



10<sup>TH</sup>  
ANNUAL

ANNAPOLIS FILM FESTIVAL

MARCH 31<sup>ST</sup> - APRIL 3<sup>RD</sup> 2022

**3,307**  
HOUSEHOLDS

**152,279** TOTAL  
IMPRESSIONS

AUDIENCE SIZE  
INCREASED BY  
**38.5%**

OVERALL  
INCREASE IN  
IMPRESSIONS  
**18.79%**

This year, the Annapolis Film Festival is celebrating a decade of bringing the area the largest and most diverse arts event in Annapolis, bringing the best independent and current films to our audiences here in America's sailing capital. We are proud to say that from the very beginning diversity and inclusion have been part of our commitment, and our brand.

This year, our festival will be a live in-person event\* (barring any unforeseen health concerns or restrictions) and we are anxious to bring the community together once again. Taking place at four screening venues in downtown historic Annapolis. The film festival is walkable, affordable and accessible to everyone.

"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





# 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.



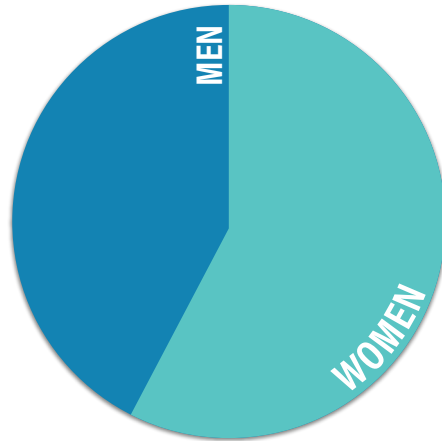
"I look for films that have subject matter that I am not exposed to so that I can learn, grow, develop and connect with people in different ways."

Festival Attendee

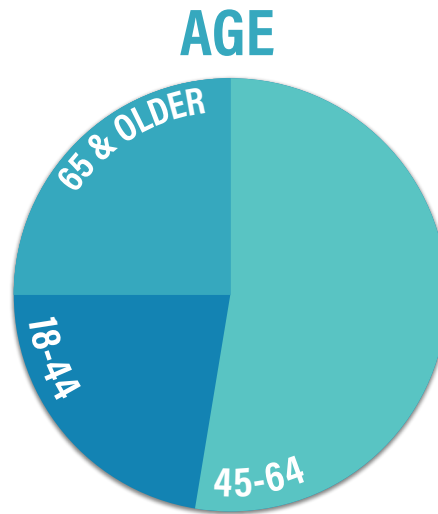
"Annapolis is such a beautiful city and the film festival is so popular. I'm so excited there is such a great turnout!"

Joanne Froggatt, Actress

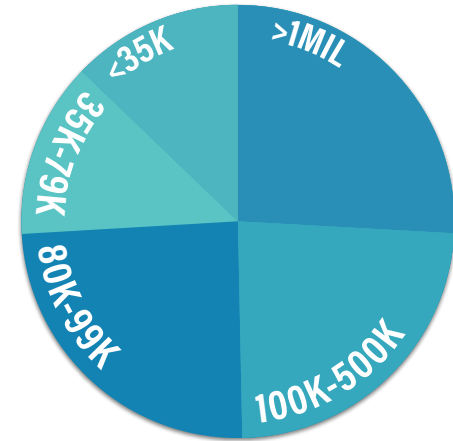
# CONNECT WITH YOUR AUDIENCE



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.



"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!

"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

# 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.*

# CUSTOMIZABLE OPPORTUNITIES

## VENUE SPONSORS

MARYLAND HALL MAIN .....	\$10,000
LARGE AUDITORIUM .....	\$10,000
MARYLAND HALL BOWEN .....	\$5,000
ASBURY UNITED METHODIST .....	\$5,000
ANNAPOLIS ELEMENTARY SCHOOL .....	\$5,000

## BECOME A PARTY SPONSOR

OPENING NIGHT VIP RECEPTION	\$15,000
OPENING NIGHT AFTER PARTY	\$25,000
FRIDAY INDUSTRY PARTY	\$5,000
SATURDAY BASH	\$10,000



COFFEE TALKS

## OTHER OPPORTUNITIES

BEST OF FEST .....	\$10,000
AWARDS CEREMONY & AUDIENCE FAVORITE FILMS	
SHORTS CHALLENGE .....	\$10,000
EMERGING FILMMAKER PITCH COMPETITION	
FILMMAKER LOUNGE .....	\$5,000
EDUCATION DAY .....	\$5,000
COFFEE TALKS (3) .....	\$2,500
INDUSTRY PANELS (6) .....	\$1,000



PRESENTING

PREMIER

MAJOR

SIGNATURE

FEATURE

SUSTAINING

SUPPORTING

FRIEND

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# PRESENTING PACKAGE

## \$50,000+

INVESTMENT

### NAMING RIGHTS

The official event title will bear your company's name: 2022 Annapolis Film Festival presented by <your company>.

### BRANDING

- 30 second trailer provided by Sponsor to play before all film screenings (55+ screening events)
- Inside front cover, full-page color ad in the 2022 AFF Digital Program
- Logo on Sponsor/Patron reel prior to all film screenings
- Logo and link on AFF Website year-round and in all e-newsletters distributed throughout the year and prominent exposure at all Annapolis Film Society screenings throughout the year
- Logo on Sponsor Page in the 2022 AFF Digital Program
- Prominently featured on AFF social media - Facebook, Twitter, Instagram
- Acknowledgement in all AFF press releases

### PASSES & TICKETS

10 All-Access Passes + Customized Opening Night package





# MAJOR PACKAGE

## \$25,000+

INVESTMENT

### BRANDING

- 15 second trailer provided by Sponsor to play before film screenings (Select Events to include Opening Night, Showcases, Spotlight Films and Best of Fest)
- Full-page color ad in the 2022 AFF Digital Program
- Logo on Sponsor/Patron reel prior to all film screenings
- Logo and link on AFF Website year-round and in all e-newsletters distributed throughout the year
- Logo on Sponsor Page in the 2022 AFF Digital Program
- Prominently featured on AFF social media - Facebook, Twitter, Instagram
- Acknowledgement in all AFF press releases

### PASSES & TICKETS

6 All-Access Passes + Customized Opening Night package

# SIGNATURE PACKAGE

## \$10,000+

INVESTMENT

### BRANDING

- Half-page color ad in the 2022 AFF Digital Program
- Logo on Sponsor/Patron reel prior to all film screenings
- Logo and link on AFF Website year-round and in all e-newsletters distributed throughout the year
- Logo on Sponsor Page in the 2022 AFF Digital Program
- Prominently featured on AFF social media - Facebook, Twitter, Instagram
- Acknowledgement in all AFF press releases

### PASSES & TICKETS

6 All-Access Passes



# FEATURE PACKAGE

## \$5,000+

INVESTMENT

### BRANDING

- Logo on Sponsor/Patron reel prior to all film screenings
- Logo and link on AFF Website year-round and in all e-newsletters distributed throughout the year
- Logo on Sponsor Page in the 2022 AFF Digital Program
- Prominently featured on AFF social media - Facebook, Twitter, Instagram
- 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

## 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:

## TRACY OOSTERMAN

tracy@onemoresponsor.com

Cell: 404.803.0020

## LEE ANDERSON: CO-FOUNDER AND FESTIVAL DIRECTOR

lee.anderson@annapolisfilmfestival.net

Festival Office: 410.263.3444

Cell: 410.353.8808

## PATTI WHITE: CO-FOUNDER AND FESTIVAL DIRECTOR

patti.white@annapolisfilmfestival.net

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>