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. More than a movie theater, our programming is expertly curated and exceptionally eclectic to authentically engage with our diverse audiences.

OUR HISTORY

The Frida Cinema opened in February 2014 and is Orange County's only nonprofit art house cinema. Founded with a passion to serve as **a home for diverse and thoughtfully curated cinema**, The Frida is a permanent gathering space for film lovers and a creative hub for the region's vibrant community of artists, educators, and residents.

Over more than a decade, **The Frida has grown into a cornerstone of Orange County's cultural landscape** through curating and hosting on-site and pop-up film screenings, film festivals, monthly community arts festivals, art exhibits, and educational programming for audiences of all ages. With its diverse, accessible, and entertaining arts experiences, The Frida sets the bar high for exceptional arts and community engagement in Orange County.

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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**

REACH & AUDIENCE

120,000+
ANNUAL VISITS TO THE FRIDA

2,000+
SCREENINGS EVERY YEAR

100+
MONTHLY PROGRAMS

The Frida is OC's year-round film festival

AUDIENCE
14,000+
monthly guests

SCREENINGS
10,000+
monthly guests

WEB
1,000,000+
annual visits

FILMS
600+
different films screened per year

E-NEWS
24,000+
subscribers

ARTWALK
4,500+
monthly guests

2nd
most visited recurring event in Santa Ana

"One of the best movie theaters in Los Angeles [metropolitan region]"
-TimeOut

Social Media

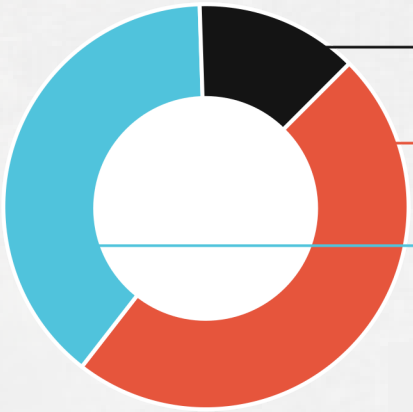
INSTAGRAM
198,000 @Frida
85,000 @ArtWalk

FACEBOOK
81,000 @Frida

TikTok
219,000 likes @ thefridacinema

REACH & AUDIENCE

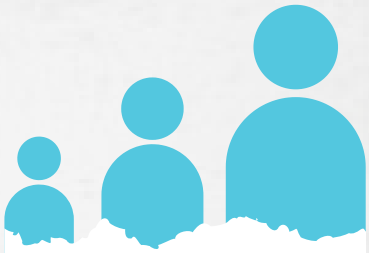
AUDIENCE DEMOGRAPHICS



8% NON-BINARY+

43% MALE

49% FEMALE



24% < 25

26% 25-34

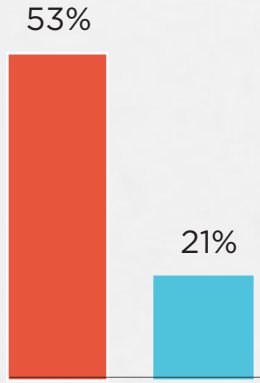
30% 35-44

14% 45-54

6% 55+

90% COLLEGE EDUCATED

20% GRADUATE SCHOOL/ PROFESSIONAL DEGREE



"**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 thefilmcollaborative.org · MUBI · Segerstrom Center for the Arts · everywhere · McFADDEN PUBLIC MARKET · KINO LORBER · JANUS FILMS · NEON · Letterboxd · 4SM Innovation Food Hall

PROGRAMS & EVENTS

The Frida Cinema is OC's cultural nexus for independent and repertory film along with producing DTSA First Saturday ArtWalk, 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

Partner with The Frida to increase engagement among audiences at **one of the most culturally relevant arts organizations in Orange County.** Our audiences are highly educated, culturally engaged, and loyal with significant disposable income.

Partner opportunities include on-site, digital, and community-wide marketing and outreach opportunities to engage your ideal audience.

Interested in a custom strategy?

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 plan.

PROGRAMS & EVENTS

YEAR-ROUND CINEMA

- Newly Released Independent & International Films
- Filmmaker and Actor Film Retrospectives
- Restored & Remastered Film Screenings
- Outdoor Drive-In & Pop-Up Retro Screenings
- Nostalgic Fan Favorites
- Rocky Horror Picture Show with Live Shadowcast
- Exclusive Sneak Peek Screenings, Classic Cinema, Genre Cinema, Collaborative 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

(MULTIPLE FILMS PER SERIES)

- Classic Movie Nights
- Page to Screen
- Art House 101
- Sunday Scaries
- Hallucinations
- Staff Picks
- Volunteer of the Month
- Film Club Members-Only Screenings
- PLUS many more rotating series throughout the year!

