



frida

THE FRIDA CINEMA

Partnership Opportunities

TheFridaCinema.org

WHO WE ARE

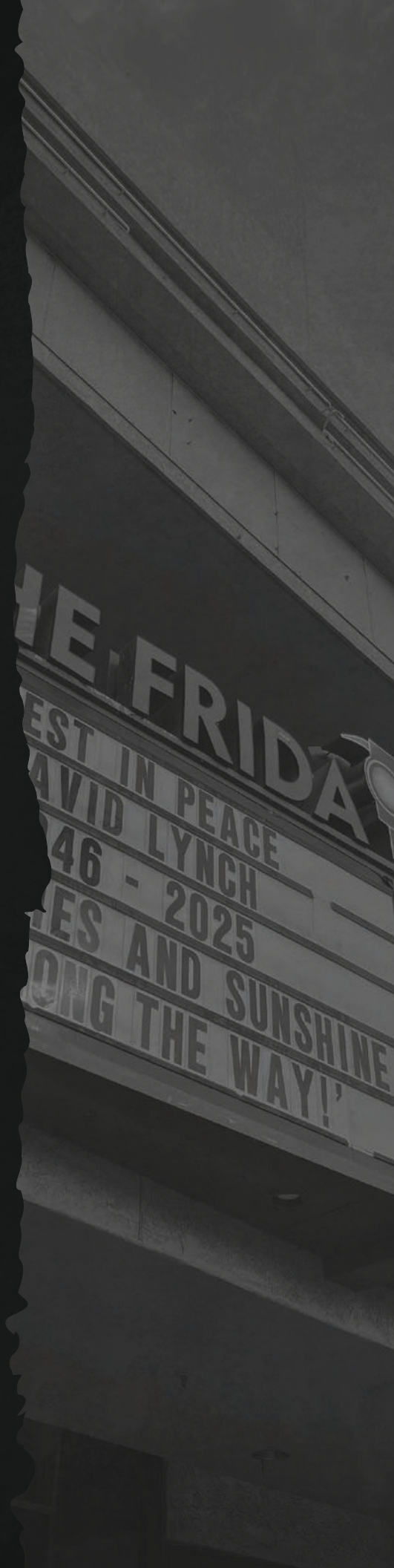
The Frida Cinema is dedicated to enriching, connecting, and educating communities through the art of cinema.

With more than 120,000 people attending film and community arts programs annually, The Frida is a must-attend Southern California cultural destination. With thousands of film screenings and dozens of diverse art programs each year, our programming is expertly curated and exceptionally eclectic. We are thrilled to offer unique arts experiences that speak to our diverse audiences.

OUR HISTORY

The Frida Cinema opened its doors in February 2014 and continues to serve as OC's only nonprofit art house cinema. Founded and led by Executive Director Logan Crow, **The Frida was founded with a passion to serve as a home for diverse and thoughtfully curated cinema**, to create permanent gathering space for film lovers, and to serve as a creative hub for the region's vibrant community of artists, educators, and residents.

Dubbed "Downtown Santa Ana's Cultural Anchor" by OC Weekly, **The Frida has grown into a cornerstone of Orange County's cultural landscape** offering on-site and pop-up film screenings, film festivals, monthly community arts festivals, curated art exhibits, and educational programming for audiences of all ages. The Frida sets the bar high through its diverse, accessible, and entertaining arts experiences.



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Specs &
Design Services



For more information or to request a custom-tailored proposal, please reach out to **Porter Gilberg**, Director of Development: porter@thefridacinema.org or **951.533.0048**



