

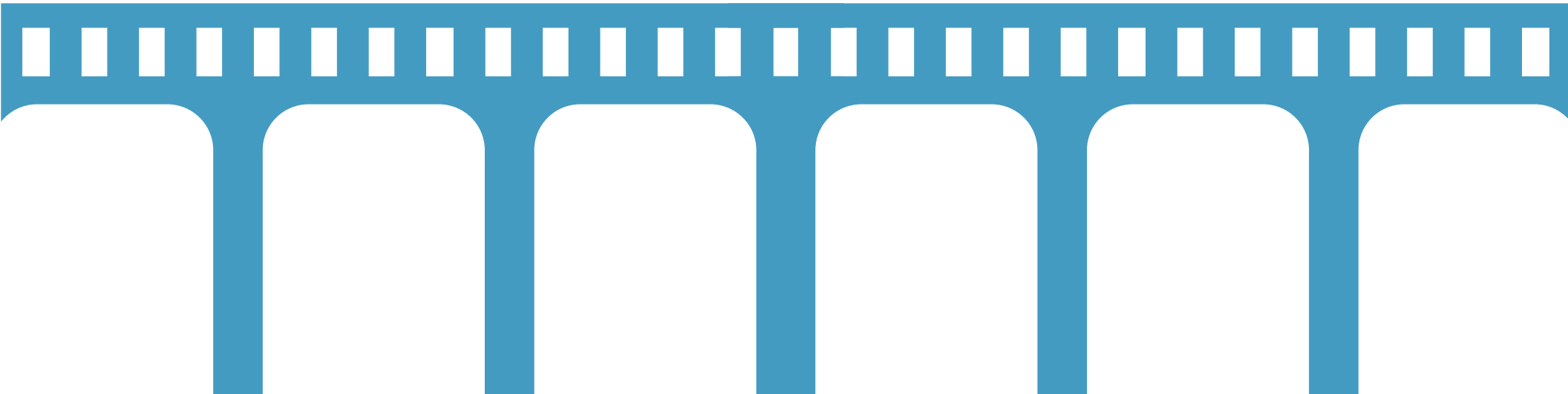


10TH
ANNUAL

ANNAPOLIS FILM FESTIVAL

MARCH 31ST - APRIL 3RD 2022

The Annapolis Film Festival is proud to return to a live, in-person event to celebrate its tenth year of bringing film to Annapolis and Anne Arundel County. Over the past decade, we have grown from a small 2,600 attendee festival to seeing 14,000 over the four-day event. Taking place at four main venues in the Annapolis Arts District, the festival offers over 70 films on five screens. The films are narrative and documentary features and shorts as well as animation and the work of emerging filmmakers. The festival team has worked hard to elevate our slate year after year with top quality films and we have been able to bring several new release and independent films to the community long before they are available in theaters and on streaming platforms. From the onset, the Annapolis Film Festival has not only embraced, diversity, equity and inclusion as part of its core philosophy, but has truly programmed a festival for all people. Having independent and new release films in Annapolis increases everyone's cultural awareness through the shared cinematic stories and carefully curated conversations. Join us, at our film festival for a unifying shared experience that strengthens our community as a whole and brings everyone together.



3,307
HOUSEHOLDS

152,279 TOTAL
IMPRESSIONS

AUDIENCE SIZE
INCREASED BY
38.5%

OVERALL
INCREASE IN
IMPRESSIONS
18.79%

Now known as a “filmmaker friendly film festival” on the circuit, we have been fortunate to be able to bring 50-100 industry guests, actors, producers and directors to the festival each year. Having them participate in the festival allows for enlightening Q&As and carefully curated conversations about the films we screen each year. This type of engagement and the ability for sponsors, patrons and the public to hear from and interact with the artists is an unforgettable opportunity to become well-versed in the art of filmmaking and to grow your appreciation for the challenges involved in filmmaking.



As the Annapolis Film Festival and Film Society continues to grow, our need for support also increases. We hope to continue our upward trajectory making the Annapolis Film Festival a highly sought-after festival for filmmakers and distributors to debut their documentaries, movies and short films for our community. As a patron, the social aspects of AFF are many and the benefits are fun. There are ample opportunities to meet the actors, producers and artists face to face, greet other business owners, patrons and the people that make up our historic town in line for films, at parties, Coffee Talks with . . . conversations, or at the “Best of Fest” at the close of the weekend. We hope to see you at the Red Carpet and thank you for your tax-deductible support.

