

**APRIL 4-7
2024**

ANNAPOLIS FILM FESTIVAL

SPONSORSHIP OPPORTUNITIES



Nestled in the historic heart of Maryland, the Annapolis Film Festival, now in its illustrious 12th year, stands as a beacon of cinematic excellence on the shores of the picturesque Chesapeake Bay. Celebrated for its unique blend of intimate charm and diverse, inclusive programming, this festival has firmly established itself as a must-attend event for film enthusiasts and industry professionals alike. With its backdrop of cherry blossoms in April, the walkable streets of a town steeped in American history, Annapolis offers an unparalleled destination experience.

Attracting over 10,000 attendees last year, the festival boasts a wide geographical draw, reaching far beyond the Greater DC/Virginia area and the vibrant cities of Philadelphia, New York, and Boston. Its appeal extends to major West Coast hubs like Los Angeles and San Francisco, and resonates with a diverse and growing number of international attendees. This significant footprint underscores the festival's appeal and reach. From day one, its commitment to diversity has been unwavering, with showcases like the Black Experience, the Latin Xperience, and the Jewish Experience fostering a rich, multicultural dialogue that resonates with a broad audience.

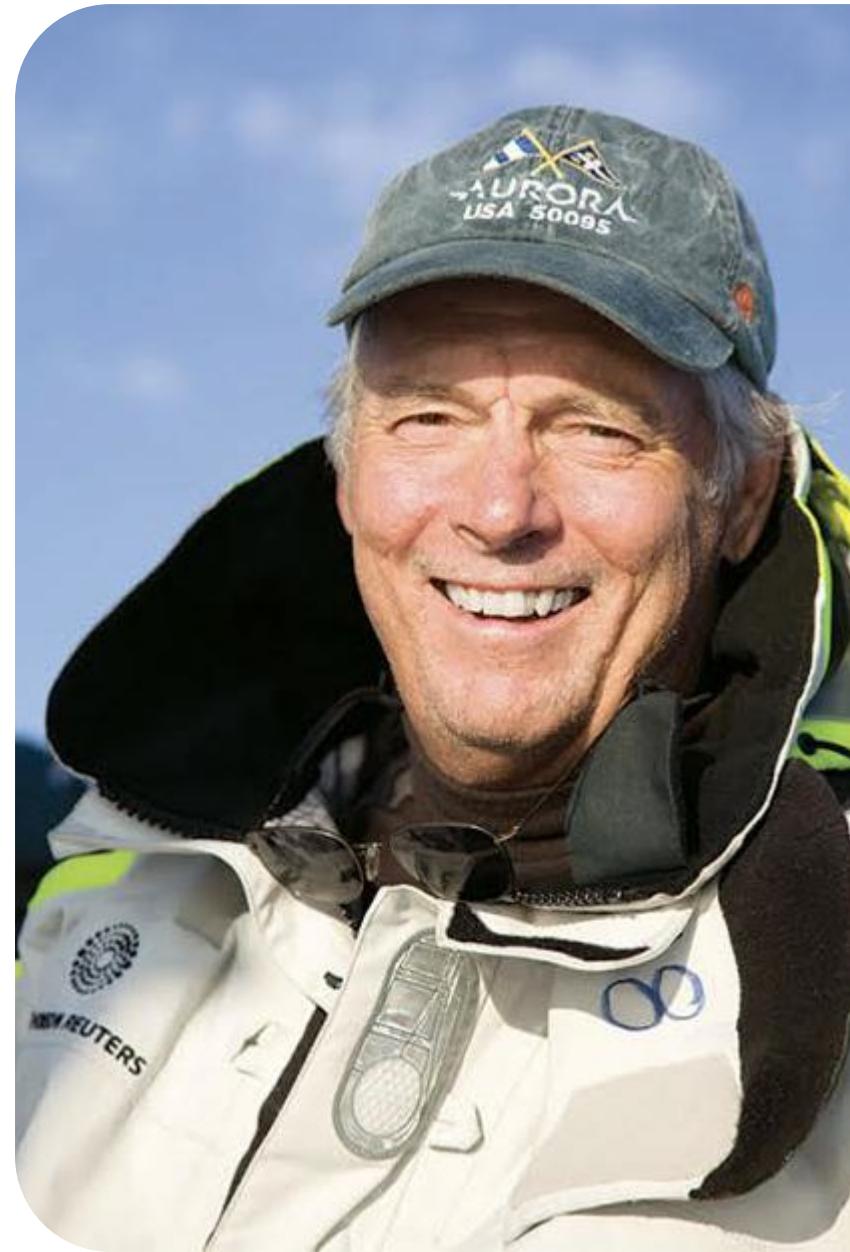
A key highlight of the Annapolis Film Festival is its investment in the future of filmmaking through the Annual Shorts Challenge. This unique event is a live pitch competition in front of industry judges and a live audience, where five filmmaker finalists vie for a production package valued at more than \$30,000 to assist in making their short film. This initiative not only underscores the festival's commitment to nurturing emerging talent but also sets it apart as a cradle of cinematic innovation.

