The Annual
October 20-25, 2021

2021 MEDIA KIT

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SPONSORSHIP PRICING AVAILABLE UPON REQUEST
INFO@BUSHWICKFILMFESTIVAL.COM
BUSHWICK FILM FESTIVAL is one of Brooklyn's most exciting and anticipated cultural attractions! We are a M/WBE certified independent film festival, showcasing the best-emerging films from Brooklyn and around the world and featuring conversations with leading voices in the film industry. We work with our partners and sponsors to produce nearly 40 special events and screenings and welcome nearly 3500 guests to Bushwick!

Due to pandemic restrictions, the 2020 festival pivoted and became a successful VIRTUAL experience. This year the 14th Annual Bushwick Film Festival is scheduled from October 20-25 last year and we are excited to keep a similar successful virtual format as last year which consists of:

- Watching films on our new streaming platform watch.bushwickfilmfestival.com
- Tuning into our most celebrated events, opening night show, awards ceremony, and filmmaker panels on Facebook Live.
- Attending our virtual weekend movie industry
BFF OFFERS A FRONT ROW SEAT FOR EXPERIENCING TRUE CREATIVITY

THE FESTIVAL CONTINUES TO GENERATE TREMENDOUS GROWTH

FESTIVAL ATTENDEES +92%

FILM SUBMISSIONS +170%
CIVIC RECOGNITION

BFF has been awarded Citations and Proclamations by the Borough President’s office, Council Members Rafael Espinal’s office, and Councilman Antonio Reynoso’s office for contributing to the Borough’s artistic, cultural, and economic growth and bringing about positive developments within the community.

RELEVANT LOCAL COVERAGE

The New York Times
TRIBeca

BUSHWICK DAILY
BKReader

LOCAL MEDIA

Borough President’s office
Civic Life

PARTNERSHIPS/ ATTENDEES

NETFLIX
Forbes
ESPN
POPSUGAR
KICKSTARTER
HBO
IndieWire
FOX News
WSJ
A+E
Vimeo
HUFFPOST

WWW.BUSHWICKFILMFESTIVAL.COM
“THE BUSHWICK FILM FESTIVAL SHINES A LIGHT ON INDIE FILM-MAKERS AND DIVERSITY IN THE FILM INDUSTRY”

“IT IS THE MOMENT THAT BROOKLYN FILM BUFFS HAVE BEEN WAITING FOR, THE BUSHWICK FILM FESTIVAL IS BACK”

“WHAT STARTED OUT AS A SMALL COMMUNITY EVENT IN BROOKLYN, IS NOW AN ESTABLISHED FILM FESTIVAL”

“GET TO KNOW NYC’S NEXT FILMMAKING GENERATION AT THE BUSHWICK FILM FESTIVAL”

“A CELEBRATION OF FILM DIVERSITY AND CULTURE WILL BE ON DISPLAY THIS WEEKEND… AT THE BUSHWICK FILM FESTIVAL”

“AN OPPORTUNITY TO SEE AMAZING FILMS THAT YOU WON’T FIND IN REGULAR U.S. CINEMAS. THEY ARE TRUE GEMS”


“THERE IS SOMETHING FOR EVERY TASTE”

“THE ARTS HAVEN’T ALWAYS REFLECTED NYC’S DIVERSITY… THE BUSHWICK FILM FESTIVAL MAKES AN EFFORT TO CHANGE THAT”

“BFF GIVES DIRECTORS, CINEMATOGRAPHERS, AND ACTORS FROM AROUND THE WORLD A PLATFORM TO SHINE ON”

“THE EVENT BRINGS TOGETHER FILMMAKERS, ARTISTS, AND CREATIVE THINKERS”

“WHAT STARTED OUT AS A SMALL COMMUNITY EVENT IN BROOKLYN, IS NOW AN ESTABLISHED FILM FESTIVAL”

“BROOKLYN BROUGH PRESIDENT, ERIC ADAMS”

WWW.BUSHWICKFILMFESTIVAL.COM
“OF ALL THE FESTIVALS IN AND OUT OF THE UNITED STATES THAT OUR TEAM HAS ATTENDED THIS WAS BY FAR THE FAVORITE.”

