Т H 8 APOLIS 26-2 FESTIVA ANNAPOLIS



"...Annapolis' large, diverse audiences reliably crowded into a well-curated slate of features and shorts across the town's many college halls, ancient churches and converted theatrical spaces."

DINE

ARTS

Brandon Harris, Writer FILMMAKER Magazine

"Annapolis is such a beautiful city and the film festival is so popular. I'm so excited there is such a great turnout!"

Joanne Froggatt, Actress

THE AFF Experience

Annapolis Film Festival, Inc., a 501(c)(3) organization (AFF), brings four days of the best in independent film to America's sailing capital, the arts-loving historic state capital of Maryland. Enthusiastic film connoisseurs experience a cinematic immersion, mingling with filmmakers and industry guests, while enjoying the colonial ambiance and taking advantage of the intimacy and walkability of the Festival, located within the city's historic district and downtown arts & entertainment district.

AFF is now the largest and most diverse arts event in Annapolis, offering five showcases that embrace diversity.

"We are a beautiful town on the water so our fest comes with a lifestyle and it comes with a walkability that you can go to different venues and walk past restaurants and really take it all in on foot." Gavin Buckley, Mayor



10K+ Attendees





THE AFF AUDIENCE

The Annapolis Film Festival audience is educated, **cosmopolitan**, worldly and **curious**.

90% OF ATTENDEES HAVE A BACHELORS DEGREE OR HIGHER

63% HAVE A GROSS ANNUAL INCOME OF \$80K OR MORE

54% OF ATTENDEES ARE BETWEEN THE AGES OF 45-64

"I look for films that have subject matter that I am not exposed to so that I can learn, grow, develop and connect with people in different ways."

Festival Attendee

CONNECT WITH YOUR AUDIENCE





GUESTS & Community

100+ industry guests each year, including International filmmakers from as far away as Brazil, France and Denmark.

Participants have included industry legends such as Albert Maysles, David S. Ward, and Rob Reiner, as well as a host of Hollywood's younger talent including Joanne Froggatt, Rory Culkin, Spencer LoFranco and Logan Miller.

> "Congrats on a wonderful festival! It was truly lovely and I had a great time at both the screening and participating in the "Voices of Women in Film" panel."

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Melissa Haizlip, Producer / Director, MR. SOUL!



CUSTOMIZABLE Opportunities

- Opening Night Film & Parties
- Saturday Bash
- Venue Branding
- Filmmaker Welcome Party
- Friday Night Spotlight
- Saturday Night Spotlight
- Coffee Talks

- Industry/Patron Party
- VIP Lounge
- Shorts Challenge Pitch Competition
- Best of Fest Awards Ceremony
- Individual Screenings

PATRON LEVELS

AFF 2020 offers seven donation levels for Patrons, in addition to customizable opportunities.





SPECIAL Showcases

ENVIRONMENTAL SHOWCASE

As a city on the shores of the Chesapeake Bay, the Annapolis Film Festival strives to bring the most current environmental films to the Festival at the Environmental Showcase. The film will be followed by a panel discussion with several notable guests who will discuss the film and the impact of the film with the audience. This showcase can be sponsored for \$10,000.

AFRICAN AMERICAN EXPERIENCE

Each year AFF proudly presents the African American Experience Showcase featuring some of the most topical issues relevant today. The film will be followed by a panel discussion with several notable guests who will discuss the film and the impact of the film with the audience. This showcase can be sponsored for \$10,000.

JEWISH EXPERIENCE SHOWCASE

AFF presents the Jewish Experience Showcase that shines its light on Jewish traditions, accomplishments and life. Humor and fellowship abound as people gather an hour before the first screening in the lobby of St. John's Key Auditorium to enjoy a complimentary breakfast before the first film. A breakfast voucher is provided to ticket purchsers and pass holders. The film will be followed by a panel discussion with a special guest who will discuss the film and the impact of the film with the audience. This showcase can be sponsored for \$10,000.





FILM UNDERWRITING

Sponsor a film screening at this year's Film Festival!