Beyond the screen, the festival excels in creating intimate, engaging events — from enlightening coffee talks to vibrant parties — providing an ideal platform for prestigious brand partners to forge genuine connections with a captive audience. The opportunity to align with the Annapolis Film Festival is not just an investment in a premier cultural event, but a partnership with an institution that embodies quality, diversity, and history. As we continue to grow and attract a discerning, diverse audience, the Annapolis Film Festival stands as a distinguished destination in the world of film, offering an unmatched experience for both attendees and sponsors alike.

Gary Jobson, the newly appointed Chairman of the Board for the 12th Annapolis Film Festival, is a distinguished figure known for his multifaceted contributions to sailing, media, and film production. As an America's Cup champion, Jobson gained global recognition when he sailed with Ted Turner on "Courageous." His expertise in competitive sailing and his engaging role as a host and commentator have made him a familiar face in events like the Volvo Ocean Race and America's Cup on NBC. Beyond sailing, his endeavors in film production and as an author have showcased his dedication to storytelling.

A long-time resident of Annapolis, Jobson's appointment as Chairman reflects his commitment to the arts and community engagement. His experience on various national and local boards, combined with his creative leadership, positions him well to steer the Annapolis Film Festival towards new heights in celebrating independent cinema.

"I am honored to be a part of the Annapolis Film Festival, an event that resonates with the spirit of our vibrant community. Film has the power to inspire, educate, and entertain, and I am excited to contribute to the growth and success of this exceptional festival."





The Annapolis Film Festival is a highly anticipated annual event in Annapolis and the Mid-Atlantic area. In our 12th year, we continue to offer independent cinema, curated conversations and newly released films.

Join us this year, for a unifying shared experience that strengthens our community, and brings everyone together for the largest arts event in Annapolis.

We are eager to share an amazing slate of film offerings once again at our screening venues in historic downtown Annapolis.

The film festival is walkable, affordable and accessible to everyone! In addition to our festival, the Annapolis Film Society offers monthly screenings, guests and special events.

152,279

TOTAL
IMPRESSIONS

TOTAL VISITORS

9,479

OVERALL INCREASE
IN IMPRESSIONS

18.79%

4,983

UNIQUE
VISITORS

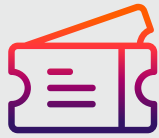
AUDIENCE SIZE
INCREASED BY

38.5%

“We are a beautiful town on the water so our fest comes with a lifestyle and it comes with a walkability that lets you take it all in on foot.”

Gavin Buckley, Mayor

ATTENDANCE



(Approximately)

10,000
Tickets Sold



Growing
Every Year

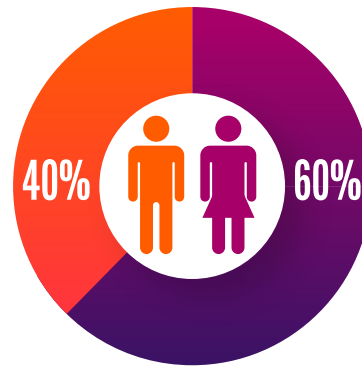


High
Return Rate

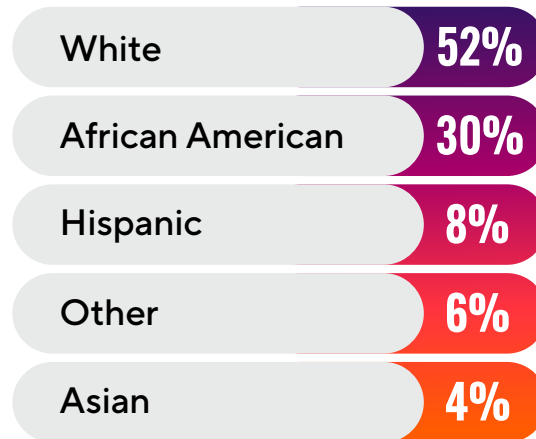
(Strong Following, Dedicated Audience)