SIGNATURE ANNUAL PROGRAMMING

- Holiday Film Screenings (December)
- Horror & Romance Screenings (February)
- 4/20 Screenings (April)
- LGBTQ+ Pride Month at The Frida (June)
- Camp Frida 12 Hour Horror Marathon (October)

PARTNER BENEFITS

YEAR-ROUND SCREENINGS

The Frida Cinema hosts 6-8 simultaneous screenings daily in two state-of-the-art film auditoriums, each with 200+ capacity, and hosts more than 1,000 film screenings annually. Advertisements run before every screening and in the lobby.

Reach out to Porter Gilberg, Director of Development at porter@thefridacinema.org or 951.533.0048 to learn more.

All Pricing is per week unless otherwise noted. Nonprofit, volume, and partner pricing is available.

Monthly and seasonal discount rates also available.

BENEFITS	$700 /WEEK	$1,200 /WEEK	$2,000 /WEEK	$2,500 /WEEK	$3,500 /WEEK
PRINT & ON-SITE					
On-Screen Pre-Film Advertisement (Static)***	●	●	●	●	●
Marquee Recognition (1x month)					●
Logo in Monthly Print Calendar		●	●	●	●
Lobby Takeaway Placement Opportunity			●	●	●
DIGITAL PLACEMENT					
Logo on Frida Cinema Sponsor Page	●	●	●	●	●
Recognition as Sponsor on Film Schedule Page			●	●	●
Recognition as Sponsor on Home Page					●
Email: Logo in Weekly Programming Newsletters	●	●	●	●	●
Email: Logo or Ad Placement 1x Per Month in Newsletter			●	●	●
SOCIAL MEDIA					
Recognition on Social in Monthly Calendar Post		●	●	●	●
Recognition as Sponsor in Dedicated Social Story (1x month)				●	●
Recognition as Sponsor in Dedicated Social Post (1x month)					●
TICKETS					
Vouchers for Regularly Priced Screenings	4	8	12	16	20

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

PARTNER BENEFITS

FILM SERIES

Looking for a big impact within a smaller program? The Frida Cinema hosts a number of standalone, monthly, and ongoing film series. Series sponsorship is a great way to get in front of the specific audiences you want to engage.

Series partners have the opportunity to select their preferred series.

Each Sponsorship is Per Series, Per Month

Loyalty/Volume discounts available for sponsoring an entire series

BENEFITS	$500 1 MONTH	$450 3 MONTHS	$400 6 MONTHS	$350 YEAR ROUND
PRINT & ON-SITE* **				
Logo in Print Calendar	●	●	●	●
Lobby Takeaway Placement Opportunity	●	●	●	●
Logo in Series Trailer	●	●	●	●
DIGITAL PLACEMENT				
Logo on Frida Cinema Sponsor Page	●	●	●	●
Recognition as Sponsor on Film Schedule Page	●	●	●	●
Recognition as Sponsor on Home Page	●	●	●	●
Email: Logo in Weekly Programming Newsletters	●	●	●	●
Email: Logo or Ad Placement 1x Per Month in Newsletter	●	●	●	●
Logo in Series Trailer	●	●	●	●
TICKETS				
Vouchers for Regularly Priced Screenings	2	4	6	8

***Upgrade with a pre-screening static ad before all films for $350/mo. or a 30 second video ad for $1,000/mo

UPCOMING FILM SERIES & SPECIAL EVENTS

(MONTH) TO (MONTH) 2026

CLASSIC MOVIE NIGHTS (MONTHLY)

YEAR-ROUND MONTHLY SERIES SHOWCASING FILMS FROM THE GOLDEN AGE OF HOLLYWOOD. EACH FILM INCLUDES A PRE-SCREENING PRESENTATION LED BY THE FRIDA'S DIRECTOR OF MARKETING.

FILM CLUB MEMBERS ONLY SCREENINGS (MONTHLY)

1-2 FILMS PER MONTH EXCLUSIVE TO THE FRIDA'S 800+ FILM CLUB MEMBERS (MOST LOYAL & ENGAGED AUDIENCE).

