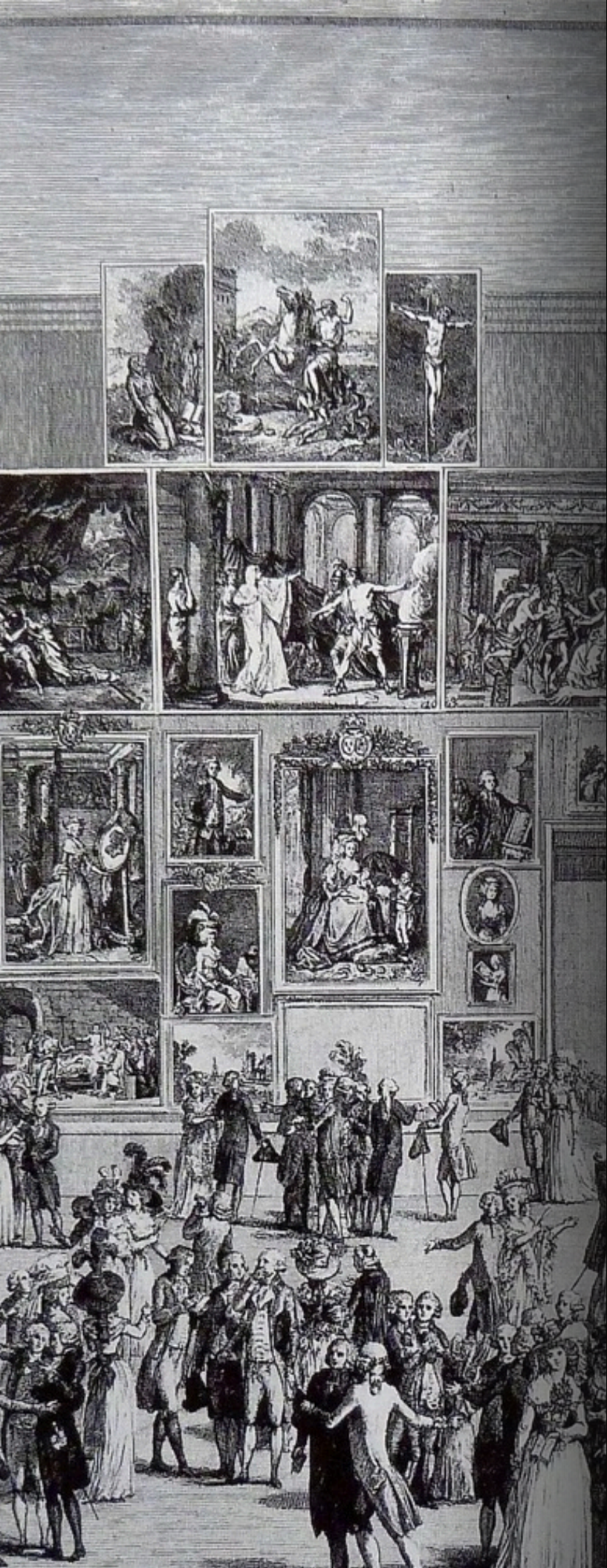


CINEMATOGRAPHY *salon*

SPONSORSHIP OPPORTUNITIES

Sponsor the
cinematography
community.



ORIGIN

A salon, in the *original* sense.

Art salons have been held in Paris since the late 17th century — public exhibitions where artists brought their work to be looked at closely and argued about. The independents who felt excluded by the official jury started their own.

We borrow the name on purpose. A salon is a room where the work is brought, examined, and debated by the people who made it. Ours is for cinematographers.



SALON DU LOUVRE, 1753 · JOUR DE
VERNISSAGE, RIXENS, 1890

WHO WE ARE

A community of *cinematographers.*

Cinematography Salon is a community of cinematographers, ACs, colorists, and adjacent crafts. We talk about light, lenses, and the practice of making images — but more than anything, we talk to each other.

