

PALACE
Presents

ST. ALI

ITALIAN FILM FESTIVAL

2025

Driven by
LEXUS

2025 SPONSOR REPORT

The 2025 ST. ALI Italian Film Festival was a magnificent celebration of Italian film and culture, and surpassed previous attendance figures with a record-breaking number of patrons. The vast selection of films included hit romcoms, stunning dramas direct from international festivals, fashion stories and a locally produced documentary that celebrated the contribution of Italian migrant women in Australia. The largest showcase of Italian cinema outside of Italy certainly lived up to its reputation!

KEY STATISTICS

31	Films
3,704	Sessions <i>all preceded by a sponsor reel</i>
26	Cinema Venues across 7 cities nationally
102,795	Total Admits

RECORD BREAKING ADMISSIONS!

WEBSITE TRAFFIC

752,979	Visits
142,334	Unique Users

EDM STATISTICS

329,713	Movie Club members and festival subscribers who received a ST. ALI Italian Film Festival Tickets on Sale EDM
41.3%	Open rate
16%	Click through rate

CLICK HERE TO VIEW SOME HIGHLIGHTS FROM THIS YEAR'S OPENING NIGHT EVENTS.

SPONSORS

NAMING RIGHTS PARTNER

ST. ALI COFFEE

PRESENTING PARTNER

PALACE

GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



CULTURAL PARTNERS



MEDIA PARTNER

BROADSHEET

SUPPORTING PARTNERS





COMMENTS

"My favourite time of year!"

INSTAGRAM COMMENT

"My fave Aussie film!"

LOOKING FOR ALIBRANDI

FACEBOOK COMMENT

"Fantastic Film, I loved it!"

NAPOLI—NEW YORK

INSTAGRAM COMMENT

"I'm so grateful for this event, thank you."

LOOKING FOR ALIBRANDI EVENT
WITH PIA MIRANDA

FACEBOOK COMMENT

"My daughter and I loved it, she read the subtitles while I listened to the beautiful Italian language."

DIAMONDS

FACEBOOK COMMENT

SOCIAL MEDIA

2,845,534

Impressions

23,529

Total Link Clicks

42,803

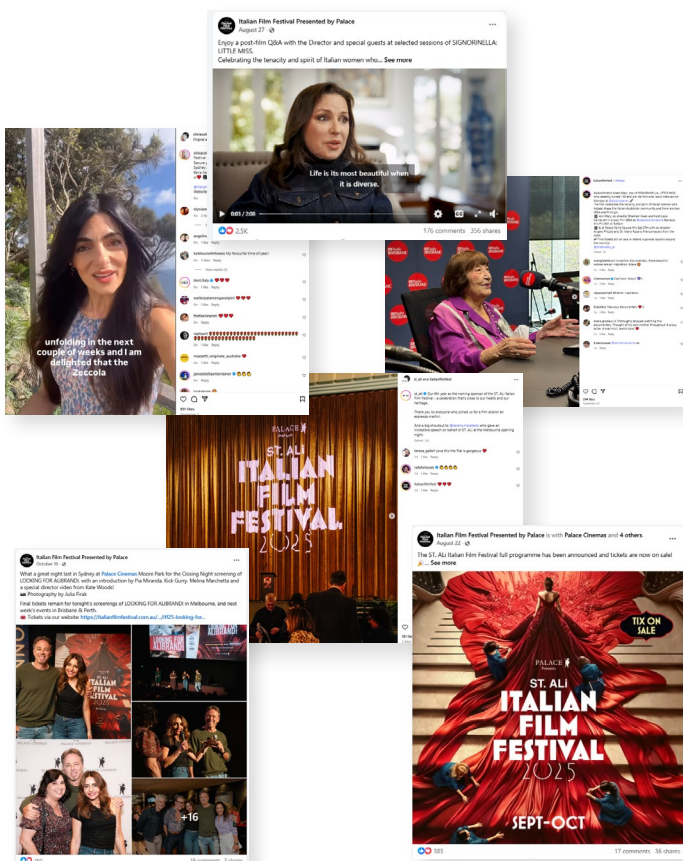
Post Engagement

VIDEO VIEWS

78,930

Views

SELECTED EXAMPLES



TOP 5 FILMS



1. SOMEBODY TO LOVE

After the global success of 2016's *Perfect Strangers*, writer/director Paolo Genovese has struck gold again with *Somebody to Love*, a hilarious, all-star romantic comedy that reveals the innermost thoughts and uncertainties of an Italian couple on their awkward first date in Rome.



2. DIAMONDS

Set between the 1970s and present day, this dazzling all-star box office hit from award-winning filmmaker Ferzan Özpetek, tells the story of a group of dressmakers in a costume atelier in Rome.



3. SIGNORINELLA: LITTLE MISS

Narrated by Italian-Australian actress Greta Scacchi, *Signorinella: Little Miss* is a fascinating documentary celebrating the tenacity and spirit of the Italian women who helped shape the Italian-Australian community.