- LITTLE WORMS CREATIVE, INC

“SMART, INNOVATIVE, AND INCLUSIVE! A FILMMAKER IS IN GOOD HANDS WITH BFF.”

- JOHN CARLUCCIO

“BUSHWICK WAS SUCH AN INCREDIBLE FESTIVAL EXPERIENCE. FROM THE VARIETY OF FILMMAKER AND INDUSTRY EVENTS TO THE QUALITY OF THE FILMS PROGRAMMED, TO THE ACTUAL SCREENINGS, YOU CAN TELL A REALLY DEDICATED AND DYNAMIC TEAM IS AT THE HELM OF THIS FESTIVAL. THE OVERALL COMMUNICATION WAS CONSISTENT AND STILL PERSONAL. FEEL PROUD TO HAVE OUR FILM PROGRAMMED AT THE BUSHWICK FILM FESTIVAL.”

- REMOY PHILIP

“FROM THE LARGE VARIETY OF FILMMAKERS AND SCREENINGS, TO THE LAID BACK INDUSTRY EVENTS, THE BUSHWICK FILM FESTIVAL WAS SEAMLESSLY RUN AND INCREDIBLY ENJOYABLE. BUSHWICK’S AMAZING VENUES ARE WELL-UTILIZED TO BRING US FUN PARTIES AND NETWORKING OPPORTUNITIES THAT GO HAND IN HAND WITH THE QUALITY SELECTION OF FILMS. THE FILMMAKERS ARE ALSO TREATED VERY WELL, IT REALLY IS A GREAT FESTIVAL FOR FILMMAKERS. YOU JUST KNOW THERE’S AN AMAZING TEAM BEHIND BUSHWICK FF.”

- CYPRIAN FILMS NEW YORK

“THIS FESTIVAL IS A GEM. THE STAFF WORKED WITH ME BEFORE AND AFTER THE SCREENING, FROM COORDINATING PRESS INTERVIEWS TO INTRODUCING ME TO OTHER FILMMAKERS. THEY MADE SURE MY MOVIE PLAYED IN THE BEST POSSIBLE CONDITIONS. (THEY) CARE ABOUT THEIR WORK AND CREATING AUTHENTIC MOVIE EXPERIENCES.”

- SOPHIA TEWA

“BFF WAS INCREDIBLE! THEY REALLY VALUE FILMMAKERS, ARE VERY COMMUNICATIVE, AND OFFER FANTASTICALLY DIVERSE PROGRAMMING. DEFINITELY SUBMIT AND DEFINITELY GO. THEY ARE DOING IT RIGHT.”

- KYLE TAUBKEN

“AN INCREDIBLE FILM FESTIVAL TO BE PART OF - SO COMMUNICATIVE, BEAUTIFUL PROGRAMMING, AND A GREAT OPPORTUNITY TO MEET KIND, CREATIVE AND UNIQUE FILMMAKERS.”

- TESS FORESTIERI
BFF combines a hyper-targeted audience with significant reach in relevant demographics with internet and geotargeted paid media to amplify our message.

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- **GENDER**
  - 55% FEMALE
  - 45% MALE

- **AGE**
  - 62% 18-34
  - 24% 35-44 (MILLENNIALS)

- **LOCATION**
  - 50% NYC
  - 26% ACROSS U.S.
  - 24% INTERNATIONAL
Earned Media is a key element in the festival’s communication mix. BFF works with PR companies & publishers to maximize recognition for the festival and its partners.

BFF CEO Kweighbaye was prominently featured in an interview with *AM New York* on Oct. 11th in digital and print.

Interviews and features were published in major outlets such as *The Revelist, Hyperallergic* and *Brooklyn Reader*.