What started in 2015 as working DPs trading notes between jobs is now live events in New York and Los Angeles, a podcast, professional reference tools, and a large social following. Sponsoring the Salon puts your brand in front of the people who specify, buy, and rent gear.

REACH

By the numbers.

61.7k

INSTAGRAM

Reels regularly 30K–170K views

5,000+

NEWSLETTER

Email subscribers

4,500

COMMUNITY

Active members

125k+

PODCAST PLAYS

Plays & downloads, all time

21,793

HOURS LISTENED

4,300+ podcast followers

2

CITIES

New York & Los Angeles
flagships

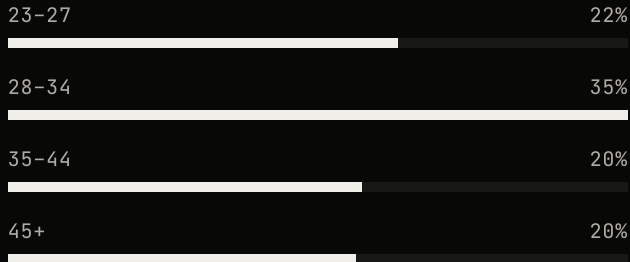
One audience — working cinematographers and the crews around them — reached across events, podcast, social, and a growing set of professional tools.



AUDIENCE

Who you reach.

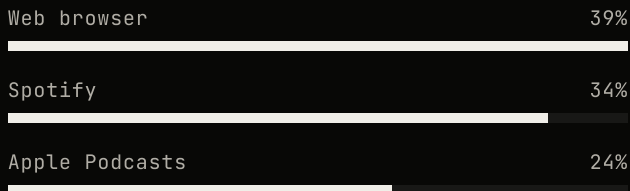
AUDIENCE AGE



TOP MARKETS



LISTENING PLATFORMS



Working professionals

Cinematographers, camera crew, gaffers, and colorists — the people who decide what gear gets bought and rented, not hobbyists.

Prime buying age

The core is 28–34: established enough to spec gear, early enough to keep investing. Over three-quarters fall between 23 and 44.

US-anchored, global

The United States is the largest single market at roughly a third, with a meaningful international tail across Asia, South America, and the Commonwealth.

Engaged, not passive

A participating audience, not background noise — reels clear 30K–170K views, episodes run a full hour, and the community turns out in person across two cities.

Where your brand appears.

LIVE

Events

Flagship parties in New York and Los Angeles, plus masterclasses, panels, and festival meetups. On-site presence, product display, giveaways, and opt-in attendee leads.

NEW YORK + LOS ANGELES · FROM \$1,000

LISTEN

Podcast

Relaunching in 2026 with a new host and a one-project, deep-dive format. Host-read placements, episode sponsorship, and presenting partnership.

RELAUNCHING 2026 · FROM \$750

FOLLOW

Social & Newsletter

61.7k on Instagram and 5,000+ on email. Sponsored reels, paid-partnership posts, dedicated sends, and inclusion.

61.7K + 5,000 REACH · FROM \$150

USE

Resources Tools

A lens database and lighting calculator used at the moment of spec decisions. Presenting sponsorship, featured placement, and data partnership.

EVERGREEN, HIGH-INTENT · FROM \$500

FLAGSHIP EVENT — NEW YORK

The Holiday Party.

THE EVENT

Our year-end flagship in New York — the night the community comes together. The last edition sold out, with sponsor raffles and giveaways anchoring the room: an Aputure Light Storm, \$20,000 in post-production services, and a Fujifilm camera giveaway that flew the winner in to celebrate.

SPONSORSHIP FROM \$1,000

SPONSOR OPPORTUNITIES

- Presenting sponsorship — "presented by"
- Product display / demo station
- Raffle or giveaway feature
- Logo across invites, email, recap
- Opt-in attendee lead list

FLAGSHIP EVENT — LOS ANGELES

CineGear Kickoff.