4. NAPOLI—NEW YORK

Festival favourite Pierfrancesco Favino supports a stellar cast in this migrant story from Academy Award winner Gabriele Salvatores that follows two Neapolitan children as they journey from Naples to New York in 1949.



5. THE MOUNTAIN BRIDE – VERMIGLIO

Winner of the Grand Jury Prize at the 2024 Venice Film Festival, *The Mountain Bride – Vermiglio* is an atmospheric, visually breathtaking portrait of a family and their village in the final year of WWII, caught between tradition and modernity.

MEDIA COVERAGE

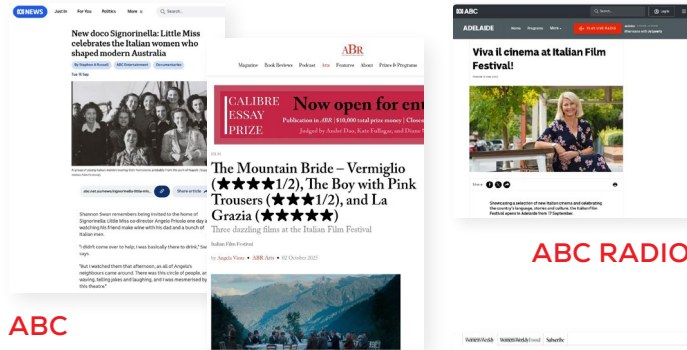
28.2 MILLION
1.03 MILLION

Audience*

Estimated Views*

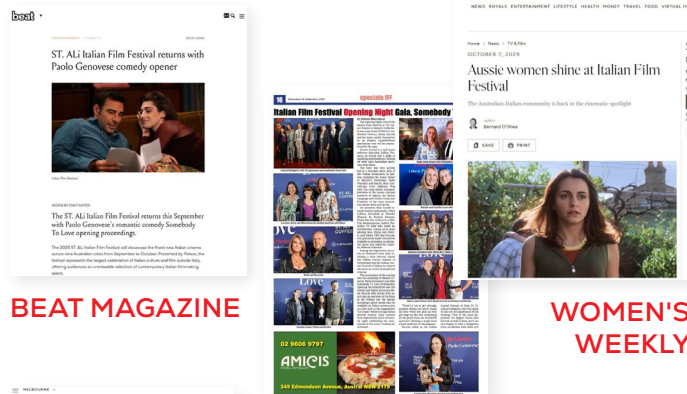
*Combines total of all media featuring coverage.

SELECTED EXAMPLES



ABC

ABR



BEAT MAGAZINE

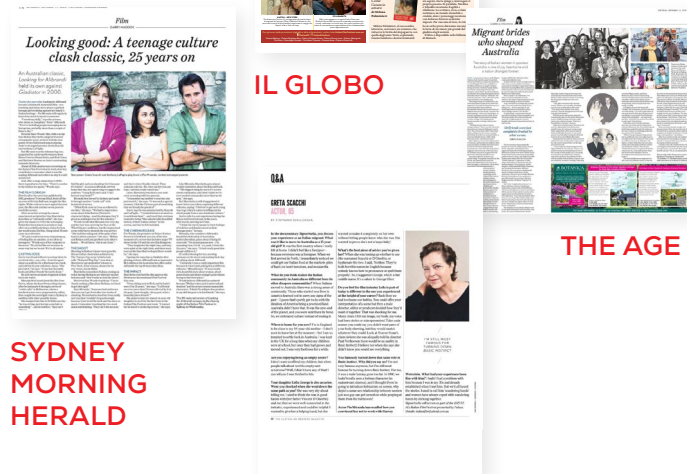
WOMEN'S
WEEKLY



ALLORA
SYDNEY

SBS RADIO

BROADSHEET



SYDNEY
MORNING
HERALD

IL GLOBO

THE AGE

WEEKEND
AUSTRALIAN

PROMOTIONAL

FESTIVAL POSTERS

555 One Sheet and A3 posters printed nationally.



CINEMA BANNERS

15 Banners installed at select key venues.



DISPLAY STANDEES

10 standees distributed to selected cinemas.



DL FLYERS

22,500 DL Flyers distributed nationally.



FESTIVAL PROGRAMMES

55,000 printed nationally, DL size.



WALL WRAP

Palace Electric Cinema Canberra



THE MONTHLY

BILLBOARD

Bell St, Coburg, Melbourne



ADVERTISING

Yarra Trams (Melbourne)



SPECIAL EVENTS

This year's ST. Ali Italian Film Festival was packed with exclusive and exquisite events, with over 9,400 patrons in attendance. From red carpet Opening Night Galas to the Centrepiece Premiere of Paolo Sorrentino's *La Grazia*, only days after its World Premiere at the Venice International Film Festival, the festival brought to life Italian culture and hospitality in collaboration with our valued sponsors and cultural partners.





FOR SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:

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