120,000+

ANNUAL VISITS TO THE FRIDA

2,400+

SCREENINGS
EVERY YEAR

100+

MONTHLY
PROGRAMS

The Frida is OC's
year-round film festival

AUDIENCE

11,000+

monthly guests

SCREENINGS

7,000+

monthly guests

WEB

1 MILLION

monthly visitors

FILMS

500+

unique films
screened per year

E-NEWS

17,000+

subscribers

ARTWALK

4,500+

monthly guests

Social Media

INSTAGRAM

133,000 @Frida

75,000 @ArtWalk

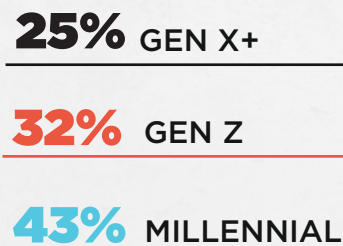
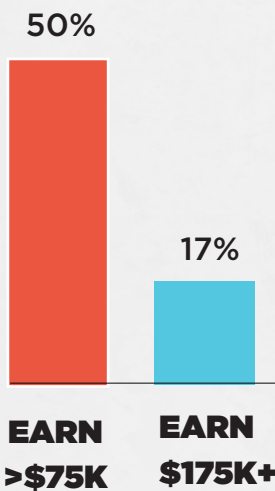
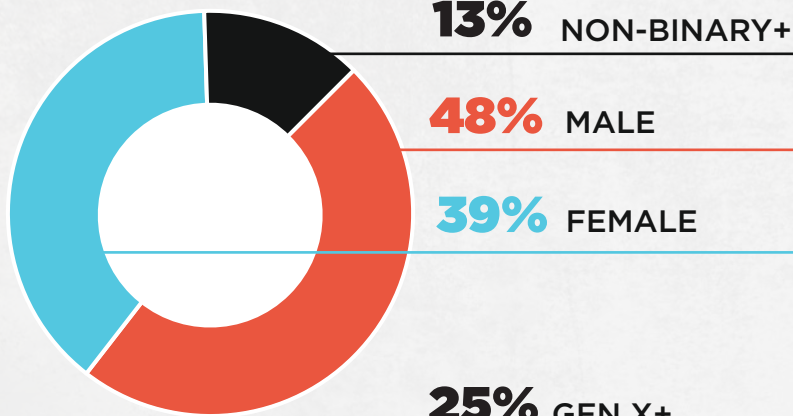
FACEBOOK

58,000 @Frida

TikTok

137,000 @ thefridacinema
Likes

AUDIENCE DEMOGRAPHICS



“

BEST
MOVIE THEATER
IN ORANGE
COUNTY
OC REGISTER

“

KING
OF THE O.C.
ART HOUSE
FILM
INDEPENDENT

“

THE FRIDA
IS **ANYTHING**
BUT YOUR
TYPICAL
THEATER
LOS ANGELES
TIMES

RESPECTED PARTNERSHIPS

A24

THE COLLABORATIVE
the**film**collaborative.org

MUBI

KINO LORBER



JANUS FILMS

NEON

PROGRAMS & EVENTS

The Frida is OC's cultural nexus for independent and repertory film along with producing the largest monthly arts event in Santa Ana. Screenings take place at The Frida Cinema's two-screen theater and throughout the community with pop-up and drive-in film programs.

PARTNER BENEFITS

Elevate your message by partnering with The Frida and our diverse roster of programs and events. Partnership includes on-site, digital, and community-wide marketing and outreach opportunities engaging loyal, enthusiastic, and affluent audiences.

Interested in a more tailored approach?

We'd love to collaborate on developing a marketing plan that fits like a glove. Reach out to **Porter Gilberg, Director of Development** at porter@thefridacinema.org or **951.533.0048** to design your dream strategy.



PROGRAMS & EVENTS

YEAR-ROUND CINEMA

- Newly Released Independent & International Films
- Filmmaker and Actor Retrospective Screenings
- Outdoor Drive-In & Pop-Up Retro Screenings
- Nostalgic Fan Favorites
- Exclusive Sneak Peek Screenings, Classic Cinema, Genre Cinema, Partnered Screenings, Screening Marathons, Film Festivals, Midnight Movies and more!