THE EVENT

Our West Coast flagship, opening CineGear Expo week in Los Angeles. Hosted at Freestyle Cinema Rentals alongside Gaffers Salon, it draws a gear-forward crowd of working professionals. The 2026 edition drew 1,100 RSVPs and sold out — with room to grow.

SPONSOR OPPORTUNITIES

- Presenting sponsorship
- Product display / hands-on demo
- Giveaway feature
- Logo across invites, email, recap
- Combined reach with Gaffers Salon

1,100 RSVPS • SOLD OUT • FROM \$1,000

07

Annual partnerships.

We take a small number of annual partners — two to four in total — each with category exclusivity, so you're the only brand of your kind across the Salon for the year. Each plan bundles à-la-carte placements at a meaningful discount.

Founding Partner

\$25,000

à la carte value ≈ \$38,000 / yr

CATEGORY-EXCLUSIVE · ~2 SLOTS

For a category leader who wants to own the year.

- Headline placement at both flagship events
- Podcast presenting sponsor, all year
- Presenting sponsor of one Resources tool
- Monthly Instagram feature
- Monthly newsletter placement
- Logo across events, podcast, and site
- Opt-in attendee leads · first right of refusal
- First look at the annual report title sponsorship

Save ~\$13,000

Annual Partner

\$12,000

à la carte value ≈ \$17,000 / yr

~2 SLOTS

For consistent multi-channel presence all year.

- Gold placement at one flagship event
- Podcast episode-partner block (13 eps)
- Quarterly Instagram feature
- Newsletter inclusion, quarterly
- Featured placement in a Resources tool
- Logo on site

Save ~\$5,000

Supporting Partner

\$6,000

à la carte value ≈ \$8,500 / yr LIMITED

For a lighter, first-year commitment.

- Silver placement at one event
- Four Instagram posts across the year
- Newsletter inclusion, quarterly
- Logo + listing on site and Resources

Save ~\$2,500

Individual sponsorships.

EVENTS

Per event — NYC Holiday or CineGear LA.

Gold — top placement, all channels	\$5,000+
Silver — reel + email + attendee leads	\$2,500–4,999
Bronze — listing + product display	\$1,000–2,499
Activation add-on — demo / giveaway	from \$500

PODCAST

Host-read, with an editorial firewall on guests.

Presenting — 6-episode block	\$3,000
Episode partner — 6-pack	\$1,800
Supporting — per cycle	\$750

MASTERCLASSES & PANELS

Educational sessions and festival meetups.

Per event	\$1,000–4,000
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GIVEAWAYS

You provide the prize; we drive entries and share opt-in leads.

Sponsored giveaway	product + from \$500
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INSTAGRAM

61.7k followers · reels regularly 50K–170K views.

Sponsored reel	\$1,000–1,500
Paid-partnership post	\$750
Story series	\$300–500

NEWSLETTER

5,000+ subscribers.

Dedicated solo send	\$500–750
Inclusion — logo + link	\$150–250

RESOURCES TOOLS

Lens database + lighting calculator. High-intent, evergreen.

Tool presenting sponsor / yr	\$5,000–10,000
Featured brand placement / yr	\$2,000–4,000
Official data partner	trade / \$1,500
Spotlight feature	\$500–1,000

ANNUAL REPORT

Title sponsor of the State of Cinematography report — free, audience-wide.

Presenting sponsor	\$5,000–10,000
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01

CHOOSE YOUR CHANNELS

An annual partnership or any mix of à-la-carte placements.

02

ONE-PAGE AGREEMENT

A short insertion order, paid up front — no long contracts.

















03

POST-CAMPAIGN REPORT

Reach, clicks, and promo-code redemptions after each run.

À-la-carte sponsorships are subject to annual partners' category exclusivity. Rates are starting points; multi-channel commitments are negotiable.

Previous partners.



CINEMATOGRAPHY *salon*

Let's put together
the *right package.*

hello@cinematographysalon.com

cinematographysalon.com · [@cinematographysalon](https://www.instagram.com/cinematographysalon)

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