THE ATLANTA FILM SOCIETY PRESENTS

43rd Annual

ATLANTA FILM FESTIVAL 2019
APRIL 4 - 14

SPONSORSHIP OPPORTUNITIES

“BEST SPRING FESTIVAL”
AJC Readers Pick

“BEST NONPROFIT”
Creative Loafing Readers Pick

Contact - Marguerite Mancini (marguerite@atlantafilmsociety.org)
Celebrating its 43rd year, the Atlanta Film Festival is the region’s preeminent celebration of cinema. The organization offers entertainment, networking, education & professional development year-round. The festival itself is one of the largest and longest-running in the region. It is also the most distinguished event in its class, recognized as:


THE LARGEST FILM & TV INDUSTRY EVENT IN ATLANTA

<table>
<thead>
<tr>
<th>In Person</th>
<th>Online</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festival Attendance</td>
<td>Page Visits</td>
<td>Facebook</td>
</tr>
<tr>
<td>28K+</td>
<td>600K</td>
<td>62K</td>
</tr>
<tr>
<td>Annual Reach</td>
<td>Unique Visitors</td>
<td>Twitter</td>
</tr>
<tr>
<td>10M+</td>
<td>250K</td>
<td>34K</td>
</tr>
<tr>
<td>Total Press Inclusions</td>
<td>Weekly Newsletter Reach</td>
<td>Instagram</td>
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<tr>
<td>850+</td>
<td>9K+</td>
<td>16K</td>
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<tr>
<td>Total Media Reach</td>
<td>Total Email Subscribers</td>
<td>ALL PLATFORMS</td>
</tr>
<tr>
<td>350M</td>
<td>26K+</td>
<td>113K+</td>
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Q&A with HEART BEAT LOUD actress, Kiersey Clemons
We serve two distinct audiences

**Film Lovers & Filmmakers**

3 out of 4 of our patrons expressed that making a purchase from a company that supports arts & culture is important to them.

<table>
<thead>
<tr>
<th>AGE</th>
<th>46% 18-34</th>
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<tbody>
<tr>
<td>GENDER</td>
<td>40% Male  60% Female</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>86% College Educated</td>
</tr>
<tr>
<td>INCOME</td>
<td>50% $75K+ Annually</td>
</tr>
</tbody>
</table>
| HERITAGE  | 56% - White/Non-hispanic  
19% - Black/Non-hispanic  
15% - Hispanic  
3% - Asian/Pacific Islander  
10% - Other/Multi-Cultural |

**GA FILM & TV INDUSTRY**

$9.5 Billion  
Top 3 in the US  
ATLFS major factor for GA/ATL being "#1 City to live and work for filmmakers"  
-MovieMaker Magazine
# RECENT GUESTS/ALUMNI

## ACCLAIMED INDIE FILMMAKERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leah Meyerhoff</td>
<td>(director/producer/writer)</td>
<td>• Grammy Award Winner&lt;br&gt;• BET Award Nominee&lt;br&gt;• SAG Award Winner</td>
</tr>
<tr>
<td>Bo Burnham</td>
<td>(actor/writer/producer)</td>
<td>• Acclaimed Writer/Director (EIGHT GRADE)&lt;br&gt;• Sundance Film Festival Winner&lt;br&gt;• Heartland Film Winner</td>
</tr>
<tr>
<td>Jason Reitman</td>
<td>(director/writer/producer)</td>
<td>• ATLFF Rebel Award Recipient&lt;br&gt;• 4 - Time Academy Award Nominee&lt;br&gt;• Golden Globe Winner&lt;br&gt;• BAFTA Award Winner</td>
</tr>
<tr>
<td>Daveed Diggs</td>
<td>(actor/writer/producer)</td>
<td>• ATLFF Innovator Award Recipient&lt;br&gt;• Tony Award Winner (HAMILTON)&lt;br&gt;• Grammy Award Winner</td>
</tr>
<tr>
<td>Spike Lee</td>
<td>(director/producer/writer)</td>
<td>• Academy Award Winner&lt;br&gt;• 2 Time Golden Globe Nominee&lt;br&gt;• 2 Time Primetime Emmy Award Winner&lt;br&gt;• Cannes Film Festival Award Winner&lt;br&gt;• ATLFF Ossie Davis Award Winner</td>
</tr>
<tr>
<td>William H. Macy</td>
<td>(actor/writer/director)</td>
<td>• Academy Award Nominee&lt;br&gt;• 4 - Time Golden Globe Nominee&lt;br&gt;• 2 - Time Primetime Emmy Award Winner&lt;br&gt;• Independent Spirit Award Winner&lt;br&gt;• Sundance Special Jury Prize Winner</td>
</tr>
<tr>
<td>Kiersey Clemons</td>
<td>(actress)</td>
<td>• ATLFF Phoenix Award Recipient&lt;br&gt;• Variety’s 10 Actors to Watch&lt;br&gt;• Black Reel Award Winner</td>
</tr>
<tr>
<td>Ray McKinnison</td>
<td>(actor/director/writer)</td>
<td>• Academy Award Winner&lt;br&gt;• SXSW Jury Award Winner&lt;br&gt;• 2 - Time Slamdance Award Winner&lt;br&gt;• ATLFF Jury Award Winner</td>
</tr>
<tr>
<td>Carrie Preston</td>
<td>(actress/writer/director)</td>
<td>• Primetime Emmy Winner&lt;br&gt;• 3 - Time Critics Choice TV Award Nominee&lt;br&gt;• SAG Award Nominee&lt;br&gt;• SXSW Jury Award Winner</td>
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<tr>
<td>Sherri Shepherd</td>
<td>(actress/comedian)</td>
<td>• Daytime Emmy Award Winner&lt;br&gt;• SAG Award Nominee&lt;br&gt;• BET Comedy Award Nominee&lt;br&gt;• NAACP Image Award Winner</td>
</tr>
<tr>
<td>Abigail Spencer</td>
<td>(actress/writer/producer)</td>
<td>• Critics Choice TV Award Nominee&lt;br&gt;• Soap Opera Digest Award Winner&lt;br&gt;• Cine Gear Expo Jury Prize Winner&lt;br&gt;• Star of NBC’s ‘Timeless’</td>
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<tr>
<td>Chris Tucker</td>
<td>(actor/writer/comedian)</td>
<td>• People’s Choice Award Nominee&lt;br&gt;• SAG Award Nominee&lt;br&gt;• BET Award Nominee&lt;br&gt;• Blockbuster Entertainment Award Winner&lt;br&gt;• Satellite Award Nominee</td>
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## LEAH MEYERHOFF
- Student Academy Award (Twitch)
- Slamdance Honorable Mention (Twitch)
- ATLFF Jury Prize Winner (I Believe in Unicorns)