HALLUCINATIONS (MONTHLY)

MONTHLY SCREENING HOSTED BY FRIDA BOARD MEMBER AND POLYGON EDITOR-AND-CHIEF CHRIS PLANTE. FILMS EXPLORE STORIES (PRIMARILY HORROR) WHICH CHALLENGE EXPECTATIONS OF STORY AND STYLE.

HONG KONG ACTION ESSENTIALS (MONTHLY)

SCREENING ALL OF 2026, THIS SERIES EXPLORES THE GOLDEN AGE OF HONG KONG ACTION CINEMA FROM THE 1980S-EARLY 2000S. 2-3 SCREENINGS OF EACH FILM PER MONTH.

PAGE TO SCREEN (MONTHLY)

MONTHLY SERIES FEATURING 2-3 SCREENINGS OF A FILM ADAPTED FROM A LITERARY WORK ALONG WITH POST-SCREENING MODERATED DISCUSSION.

SPIELBERG SUMMER (MONTHLY)

MONTHLY SERIES FEATURING 2-3 SCREENINGS OF STEVEN SPIELBERG'S BIGGEST BLOCKBUSTERS, RUNNING THROUGH NOV 2026

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

BENEFITS	$500 /MONTH	$750 /MONTH	$1,250 /MONTH	$2,500 /MONTH	$5,000 /MONTH
PRINT & ON-SITE					
Logo in Print Program (500+ distribution per month)	●	●	●	●	●
On-Screen Shared Pre-Film Advertisement at The Frida (Static)			●	●	●
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 ArtWalk Newsletters		●	●	●	●
Email: Logo or Ad Placement			●	●	●

***Travel Santa Ana and Zartico**

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

PROMOTIONAL PACKAGES

THE FRIDA CINEMA

Take your event at The Frida to the next level with these promotional opportunities to connect directly with The Frida's exceptionally loyal and engaged audience.

For more information on increasing your engagement through these promotional opportunities, or for assistance building a tailored strategy, reach out to Porter Gilberg, Director of Development at porter@thefridacinema.org or 951.533.0048.

Take advantage of promotional package pricing exclusive to our special event renters.

PACKAGE PRICING

BRONZE PROMO PACKAGE	$750
Inclusion in Newsletter 1 week before event	
1 Instagram story post	
SILVER PROMO PACKAGE	**$1,500**
Inclusion in Newsletter 1 week before event	
1 Instagram post	
1 Facebook post	
GOLD PROMO PACKAGE	**$3,000**
Dedicated newsletterblast	
1 Instagram post	
1 Facebook post	
1 week static advertising before event	
1 week listing on Frida website homepage	

ALL RENTALS INCLUDE
Print Calendar Listing
Mini Marquee (preceding event)
Dedicated event page on website
Listing on home page day of

Restrictions apply. Email trevor@thefridacinema.org to confirm eligibility.

STANDALONE PROMOTIONAL PRICING

THE FRIDA CINEMA

Main Newsletter

$1,000 per week

$2,500 standalone blast

Newsletter Blast to Film Club Members (The Frida's most dedicated audience)

$250 per newsletter

$1000 standalone blast

Website Home Page Listing

$1425 per month

$375 per week

Pre-Show Slide

$700 per week

Pre-Show Video

$1000 for a 30 second video

$1750 for a 60 second video

Social

Facebook

$450 per post

$125 per story/$300 set of 3

Instagram

$1,000 per post (+$350 for a collaboration post)

$250 per story/$650 set of 3

Marquee

$500 per week

$250 per day

For more information on sponsorship opportunities reach out to Porter Gilberg, Director of Development at porter@thefridacinema.org or 951.533.0048. The Frida Cinema is a 501c3 nonprofit organization. All promotional and sponsorship opportunities directly support The Frida's mission to enrich, connect, and educate communities through the art of cinema.

METRICS

MAIN NEWSLETTER

- 17.5k+ subscribers
- 0.75% Monthly Growth Rate
- Active Engagement Rate: 33% (Click-to-Open Rate)

MEMBER NEWSLETTER

- 800+ subscribers
- 52% open rate

WEBSITE

- 1 million+ annual page views
- 50k+ unique monthly visitors

SOCIAL

- 198K followers on Instagram
- 81k followers on Facebook
- 2 million+ monthly interactions
- 2% monthly growth rate

MARQUEE

- 14,500 daily physical impressions
- 436,000 monthly impressions

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: ***1920p x 1080p*** 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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