DTSA FIRST SATURDAY ARTWALK

- 5 Hour Immersive Arts Experience
- 4,500+ Monthly Attendees
- 50+ Participating Artists
- 12+ Participating Galleries
- Multi-Block Footprint
- Live Music, DJs, Dance Performance, Dance Instruction, Outdoor Community Dancing, Children's Art Station, Art Demos, Artists Village, and more!

ONGOING FILM SERIES

(3-5 FILMS PER MONTH/
EACH SERIES)

- Director of the Month
- Sensory Friendly Screenings (for children with special needs)
- Page to Screen Adaptations
- In Defense Of (polarizing films)
- Lord of the Rings & Twilight Marathons (annually)
- Camp Frida (12 hour horror marathon)

O.C. LATINO INTERNATIONAL FILM FESTIVAL

(OCLIFF)

- Annual 3 Day Festival
- Features, Shorts, Documentaries, Narrative
- 100+ Films
- Filmmaker & Actor Q&A Participation
- Special Receptions, Q&As, Workshops, and Awards Ceremony

PARTNER BENEFITS

YEAR-ROUND SERIES

The Frida Cinema hosts 6-8 screenings daily in two state-of-the art auditoriums featuring digital projection and Dolby Digital audio. Each auditorium seats 200+ with more than 2,400 screenings annually. Static and video advertisements run before every screening.



BENEFITS	\$500	\$450/mo	\$425/mo	\$400/mo
	1 Month	3 Months	6 Months	Year Round
PRINT & ON-SITE				
On-Screen Pre-Film Advertisement (Static)**	●	●	●	●
Marquee Recognition 1x Per Month			●	●
Logo in Print Calendar	●	●	●	●
Lobby Takeaway Placement Opportunity	●	●	●	●
DIGITAL PLACEMENT				
Logo on Frida Cinema Sponsor Page	●	●	●	●
Email: Logo in Programming Newsletters	●	●	●	●
Email: Logo or Ad Placement 1x Per Month in Newsletter			●	●
MEMBERSHIP & TICKETS				
One Annual Membership	FILM CLUB	FILM CLUB	PRODUCER'S CLUB	DIRECTOR'S CLUB
Vouchers for Regularly Priced Screenings	5	10	25	50

***Upgrade to a 60 second video ad for an additional \$350/mo

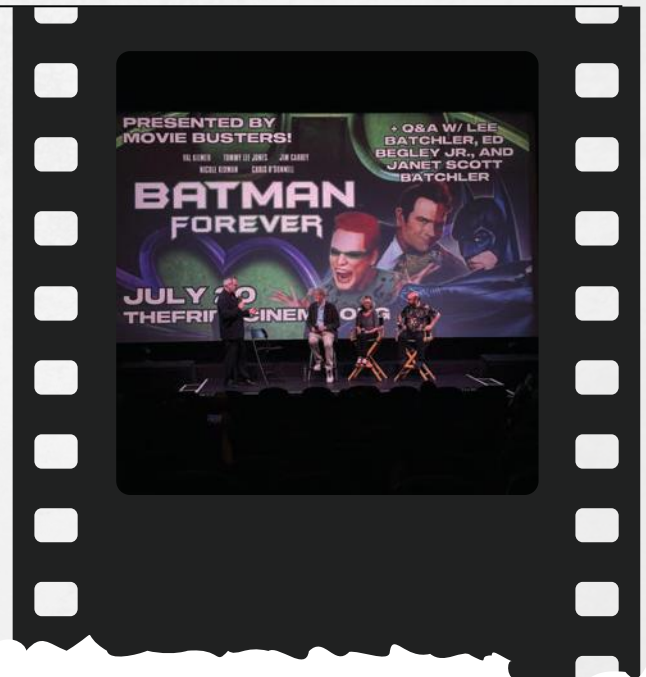
PARTNER BENEFITS

ONGOING FILM SERIES (MONTHLY SERIES)

Looking for a big impact within a more structured program? The Frida hosts a number of monthly film series featuring a cross-section of film genres and interests. All series feature 3-5 screenings per month. All benefits below are offered on a per series basis.