## MOON MOLSON
- 2016 Fox Director Fellow
- ATLFF Filmmaker to Watch Award Winner (The Bravest, The Boldest)
- ATLFF Screenplay Award Winner (Meadowlands)

## JAMES PONSOLEDT
- 2 Time Sundance Film Festival Jury Prize Nominee
- Sarasota Film Festival Audience Award Winner
- OFTA Television Award Nominee
- ATLFF Screenplay Award Winner
### SPONSOR EXPERIENCE

<table>
<thead>
<tr>
<th>AUDIENCE INTERACTION</th>
<th>CUSTOM PROMOTIONS</th>
<th>EXPERIENTIAL MARKETING</th>
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Entertain large groups at festival venues and enjoy reserved seating for you and your guests. Host clients as well as employees at screenings and events throughout the festival.

### BRAND PAIRING
- [adult swim]
- Turner
- xfinity
- SPANX
- MailChimp
- VICE
- HBO
- Stella Artois
- Pinewood Atlanta Studios
- Georgia State University
- FIAT
- AMC
- Whole Foods Market
- Capital One
- Choose ATL
- Delta
- GT Greenberg Traurig
- SundanceTV

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### SCREENINGS

**IN COMPETITION**
- Narrative Shorts + Features
- Documentary Shorts + Features
- Pilot Episodes
- Virtual Reality
- Animation

**SPECIAL TRACKS**
- New Mavericks (Female Directors)
- Georgia
- Pink Peach (LGBT)
- iCineMás! (Latin American)
- Family Friendly

### EDUCATION

**CREATIVE CONFERENCE**
- Master Classes
- Demos
- Panels
- Workshops
- Presentations

This program brings together industry professionals, academics, brands and businesses for workshops and discussions. Designed to educate and empower working media artists: directors, writers, actors, producers, animators, game designers, media services companies and more.

### SOCIALS

**PARTIES & NETWORKING**
- Opening Night Party
- Sound+Vision
- Hangouts
- Happy Hours
- Filmmaker Lounge
- Receptions
- Closing Night Party

ATLFF features southern hospitality at over 20 social events in some of Atlanta’s most unique venues such as Ponce City Market, Paris on Ponce, Callanwolde Fine Arts Center, the Goat Farm Arts Center and many more.

### YEAR ROUND

**SCREENINGS**
- **ADVANCE SCREENINGS**
  - Major Releases

- **PARTNERED SCREENINGS**
  - GSU Student Film Fest
  - Sundown Series
  - WonderRoot’s Local Film Night
  - Plaza Theatre Summer Series

- **MINI FESTIVALS**
  - New Mavericks
  - iCineMás!

**EDUCATION**

**NETWORKING EVENTS**
- Eat, Drink & B-Indie
- New Mavericks Meet Up
- Currents: Youth Networking

**CLASSES & WORKSHOPS**
- The PA Academy
- Intro to Film
- Screenwriter School
- Resume Workshop
- Locations Workshop

**SPECIAL**

**SPECIAL PROGRAMS**
- Airport Shorts 4.0
- Filmmaker-In-Residence
- New Mavericks

**RENTALS**
- A/V Equipment
- Venues