As our city's only venue based non-profit community cinema, SLFS brings important, life-changing films and programs to everyone all year-long. Help us continue to provide free, reduced-price, and affordable access to the best in local, independent, international, and revelatory film programs to the citizens of Utah. Become a sponsor of SLFS and let your customers know that you proudly support the communal cinema experience. Help us to strengthen our community and promote tolerance and dialogue one movie and one moviegoer at a time.

“The art house theater experience is not only what is on the screen but who is next to you. It is an opportunity to look up from your phone and experience community, to participate in conversations provoked by film, and to get to know the people in your neighborhood.”

-Tori A. Baker, SLFS President & CEO

“Movies are the most powerful empathy machine in all the arts. When I go to a great movie I can live somebody else’s life for a while. I can walk in somebody else’s shoes. I can see what it feels like to be a member of a different gender, a different race, a different economic class, to live in a different time, to have a different belief. This is a liberalizing influence on me. It gives me a broader mind. It helps me to join my family of men and women on this planet. It helps me to identify with them, so I’m not just stuck being myself, day after day. The great movies enlarge us, they civilize us, they make us more decent people.”

-Roger Ebert
WHO WE SERVE
Our audience is your audience
- 250,000 Total Audience Served annually
- 73% Salt Lake County Residents
- 27% Non-Salt Lake County Residents

GENDER
- 55% Female
- 43% Male
- Transgender, Nonbinary, Gender Diverse, or Gender Nonconforming, 2%

ANNUAL INCOME
- 40% earn between $50,000-$99,000
- 34% earn over $100,000
- 26% earn less than $49,000

DIVERSITY OF AGE
- 0-24 3%
- 25-34 14%
- 35-44 11%
- 45-54 32%
- 55-64 18%
- 65+ 22%

LOYAL PATRONS SAY SLFS
- 97% provides them with opportunities to think and learn
- 97% sparks their curiosity
- 96% makes life more enjoyable
- 94% opens up new worlds
- 92% makes them more well-rounded people
- 91% helps them be more knowledgeable film viewers
- 89% changes their lives for the better

SCREENANCE
TBD

CZECH THAT FILM
April 2021

FILMÉXICO
May 2021

YEAR ROUND SPONSORSHIP
2020

THE STATS