SPOTLIGHT FILMS: \$2,500

2 Spotlight Films Friday 2 Spotlight Films Saturday

- INDIVIDUAL FEATURE FILM: \$1,500 Narrative or Documentary
- SHORT FILM: \$500

STUDENT SHOWCASE

The Annapolis Film Festival supports student filmmakers especially through the Student Showcase. This annual showcase highlights and celebrates some of the top-notch work of emerging filmmakers at colleges, special academies, and grad school programs around the world. These are the professional filmmakers of tomorrow. This showcase can be sponsored for \$5,000.

SAILING SHOWCASE

Situated along the winding coasts of the largest estuary in the United States accompanied by an enchanting breeze, it comes as no surprise that Annapolitans hold a special place in their hearts for sailing. This sailing film showcase can be sponsored for \$5,000.

INDUSTRY PANELS

Join industry leaders in engaging conversations. Hear directors and producers from this years films share their stories and experiences. There will be four panel discussions held on Friday and two panel discussions held on Saturday. Each panel can be sponsored for \$1,000.



* It may be possible to split showcases among non-competing Patrons and Sponsors.*

PRESENTING PATRON \$50,000+ DONATION



NAMING RIGHTS

The official event title will bear your name: 2020 Annapolis Film Festival presented by <your name>.

BRANDING/BENEFITS

- Prominent name placement on all AFF signage
- Name on custom branding wall with AFF logo only
- Inside front cover, full-page color ad in the 2020 AFF Print Program (5,000 copies distributed)
- Prominent name on pre-screening reel prior to all film screenings
- Name on AFF website year-round and in all e-newsletters distributed throughout the year
- Name on Sponsor Page in the 2020 AFF Print Program
- Acknowledgment in all AFF press releases

PASSES & HOSPITALITY

20 All Access Passes *

*Benefits listed on page 13

MAJOR PATRON \$25,000+ DONATION

BRANDING

- Prominent name placement on all AFF signage
- Full-page color ad in the 2020 AFF Print Program
- Prominent name on pre-screening reel prior to all film screenings
- Name on AFF website year-round and in all e-newsletters distributed throughout the year
- Name on Sponsor Page in the 2020 AFF Print Program
- Acknowledgment in all AFF press releases

SIGNATURE PATRON \$10,000+ DONATION

BRANDING

- Name on pre-screening reel prior to all film screenings
- Half-page color ad in the 2020 AFF Print Program
- Name on AFF website during
- Name on Sponsor Page in the 2020 AFF Print Program
- Acknowledgment in all AFF press releases

PASSES & HOSPITALITY

8 All Access Passes *



PASSES & HOSPITALITY

12 All Access Passes *

*Benefits listed on page 13

FEATURE PATRON \$5,000+ DONATION

BRANDING

- Name on pre-screening reel prior to all film screenings
- Quarter-page color ad in the 2020 AFF Print Program
- Name on AFF website
- Name on Sponsor Page in the 2020 AFF Print Program

PASSES & HOSPITALITY

4 All Access Passes *

SUSTAINING PATRON \$2,500+ DONATION

BRANDING

- Name on pre-screening reel prior to all film screenings
- Name on AFF website
- Name on Sponsor Page in the 2020 AFF Print Program

PASSES & HOSPITALITY 2 All Access Passes *

*Benefits listed on page 13



SUPPORTING PATRON \$1,000 + DONATION

BRANDING

- Name on pre-screening loop prior to all film screenings
- Name on AFF website
- Name on Sponsor Page in the 2020 AFF Print Program

PASSES & HOSPITALITY

2 Premium Passes *

FRIEND PATRON \$500+ DONATION

BRANDING

• Name on AFF website

• Name on Sponsor Page in the 2020 AFF Print Program

PASSES & HOSPITALITY

2 General Passes *



FESTIVAL PASSES All access

Includes unlimited access to all films and panels, priority admission up to 15 minutes before show time, Opening Night Reception, Opening Night Film (RSVP required) and After Party, Saturday Night BASH, Sunday Best of Fest, Coffee Talks With..., and Access to the Filmmakers' Lounge.

PREMIUM

Includes unlimited access to all films and panels, Opening Night Reception, Opening Night Film (RSVP required) and After Party, Saturday Night BASH, and Sunday Best of Fest.

GENERAL

Includes unlimited access to all films and panels, Opening Night Film (RSVP required) and After Party, and Sunday Best of Fest.

*Benefits listed on this page 13

2019-2020 BOARD OF DIRECTORS

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