



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 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.

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

Embassy of Italy
Consulate of Italy
CIS
Schweizerische Eidgenossenschaft
Confédération Suisse
Confederazione Svizzera
Consulate General of Switzerland in Sydney
Borsone Generale CINEMA e AUDIOVISIVO
MiC
ISTITUTO italiano di CULTURA
SYDNEY

MEDIA PARTNER

BROADSHEET

SUPPORTING PARTNERS

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

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

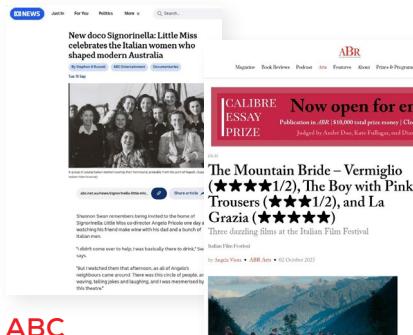
**28.2 MILLION
1.03 MILLION**

Audience*

Estimated Views*

*Combines total of all media featuring coverage.

SELECTED EXAMPLES



ABC



ABR



BEAT MAGAZINE



BROADSHEET



SYDNEY
MORNING
HERALD

ALLORA
SYDNEY



IL GLOBO



SBS RADIO

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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