



**Seize the moment,  
become a sponsor.**



## **Sponsorship Opportunities:**

**13th Annual/4th Virtual LFFoA**

*The Premier Film Festival Focused on Later Life Experiences*

Film still above from: *Barefoot Empress* (2022, Dir. Vikas Khonna)

# Every day in America, 10,000 people turn 65, and are living longer than ever before.

**Now** is a wonderful opportunity to present the lived experiences of our elders and acknowledge their valuable role in our society.

The Legacy Film Festival on Aging, having moved from in-person theaters to online streaming, enables access to audiences from across the US and around the world.

The festival offers graduated sponsorship levels with expanded benefits (*see p. 5*) to capitalize on your organization's exposure, as well as its support of the festival's mission: ***to inspire, entertain, and educate intergenerational audiences on the challenges and triumphs of aging.***



Film still from: *For the Left Hand* (2021, Dirs. Gordon Quinn & Leslie Simmer).

According to recent data from the World Economic Forum, the growing 65+ demographic is second only to Gen-X in terms of total spending power. But older generations spend twice as much on healthcare. Much of our programming deals directly with education and issues around well-being for an older population.

***With your organization's support,*** we can inspire younger and older adults alike to value their journey to later life.

# DONATION LEVELS & BENEFITS

## DONATION LEVELS

### SPONSOR BENEFITS

	Premier Partner \$5,000	Benefactor \$2,500	Sustainer \$1,500	Patron \$500	Friend \$250
“Special Presentation” for film program of your choice. Opportunity to pre-record an introduction to the film, add logo placement at top of film roll.	✓				
Premier logo placement on streaming virtual platform for duration of the festival, and in all promotional materials	✓	✓			
Unlimited access to all film programs for the entire festival	✓				
Logo online on streaming platform	✓	✓	✓	✓	✓
Access to watch 10 film programs from the lineup		✓	✓	✓*	

\* Patron sponsors: access to watch 5 films programs from the lineup

# AUDIENCE REACH

We aim to make our screenings as accessible as possible to our 65+ demographic — not only presenting engaging and topical content but providing captioning for our films, and being conscientious of less tech savvy patrons by providing ample help and support for technical issues. A virtual online film festival also has the great advantage of addressing mobility and other issues that would make in-theater screenings difficult if not impossible.

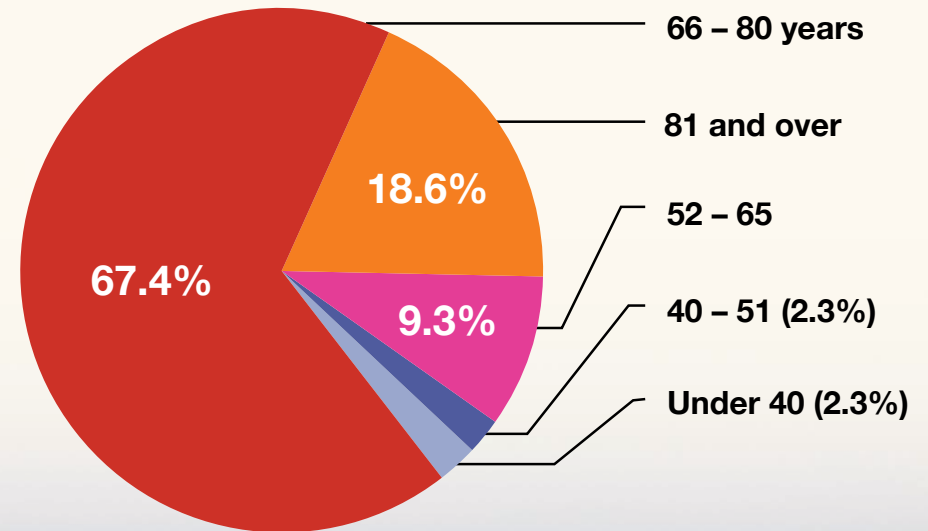


**Over 950 film program tickets sold for our 2025 Festival. 750+ hours of video streamed.** And note that many of these viewings are in households and other multiperson settings, expanding the viewership well beyond the capacity of our previous In-person screenings.



Our monthly e-newsletters go out to over **2,000 subscribers**. For an **archive of our newsletters, including standalone programs we've presented in 2025, click [HERE](#)**.

## AGE OF LFFoA AUDIENCE



The Legacy Film Festival on Aging celebrates the aging process as profound and **meaningful, often challenging, and always courageous**. Will we “age gracefully” crankily, or painfully—or defiantly? Our films portray some of the many facets of this unique, ever-changing experience honestly and artfully and always with compassion and love for their subjects.

## PAST FESTIVALS AT-A-GLANCE

- 17-day Festival, 2025. We offered a Virtual Catalog of 37 films on Aging from around the world, divided into 12 themed Festival Programs, including exclusive Interviews with filmmakers, totaling over 23 hours of content.
- Covered in ***Forbes***, ***San Francisco Chronicle*** and 20+ media outlets including KALW radio. **To see 2023 Press, click [HERE](#).**
- More than 200 virtual attendees



Film still from: (top) *A Bunch of Amateurs* (2022, Dir. Kim Hopkins); (bottom) *The Gerda That Remains* (2022, Dir. Kelsie Moore).

# THE 13TH ANNUAL (4TH VIRTUAL) LEGACY FILM FESTIVAL ON AGING



We're still finalizing our film program and festival dates, aiming for a September festival. Follow our **Facebook** or signup for our emails **HERE**.

Send all donation inquiries to:  
Sheila Malkind, Executive Director

[info@legacyfilmfestivalonaging.org](mailto:info@legacyfilmfestivalonaging.org)

[legacyfilmfestivalonaging.org](http://legacyfilmfestivalonaging.org)

Thanks for making our Festival possible!

Please make checks payable to **Legacy Film Festival on Aging** and mail it to:  
**Legacy Film Festival on Aging, P.O. Box 14253, SF, CA 94114.**

Legacy Film Festival on Aging is a 501(c)(3) nonprofit organization. All contributions are tax deductible to the full extent of the law.



**Sheila Malkind,**  
Founder and Executive Director,  
Legacy Film Festival on Aging

Sheila Malkind experienced a stroke in 2020. Now, at age 86, as the Founder and Executive Director of the Legacy Film Festival on Aging, presenting its 13th year of films on Aging, her mission is unchanged: *to present films about later life that entertain, educate and inspire.* Sheila is still curious to hear and see other people's stories of growing older, from other places near and far — stories told to us from the viewpoints of our creative filmmakers.

**Board Members:**

Susan Kahn  
Gideon Mark  
Paul Stachel