

The 31st Annual Sedona International Film Festival Welcomes Mercedes-Benz of Northern Arizona as Title Sponsor

SEDONA, AZ, UNITED STATES, February 6, 2025 /EINPresswire.com/ -- The [Sedona International Film Festival](#) (SIFF) is thrilled to announce Mercedes-Benz of Northern Arizona (MBNA) as its Title Sponsor for the 31st annual festival, taking place from February 22 to March 2, 2025. This exciting new partnership highlights the shared commitment to excellence, creativity, and luxury in both the automotive and cinematic worlds.

Patrick Schweiss, Executive Director of the Sedona International Film Festival, shared his enthusiasm: "We are delighted to welcome Mercedes-Benz of Northern Arizona as our Title Sponsor for this year's festival. The dedication to innovation and excellence that Mercedes-Benz embodies aligns perfectly with the values of the Sedona International Film Festival. This partnership will help elevate the festival experience, offering even more opportunities to showcase extraordinary talent and creativity. We are grateful for their support as we continue to provide a memorable, world-class experience for film enthusiasts from around the globe."

The Sedona International Film Festival has gained widespread acclaim for its



Todd Blue-CEO-Mercedes-Benz of Northern Arizona

SEDONA
International
Film Festival

Presented by:

Mercedes-Benz of Northern Arizona
Title Sponsor Logo for the 31st season of the Sedona International Film Festival

dedication to presenting a diverse selection of independent films, documentary features, and international cinema. Among the thousands of film festivals in the world, MovieMaker Magazine and MovieMaker.com have named the Sedona International Film Festival as one of the “25 Coolest Film Festivals in the World” — a testament to its unique blend of creativity, community engagement, and cinematic excellence. Attendees can look forward to a range of special events, filmmaker panels, and unique screenings that celebrate the art of cinema.

Todd Blue, LAPIS® CEO & Dealer Principal of Mercedes-Benz of Northern Arizona, expressed his excitement about the partnership:

"In communities where we have operated, we have always found great joy in supporting film festivals. The creative spirit that film festivals embody is something we deeply value, and we're honored to partner with the Sedona International Film Festival this year. At Mercedes-Benz of Northern Arizona, we strive to deliver unique, authentic experiences to our clients, and this collaboration allows us to celebrate the artistry of filmmakers alongside their audiences."

The 31st annual Sedona International Film Festival promises to be a spectacular celebration of artistry, innovation, and storytelling. This dynamic partnership with Mercedes-Benz of Northern Arizona will add an exciting new dimension to the festival experience, making it an unforgettable event for film lovers across the region.

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*Todd Blue LAPIS® CEO
Mercedes-Benz of Northern
Arizona*

Mr. Blue also noted the dealership’s commitment to the region:

"Our team is excited to serve the Sedona, Flagstaff, and Northern Arizona communities with a level of luxury and service that has never been available in this area until now. We are proud to offer an exceptional customer experience and look forward to building lasting relationships within this vibrant community."

About the Sedona International Film Festival

The Sedona International Film Festival is more than just an

event; it’s a cultural celebration that unites filmmakers, artists, and audiences from every corner of the globe. Set amidst the awe-inspiring beauty of Sedona’s iconic red rock landscape, the festival offers an unforgettable experience, showcasing a handpicked selection of films that



Sedona International Film Festival
31st Season

honor creativity, diversity, and the transformative power of storytelling. Renowned for fostering a deeper connection to cinema, the festival provides an extraordinary platform for both emerging voices and seasoned creators, all while engaging the community in a vibrant celebration of the arts. It's no wonder MovieMaker.com recently named it one of the "25 Coolest Film Festivals in the World."

About Mercedes-Benz of Northern Arizona

Mercedes-Benz of Northern Arizona, a LAPIS® dealership, is Northern Arizona's only luxury automotive sales and service facility. The dealership's professional team is committed to providing an unparalleled automotive experience to the residents of Sedona, Flagstaff, and all of Northern Arizona. Located in the heart of Flagstaff, the dealership offers a wide selection of luxury vehicles, from the latest Mercedes-Benz models and Mercedes-Benz Vans to exceptional pre-owned options, ensuring that every customer finds the perfect vehicle to suit his or her needs. Mercedes-Benz of Northern Arizona certified technicians provide an exceptional service experience, servicing Mercedes-Benz passenger vehicles and vans as well as all makes and models. With a focus on personalized service and customer satisfaction, Mercedes-Benz of Northern Arizona is dedicated to offering the highest level of luxury and performance, combined with a welcoming and personalized approach.

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