DEMOGRAPHICS

GENDER



DIVERSITY



INCOME



LOCATION



**Anne Arundel
County, Maryland**

(Majority)



Baltimore, Maryland



Washington DC

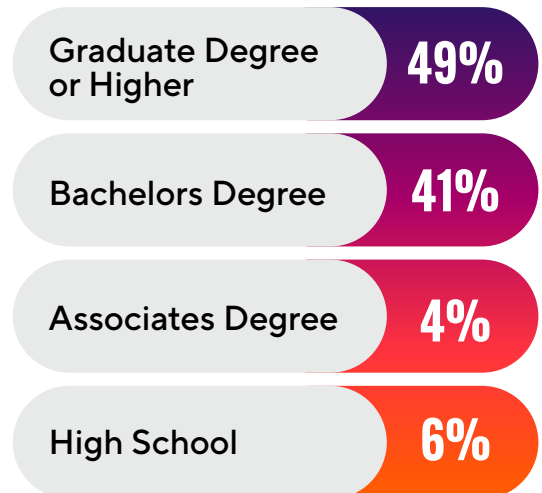


New York City, New York



Los Angeles, California

EDUCATION LEVEL



JOB TITLE AND INDUSTRY

PROFESSIONAL BACKGROUND

We attract a wide range of:

C Suite Professionals or Entrepreneurs

Independently Wealthy Business Owners

INDUSTRY AFFILIATIONS



Law



Marketing



Accounting



Real Estate



Healthcare



Hospitality



Media



Entertainment



Film



Television



Other Professional
Services

HOUSEHOLD

MARITAL STATUS



65% Married

25% Single

6% Widowed

NUMBER OF CHILDREN



2.5

Children per
Household

ENGAGEMENT (EMAIL + SOCIAL MEDIA)

E-BLAST DISTRIBUTION LIST



8,596 Contacts

E-BLAST OPEN RATE



47%

SOCIAL MEDIA FOLLOWERS

Older Audience



Facebook



Twitter

Younger Audience



TikTok



Instagram

PSYCHOGRAPHICS

INTERESTS & HOBBIES



Dogs



Wine



Travel



Sailing



History



The Arts

CO-PROMOTIONAL PARTNERS

Visit Annapolis

Maryland Hall

**Arts Council of Annapolis
and Anne Arundel County**

RamsHead On Stage

City of Annapolis (+ Mayor)

UpStART Magazine

EVENT ATTENDANCE

ATTENDANCE AT SIMILAR EVENTS

70-92%

EVENT HIGHLIGHTS

Opening Night

Parties

Films with Special Guest Q&As

Coffee Talks

Red Carpet

“Best of Fest” Awards

BEHAVIORAL DATA

PURCHASE HISTORY

On average
5-16 Tickets Purchased
at the Festival

Repeat
Customers

=

Repeat
Brand
Impressions

FITNESS ACTIVITIES



Gym



Yoga



Pilates



Running



Sailing



Walking

HEALTH-RELATED BEHAVIORS



Non-Smoking



Healthy Food



Gardening



Craft Beer



Liquor

INTEREST IN SUSTAINABILITY

 **High**

ECO-FRIENDLY PRACTICES



Recycling



Compostable Items

TRAVEL FREQUENCY

 **4-6 Trips**

per year on average

PREFERRED TRAVEL DESTINATIONS

77%

U.S. Domestic

23%

International

TECHNOGRAPHIC DATA

DEVICES USED

Desktop



Mobile



OPERATING SYSTEMS

PC



MAC



CONTENT CONSUMPTION

PREFERRED CONTENT TYPES



Videos



Podcasts



Articles



Films (Fiction and Non-Fiction)
(Documentaries, Animation, Shorts)

