

SONOMA INTERNATIONAL FILM FESTIVAL

FOR IMMEDIATE RELEASE

Sonoma International Film Festival Names Director of Sponsorship

SONOMA, CA (November 7, 2011) -- The Sonoma International Film Festival has recently named local resident and businesswoman Pat Summers, Director of Sponsorship. Summers founded locally based Public Relations firm, Summers-McCann, Inc, in 1984. The company is noted for work with the food, wine, hospitality and art industries.

“Pat has been a friend of our Film Festival since its early years. We are fortunate to have found an individual with many long term relationships and tremendous experience with event sponsorships,” said Kevin McNeely, SIFF Executive Director. “Pat introduced media and corporation sponsorship to Sonoma Valley events more than 20 years ago. Sponsorship, along with individual supporters and filmgoers, is key to The Festival’s success. Proper funding allows us to produce a successful festival, unique and educational monthly Film Society events, and to support our growing high school and middle school media arts programs.”

“I am thrilled to have been chosen to serve as Director of Sponsorship for SIFF– and to be working in my own community with an excellent organization I believe in,” said Summers. “The good will and team work with staff, board, and volunteers is extremely positive and inspiring.”

Summers and McNeely are in the process of meeting with past sponsors; all of whom they say have been extremely supportive to date, while reaching out to potential new sponsors.

“We hope to involve as many local businesses as possible, as well as corporations from outside of the area that have a connection with the arts, food, wine and travel. SIFF has a lot to offer as one of the top ten destination film festivals in the United States,” Summers points out. “The local business community stands to benefit from increased travel, and the presence of art in the community improves quality of life in general.”

SIFF’s statement of purpose, recently crafted by the SIFF Board of Directors, defines the Sonoma International Film Festival experience in brief: *“Dream this, film lovers: Five days, unforgettable cinema, world-class food and wine. Intimate venues, all an easy stroll from Sonoma’s historic plaza. No worries, no hassles. Sonoma International Film Festival: Break bread, lift a glass. Live the dream.”*

About the Sonoma International Film Festival

The Sonoma International Film Festival is one of the top destination film festivals in the world and, located in the heart of Wine Country, is uniquely positioned to be a lively celebration of film, food and wine. An annual gathering for film industry insiders, cinema enthusiasts, filmmakers and critics, SIFF is considered among the most scenic and epicurean places to experience the art of film. Founded in 1997, The Sonoma International Film Festival is a five-day international event that takes pride in showcasing emerging talent, providing a supportive environment for filmmakers and creating a rich cultural asset for the local community.

SIFF is a 501(c)(3) non-profit organization. The Festival supports the Sonoma Valley High School Media Arts Program established over a decade ago by the Sonoma Film Society. For information about the 2012 Festival (April 11-15), please contact SIFF:

Phone (707) 933-2600

www.sonomafilmfest.org

<http://www.facebook.com/sonomafilmfestival>

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