For more information on upcoming series, contact Porter Gilberg, Director of Development, at porter@thefridacinema.org or 951.533.0048

Partners have the opportunity to select their preferred series



BENEFITS	\$250	\$225/mo	\$200/mo	\$150/mo
	1 Month	3 Months	6 Months	Year Round
PRINT & ON-SITE				
On-Screen Pre-Film Advertisement (Static)***	●	●	●	●
Logo in Print Calendar	●	●	●	●
Lobby Takeaway Placement Opportunity			●	●
DIGITAL PLACEMENT				
Logo on Frida Cinema Sponsor Page	●	●	●	●
Email: Logo in Programming Newsletters	●	●	●	●
Email: Logo or Ad Placement 1x Per Month in Newsletter			●	●
MEMBERSHIP & TICKETS				
One Annual Membership	-	FILM CLUB	FILM CLUB	FILM CLUB
Vouchers for Regularly Priced Screenings	2	4	6	8

*****Upgrade to a 60 second video ad for an additional \$350/mo**

PARTNER BENEFITS

ONGOING FILM SERIES (ANNUAL SERIES)

Annual series feature 3+ films offered in marathon format including the popular Twilight and Lord of the Rings franchises. The Frida also hosts an annual 12 hour horror marathon (Camp Frida). Due to the limited annual run of each series, these programs always have a sell-out crowd.

For more information on upcoming series, contact Porter Gilberg, Director of Development, at porter@thefridacinema.org or 951.533.0048

Partners have the opportunity to select their preferred series



BENEFITS	\$200	\$350	\$750	\$1,200
PRINT & ON-SITE				
On-Screen Pre-Film Advertisement (Static)***	●	●	●	●
Logo in Print Calendar		●	●	●
Lobby Takeaway Placement Opportunity				●
60 second video Ad			●	●
DIGITAL PLACEMENT				
Logo on Frida Cinema Sponsor Page	●	●	●	●
Email: Logo in Programming Newsletters		●	●	●
MEMBERSHIP & TICKETS				
One Annual Membership	-	-	FILM CLUB	FILM CLUB
Vouchers for Regularly Priced Screenings	2	4	6	8

*****Upgrade to a 60 second video ad for an additional \$300**

PARTNER BENEFITS

OC LATINO INTERNATIONAL FILM FESTIVAL (OCLIFF)

September 18-20, 2026

The Orange County Latino International Film Festival (OCLIFF) is the first film festival in the county dedicated to showcasing humanity through the unique lens of the contemporary Latinx experience. Produced in partnership with OC-based Q Acting Studios' founders Allie and Adrian Quiñonez, OCLIFF is a multi-day festival featuring screenings, guest speakers, panels, and spotlights on Santa Ana-based student filmmakers.

	\$1,000	\$1,500	\$2,500	\$5,000	\$10,000
BENEFITS	Bronze	Silver	Gold	Platinum	Presenting
PRESENTING EXCLUSIVE					
Premiere Billing "Presented by" on all marketing materials, website, and press releases					●
Prominent Banner Placement on Poster					●
Solo logo/ad placement on Pre-Screening Slideshow					●
PRINT & ON-SITE					
Shared Logo Placement on Pre-Screening Slideshow	●	●	●	●	●
Verbal Recognition Before Each Screening		●	●	●	●
Logo on Festival Step & Repeat			●	●	●
Logo on Festival Poster			●	●	●
Lobby Takeaway Placement Opportunity			●	●	●
Logo on All Print Marketing				●	●
30 second ad before each program					●
Opportunity to Present Jury Award at Awards Reception					●
Vertical Banner Placement Opportunity					●
DIGITAL PLACEMENT					
Logo on OCLIFF Webpage Through 2026	●	●	●	●	●
Logo in Dedicated Digital Festival Newsletters		●	●	●	●
Recognition on Social Media				●	●
Ad Placement on OCLIFF webpage (static or video)				●	●
Acknowledgment on All Digital Marketing and Press Releases				●	●
PREFERRED ENTRY ALL ACCESS PASSES	2	5	8	15	20