“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

Mounting and event as large as the Annapolis Film Festival each year takes ongoing commitment from our community. It is rewarding to create a program of 70+ films, bring in special guests and to leave a lasting impact from our carefully curated program. Each year, there is a special vibe around the film festival full of joy and anticipation. We revel in the opportunity to meet visiting filmmakers out walking the streets of our historic seaside town and, in reconnecting with our old friends. We share with others meaningful conversations after watching a film together. And our thoughts linger over compelling and provocative films that ask us to question our own thoughts and feelings about the world around us. After a decade of bringing over 700 independent and new release films, we know that this has brought us closer together in a positive way that has changed the fabric of our community for the better.



Helping us fulfill our mission to elevate the cultural landscape through film is an important one that we simply could not achieve without your support. As we grow, so do the needs of the film festival and as we return to an in-person event this year, our costs have gone up. We rely heavily upon the generous support of individual donors, like you, who would like to enrich our town with a film culture that is relevant, thriving and exciting. Every contribution helps us license films, rent venues, bring in A/V, travel and accommodate filmmakers, throw memorable parties, promote the festival, hire expert festival staff, and so many things that make up the entire film festival experience. Please help us continue this impactful mission so that we can make the festival available to everyone, accessible to everyone and affordable for everyone. Your donation is 100% tax-deductible to the extent that the law allows. Please consider giving.

The Annapolis Film Festival audience is...

90%

OF ATTENDEES HAVE A BACHELOR'S DEGREE OR HIGHER

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

63%

54%

OF ATTENDEES ARE BETWEEN THE AGES OF 40 AND 64



worldly
diverse
educated
& curious.



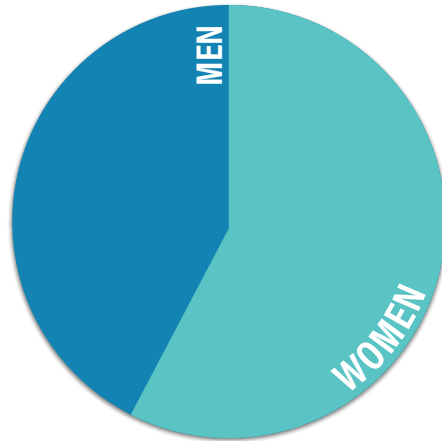
"I look for films that have subject matter that I am not exposed to so that I can learn, grow, develop and connect with people in different ways."

Festival Attendee

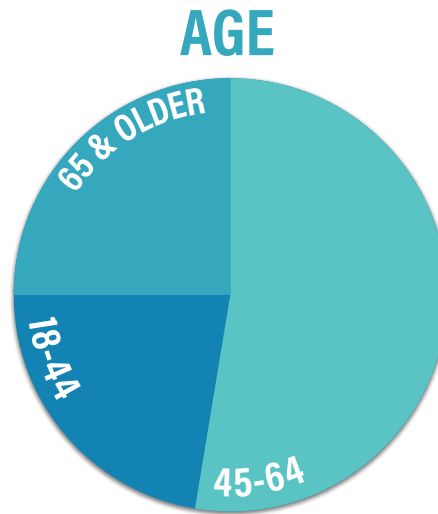
"Annapolis is such a beautiful city and the film festival is so popular. I'm so excited there is such a great turnout!"

Joanne Froggatt, Actress

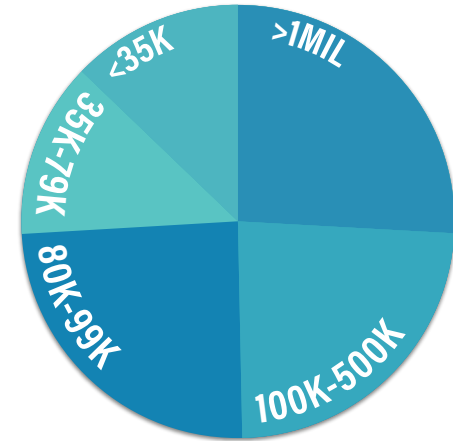
CONNECT WITH YOUR AUDIENCE



GENDER



AGE



INCOME

DIVERSITY

OTHER	5%
ASIAN	3%
HISPANIC	8%
AFRICAN AMERICAN	28%
WHITE	56%

ENGAGEMENT

10,000+ ATTENDEES
25,000+ ONLINE ENGAGEMENT
70+ FILMS
75+ INDUSTRY GUESTS

EDUCATION

HIGH SCHOOL	6%
ASSOCIATES DEGREE	4%
BACHELORS DEGREE	41%
GRADUATE DEGREE OR HIGHER	49%

GUESTS & COMMUNITY

In the past, 100+ industry guests have attended, 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.

