

PALACE  
Presents

# ST. ALI ITALIAN FILM FESTIVAL 2025

Driven by



## KEY STATISTICS

31 Films

3,704 Sessions all preceded by a sponsor reel

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.

## 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!

## SPONSORS

### NAMING RIGHTS PARTNER

**ST. ALI COFFEE**

### PRESENTING PARTNER

**PALACE**

### GOLD PARTNERS

**LEXUS** **HSBC** **Intrepid** **BANDINI PROSECCO**

**GLENDRONACH**  
Highland Single Malt Scotch Whisky

### SILVER PARTNERS

**Coca-Cola** **PERONI ITALIA** **Amore! CHEESE** **ISTITUTO italiano di CULTURA** **arcare AGED CARE**

### BRONZE PARTNERS

**CAMPARI** **GIO CONNOISSEUR** **GOURMET ICE CREAM** **CANNOLERIA**

### CULTURAL PARTNERS

Emilia Romagna Film Commission **Co.A.it** **Contro luce** **MIFF** **ISTITUTO italiano di CULTURA** **Schweizer Eidgenossenschaft Confédération Suisse Confédération Suisse** **Generale of Switzerland in Sydney**

### MEDIA PARTNER

**BROADSHEET**

### SUPPORTING PARTNERS

**APEROL SPRiTZ** **Lecker** **SOLBEVI** **yarra trams** **Blackwell Funerals**  
**GIGANTIC FORWARDING** **DAN** **Società Dante Alighieri Canberra** **Brunetti** **CLASSICO** **Bippi** **NOVOTEL** **IBIS** **IBIS**  
**T2** **gloria D'ITALIA** **MORRIS** **Mazzetti** **L'ORIGINALE** **Vetta** **SOCIETÀ ISOLE EOLIE**



# MEDIA COVERAGE

28.2 MILLION  
1.03 MILLION

Audience\*

Estimated Views\*

\*Combines total of all media featuring coverage.

## SELECTED EXAMPLES

New doco Signorina: Little Miss celebrates the Italian women who shaped modern Australia

ABC News Article: [Signorina: Little Miss celebrates the Italian women who shaped modern Australia](#)

ABC News Article: [The Mountain Bride – Vermiglio \(★★★★½\), The Boy with Pink Trousers \(★★★½\), and La Grazia \(★★★★★\)](#)

ABC News Article: [Shannon Swan remembers being invited to the home of Signorina: Little Miss co-director Alison Preciso after a screening and the two women with the film and shared a shared Italian story.](#)

ABC News Article: ["I just came over to help. I was basically there to drink," says Preciso. "But I watched them then. I was all of Australia's mothers. I was so moved. I was laughing and laughing, waving, telling jokes and laughing, and I was mesmerised by the theatre."](#)

ABC

Viva il cinema at Italian Film Festival!

ABC Radio Article: [Viva il cinema at Italian Film Festival!](#)

ABC Radio Article: [Shannon Swan remembers being invited to the home of Signorina: Little Miss co-director Alison Preciso after a screening and the two women with the film and shared a shared Italian story.](#)

ABC RADIO

Aussie women shine at Italian Film Festival

Women's Weekly Article: [Aussie women shine at Italian Film Festival](#)

Women's Weekly Article: [The Australian Italian community is back in the cinematic spotlight](#)

WOMEN'S WEEKLY

ST. ALI Italian Film Festival returns with Paolo Genovese comedy opener

BEAT MAGAZINE Article: [ST. ALI Italian Film Festival returns this September with Paolo Genovese's romantic comedy Somebody To Love opening proceedings.](#)

BEAT MAGAZINE

Viva il cinema at Italian Film Festival!

ALLORA SYDNEY Article: [Viva il cinema at Italian Film Festival!](#)

ALLORA SYDNEY Article: [Promuovere il patrimonio enogastronomico del Bel Paese](#)

SBS RADIO

BROADSHEET

Looking good: A teenage culture clash classic, 25 years on

Sydney Morning Herald Article: [Looking good: A teenage culture clash classic, 25 years on](#)

SYDNEY MORNING HERALD

Migrant brides who shaped Australia

IL GLOBO Article: [Migrant brides who shaped Australia](#)

IL GLOBO Article: [Greta Scacchi](#)

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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 **ItalianFF**  
 **ItalianFilmFest**