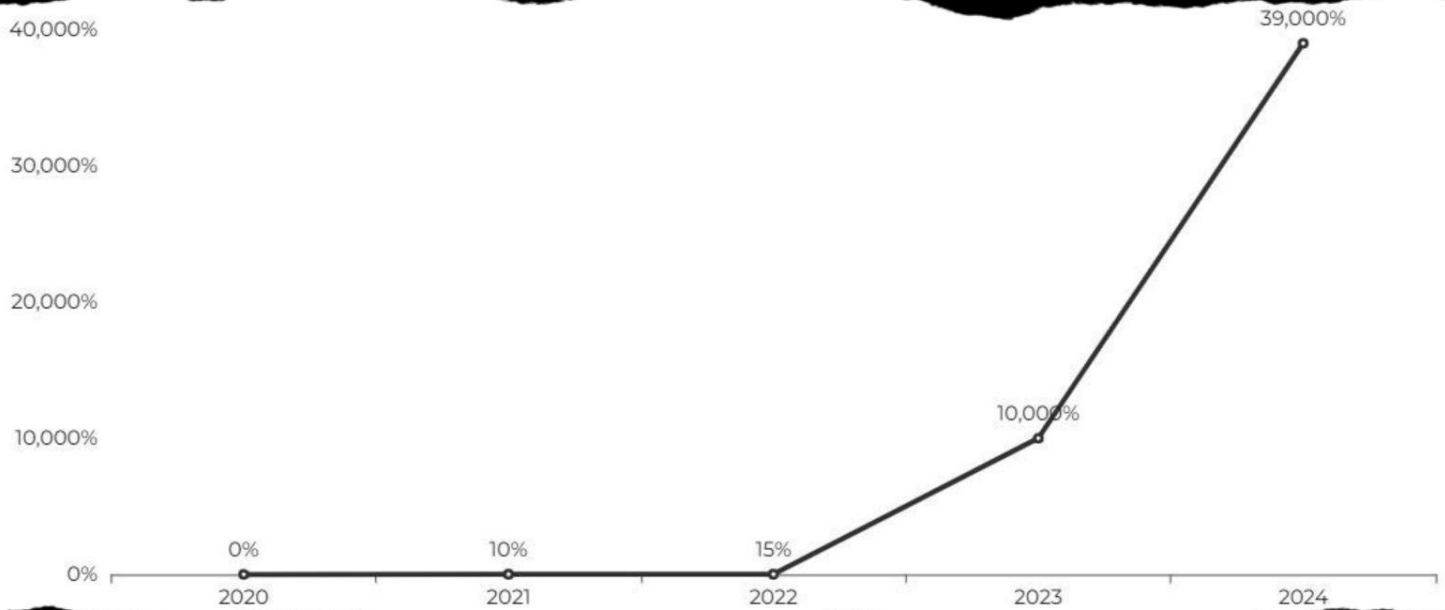
Intensive marketing paired with bold, grassroots guerrilla advertising.

Expanded global reach with participation from filmmakers across 20+ countries.

Marketing & Advertising:

A powerful combination of intensive marketing and bold grassroots guerrilla advertising fueled awareness and excitement, ensuring CHFF's unmatched reach.

Comprehensive digital campaigns across major social media platforms, generating high engagement.



AUDIENCE

LOCAL: **72%**

FLEW-IN: **28%**



MALE 55%



FEMALE 45%

COMMUNITY MAKEUP

82% Professionals

11% Colleague

7% Students



ANNUAL INCOME

25 – 74K 21.77%

50 – 74K 19.73%

75 – 799K 10.20%

100 – 199K 17.69%

200K & over 3.4%

TICKET/MERCH SALES

OCT 2022: \$63 < Previous Owners

OCT 2023: \$3,456

MAY 2024: \$8,688

SEPT 2024: \$24,680
(Sold Out of Merch)

MAY 2025: \$45,000 +
(Projected)



Ranked Among FilmFreeway's Top 10 Horror Film Festivals Worldwide!

SEPT 2024

FILM SUBMISSIONS: 409

MAY 2025

FILM SUBMISSIONS: 417 (AS OF 1/10/25)



Rank based on reviews on Filmfreeway from Filmmakers who attended CHFF

CUSTOMIZABLE SPONSORSHIP OPPORTUNITIES

At CHFF, we understand that every sponsor has unique goals and budgets. That's why we offer **customizable sponsorship packages** tailored to meet your specific needs. Whether you want to showcase your brand through immersive activations, digital promotions, or exclusive event hosting, we will work with you to create the perfect partnership.

WHAT WE CAN OFFER:

Immersive Activations: Product placements, horror-themed experiences, and branded giveaways.

Digital & Print Exposure: Featured ads across CHFF programs, social media, and digital platforms.

Event Sponsorship: Host panels, Q&A sessions, award ceremonies, or networking events.

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