"AFF organizers did a phenomenal job of selecting content that is relevant, engaging, timely and suitable for the Annapolis market. Kudos to Lee, Patti, and the AFF team!"

AFF 2021 Virtual Participant



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

Melissa Haizlip, Producer/Director, MR. SOUL!

FILM UNDERWRITING

UNDERWRITING OPPORTUNITIES

OPENING NIGHT FILM	\$10,000
CLOSING NIGHT FILM	\$2,500
SPOTLIGHT FILMS	\$2,500
FEATURE FILMS	\$1,500
SHORT FILMS	\$500



FILM SHOWCASES

\$10,000

ENVIRONMENTAL SHOWCASE
JEWISH EXPERIENCE
AFRICAN AMERICAN EXPERIENCE
SAILING/BOATING SHOWCASE
STUDENT SHOWCASE
LGBTQIA/DIVERSITY SERIES

*Can be shared between donors \$2,500 and up. Each showcase presented by name and logo.

SIGNATURE PACKAGE

\$10,000+

INVESTMENT

BRANDING

- Half-page color ad in the 2022 AFF Digital Program
- Name on Sponsor/Patron 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 2022 AFF Digital Program
- Acknowledgement in all AFF press releases

PASSES & TICKETS

6 All-Access Passes

FEATURE PACKAGE

\$5,000+

INVESTMENT

BRANDING

- Name on Sponsor/Patron 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 2022 AFF Digital Program
- Acknowledgement in all AFF press releases

PASSES & TICKETS

4 All-Access Passes



SUSTAINING PACKAGE

\$2,500+

INVESTMENT

BRANDING

- Name (text) on Sponsor/Patron reel prior to all film screenings
- Logo and link on AFF Website year-round
- Logo on Sponsor Page in the 2022 AFF Digital Program

PASSES & TICKETS

4 All-Access Passes

SUPPORTING PACKAGE

\$1,000+

INVESTMENT

BRANDING

- Name (text) on Sponsor/Patron reel prior to all film screenings
- Logo and link on AFF Website during festival season only
- Name on Sponsor Page in the 2022 AFF Digital Program

PASSES & TICKETS

2 Premium Passes

FRIEND PACKAGE

\$500+

INVESTMENT

BRANDING

- Name (text) on Sponsor/Patron reel prior to all film screenings
- Name and link on AFF Website during festival season only
- Logo on Sponsor Page in the 2022 AFF Digital Program

PASSES & TICKETS

2 Festival Passes

FESTIVAL PASSES

ALL ACCESS PASS

- Unlimited Films and Panels, Shorts Challenge, Best of Fest Awards Ceremony
- Access to Opening Night Reception and After Parties, Friday VIP Industry Reception, Saturday Bash
- Priority Line
- Priority Seating (General Admission)
- Access to three Coffee Talks
- Access to the Filmmaker Lounge
- Festival T-Shirt

PREMIUM PASS \$350

(no advertising, text program listing)

- Unlimited Films and Panels, Shorts Challenge, Best of Fest Awards Ceremony
- Access to Opening Night Reception and After Party & Saturday Bash
- Priority Line
- Access to one Coffee Talk

PATRON FESTIVAL PASS \$185

(no advertising, text program listing)

- Unlimited Films and Panels, Shorts Challenge, Best of Fest Awards Ceremony
- Access to Opening Night After Party

FESTIVAL TICKETS

INDIVIDUAL TICKET \$15

Includes a ticket for an individual film or shorts program.
Individual tickets require login for each program.

6-PACK OF TICKETS \$80

Includes tickets for four individual films or shorts programs.

CONVERSATIONS WITH \$25

BEST OF FEST \$25

OPENING NIGHT \$50

COFFEE TALKS \$25

CONTACT

For advertising and sponsorship opportunities, please contact:

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Festival Office: 410.263.3444

Cell: 410.353.7324



PLEASE VISIT:

[HTTPS://WWW.ANNAPOLISFILMFESTIVAL.COM](https://www.annapolisfilmfestival.com)

[HTTPS://WWW.FACEBOOK.COM/ANNAPOLISFILMFESTIVAL/](https://www.facebook.com/annapolisfilmfestival/)

[HTTPS:// WWW.INSTAGRAM.COM/ANNAPOLISFILMFEST/](https://www.instagram.com/annapolisfilmfest/)

[HTTPS://TWITTER.COM/ANNAPOLISFF](https://twitter.com/annapolisff)

PROMOTIONAL VIDEO:

<https://vimeo.com/370730652>