PARTNER BENEFITS

DTSA FIRST SATURDAY ARTWALK

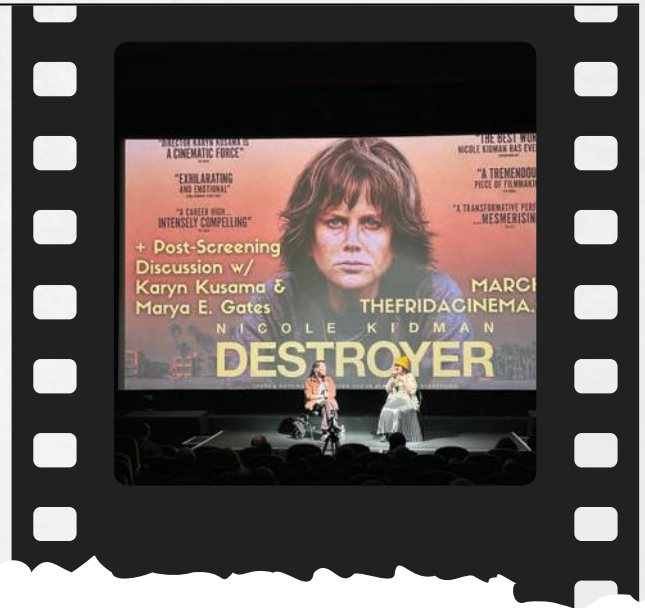
ArtWalk is one of the most popular events in Santa Ana and the 2nd most visited destination in the city*. This all-ages five-hour evening experience welcomes thousands of residents and visitors each month.

Ranked “Best ArtWalk in Orange County”

By: OC Weekly, Daily Pilot, Trip Advisor, OC Register Voice of OC

All levels are on a per month basis

Sponsor 3 months or more in advance for a 10% loyalty discount



BENEFITS	\$500	\$750	\$1,250	\$2,500	\$5,000
PRINT & ON-SITE					
Logo in Print Program (500+ distribution per month)	●	●	●	●	●
On-Screen Shared Pre-Film Advertisement at The Frida (Static)	●	●	●	●	●
60 second video advertisement					●
10x10 Booth Space at ArtWalk	●	●	●	●	●
½ Panel Print Program Ad		●	●		
Full Panel Print Program Ad				●	●
Exclusive Stage Banner Placement					●
DIGITAL PLACEMENT					
Logo on Frida Sponsor Page	●	●	●	●	●
Logo on ArtWalk Website	●	●	●	●	●
@dtsantaana Social Recognition	●	●	●	●	●
Email: Logo in Programming Newsletters	●	●	●	●	●
Email: Logo or Ad Placement			●	●	●

***Travel Santa Ana and Zartico**

SPECS & DESIGN SERVICES

We are thrilled for your support! We want you to shine in front of our audience, **so The Frida Cinema requests you submit a high quality logo and the requested file size corresponding to your support level.**

Please send your files as soon as possible so that we can ensure they look their best. Please send files to Bekah Phillips at **bekah@thefridacinema.org** and include the name of your company or organization in the email. If file size exceeds email limits, please provide a link to your file on a cloud storage network.

LOGO

Minimum **300 dpi**
1080p x 1080p

Please also include the URL
you would like hyperlinked

VIDEO AD SPECS

1920p x 1080p

ON-SCREEN SPECS

Minimum **300 dpi**
Dimensions: **1920 x 1080**
or **19.2" x 10.8"**

EMAIL NEWSLETTER ADS

1080p x 1080p

Please also include the URL
you would like hyperlinked

DESIGN SERVICES



Have a big idea but little time to create the ad or video of your dreams?

Our in-house design team is here to help! Reach out for more information on custom graphic and video design expertly crafted by our in-house design team. Minor graphic and video support is included with all partnerships. For more information on design services, contact **Porter Gilberg**, Director of Development: **951.533.0048** or **porter@thefridacinema.org**.



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