CONTENT CONSUMPTION FREQUENCY

Average viewer sees

8-9 Films

TECHNOGRAPHIC DATA

AFFINITY FOR CERTAIN BRANDS



LOYALTY PROGRAM PARTICIPATION

Annapolis Film Society added



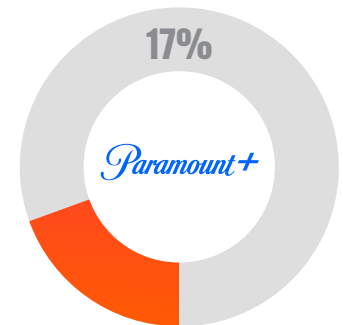
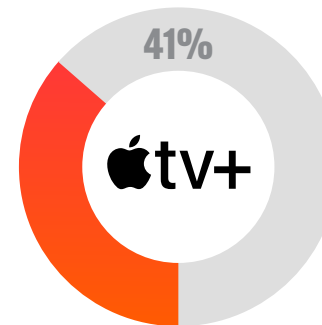
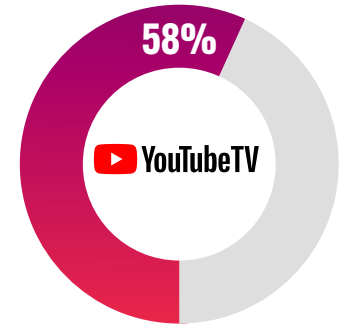
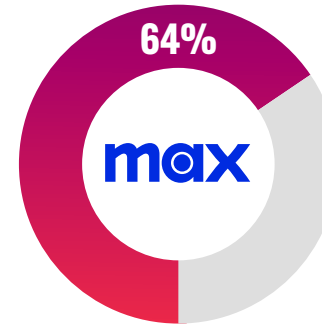
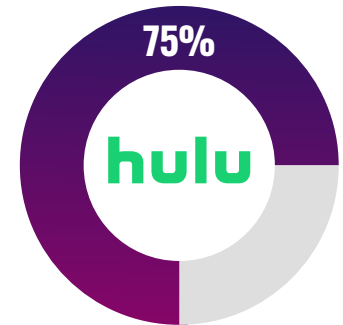
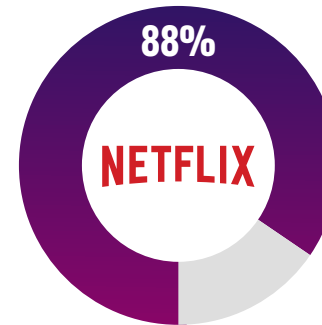
100 New Members

last year

CONTENT CONSUMPTION

SUBSCRIPTION TO VARIOUS SERVICES

(Streaming, Magazines, etc.)



2024 SPONSORSHIP OPPORTUNITIES

OPENING NIGHT

- Red Carpet
- Pre-reception Party
- Opening Night Film
- After-Party
- Official Car of Festival
- Official Alcohol Opening Night
(or other Parties, Festival Buyout Available)
- Photo Booth
- LED Wall for Social Media



2024 SPONSORSHIP OPPORTUNITIES



PARTIES & HIGHLIGHTED EVENTS

- **Friday VIP Industry Party**
- **Saturday Bash**
- **Coffee Talks (Friday, Saturday, Sunday)**
- **Industry Panels (x6)**

2024 SPONSORSHIP OPPORTUNITIES

VENUE SPONSORS

- **Maryland Main Hall**
- **Maryland Hall Bowen Theatre**
- **Boys and Girls' Club**
- **St. John's Key Auditorium**
- **Asbury United Methodist Church**
- **Filmmaker Lounge**

(Exclusive logo applied to the windows of
The Graduate Hotel in partnership with Indigo, Inc –
physical wrapping / window graphics)

2024 SPONSORSHIP OPPORTUNITIES

BRANDING AROUND TOWN

- Bars & Restaurants around town:
“Downtown Takeover”
- Table Tents & coasters with your logo
- Swag Bag items
- Street Banners
(x 55 and up for 30 days)



2024 SPONSORSHIP OPPORTUNITIES

SHOWCASE SPONSORS

- Environmental Showcase
- Black Experience Showcase
- Jewish Experience Showcase
- Sailing Showcase
- Latin Xperience Showcase
- Student Showcase
- Student Education Day Special Screening



2024 SPONSORSHIP OPPORTUNITIES

SPOTLIGHT FILMS

(New Releases, Hot & Upcoming Films with Buzz)

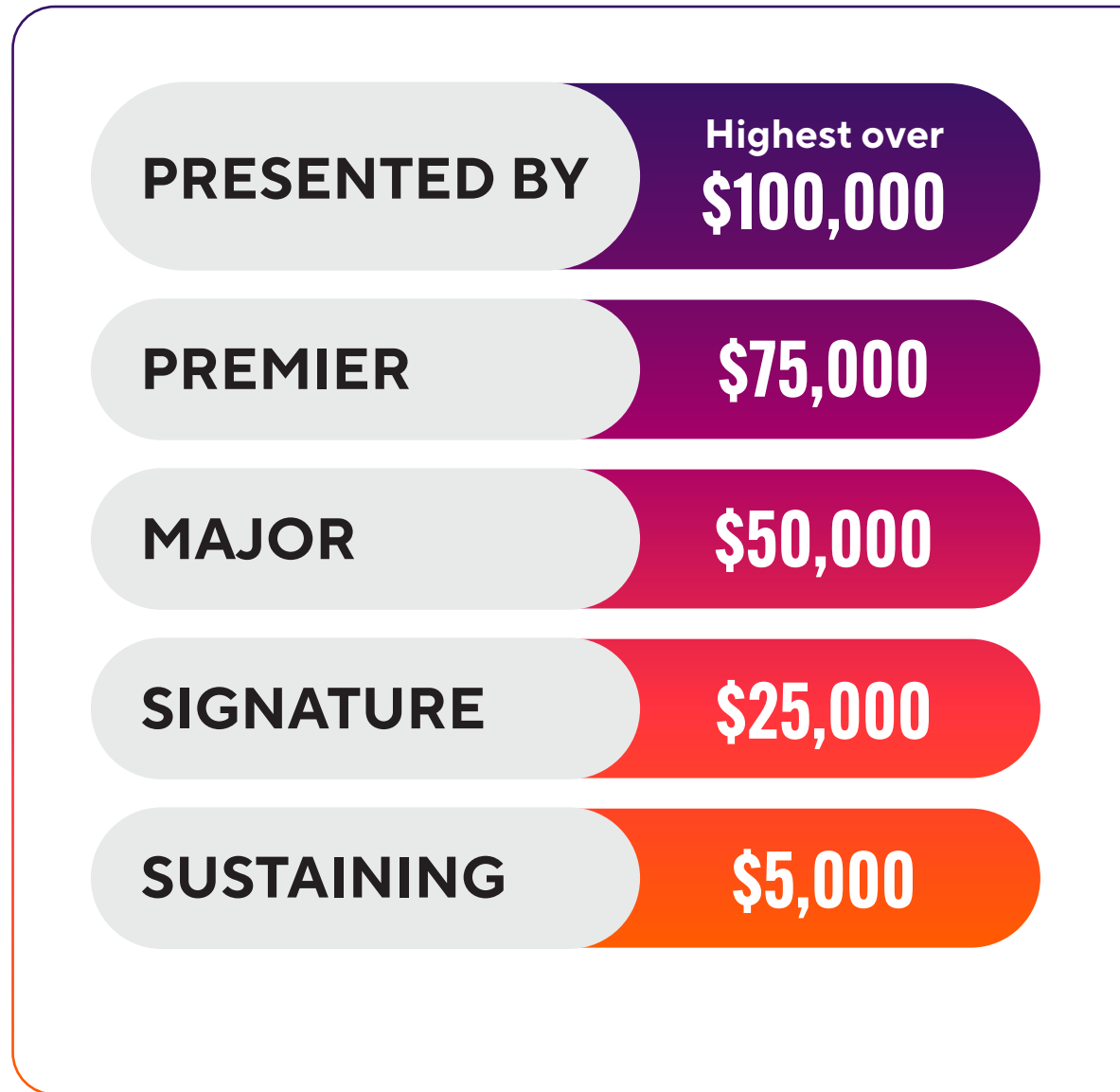
- **2 x Friday**
- **2 x Saturday**

ON-SCREEN OPPORTUNITIES

- **30-second spot**
- **15-second spot**
- **Logo (55+ times throughout festival)**
- ***Content provided by sponsors**

SPONSORSHIP TIERS

Sponsorship participation begins at the \$5k level with activations and exposure going up to the Presented By Sponsorship at or above \$100k.



All sponsorships can be customized based upon availability.

We look forward to working with you!

CONTACT

For advertising and sponsorship opportunities, please contact:

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