**TELEVISION**

**UP TO 750,000 UNIQUE VIEWERS**

BFF was featured on *BRIC TV* and Spectrum’s *NY1 “In focus with Cheryl Wills”*. NY1 reaches 2 million homes & 750,000 unique viewers a week.

**PRINT CIRCULATION**

**335,000 READERS**

**DIGITAL**

**250,000 USERS**
WHERE STORYTELLERS AND AUDIENCES FROM ALL BACKGROUNDS CONNECT

BUSHWICK FILM FESTIVAL
October 20-25

WWW.BUSHWICKFILMFESTIVAL.COM
CORE FESTIVAL AUDIENCE ARE MILLENIALS

AVG. AGE
31.8 YEARS

FEMALE 56.4%
MALE 43.6%

OVER 45% OF DIGITAL AUDIENCE EARN $100,000+

OVER 60% HAVE ATTENDED OR COMPLETED COLLEGE

AUDIENCES ARE INTERESTED IN "PREMIUM BRANDS", "FRESH & HEALTHY", "ARTS & ENTERTAINMENT"

21% WORK IN ARTS, ENTERTAINMENT OR MEDIA 19% IN ADMINISTRATIVE SERVICES,
18% IN MANAGEMENT

WWW.BUSHWICKFILMFESTIVAL.COM
HELP US EMPOWER DIVERSE STORIES AND CREATORS

We cultivate a community of inclusion for all through cultural and gender diverse programming.

WHAT DRIVES US

Providing a creative and meaningful platform for new voices that equally includes women and other underrepresented storytellers has always been a significant component of the Bushwick Film Festival.
WE DRIVE CHANGE THROUGH OPPORTUNITY

Women help drive equality, and the BFF community is full of female professionals both behind and in front of the camera collaborating to tell great stories.

In films with exclusively male director(s) and/or writer(s), females comprised:

- 20% of protagonists
- 32% of major characters
- 33% of all speaking characters

Out of the 500 top-grossing films in 2017, women comprised 18% of directors and accounted for 16% of writers.

In films with at least 1 woman director and/or writer, females comprised:

- 45% of protagonists
- 48% of major characters
- 42% of all speaking characters

On films with at least one female director, women comprised 68% of writing staff. On films with exclusively male directors, women accounted for 8% of writers.

Support BFF’s mission to shine a light on female industry professionals!

We’re proud to say that BFF statistics for diversity and inclusion are much higher than industry standards.

Festivals | % female directors
---|---
BFF 2020 | 46%

*Out of the top-grossing 1,100 films since 2017. Source: http://womenandhollywood.com/resources/statistics/2017-statistics/

WWW.BUSHWICKFILMFESTIVAL.COM
WE DRIVE CHANGE THROUGH OPPORTUNITY

BFF OFFERS A FRONT ROW SEAT FOR EXPERIENCING TRUE CREATIVE, CULTURAL AND GENDER DIVERSITY

- 81% of films with a director of color also had an actor of color attached as one of the two top-billed talent*
- 50% of the BFF Jury were people of color in 2016 and 2017
- 46% of films shown in 2017 had a person of color as the acting lead or co-lead
- 48% of directors at BFF in 2018 were female
- 46% of directors at BFF in 2018 were people of color
WE DRIVE CHANGE THROUGH LEADERSHIP

BLACK FEMALE FOUNDER & CEO - A TRAILBLAZER IN THE INDUSTRY

Across the 7 major media companies, **Men** hold 82.1% of C-suite jobs.

Only **4.2%** are **women** from underrepresented ethnic or racial groups.
WE EMPOWER OUR COMMUNITY

INCOME OPPORTUNITIES
BFF provides seasonal jobs
BFF regularly contracts local businesses and entrepreneurs from catering to videography
BFF attendees bring an est. $100,000 of disposable income to the neighborhood

VOLUNTEER & COMMUNITY
BFF CEO & Founder Kweighbaye Kotee has served on the Bushwick Community board & is Co-Chair of the Arts & Culture committee
BFF produces TEDx Bushwick Women
BFF provides media and production to Bushwick Collective
Residents are eligible for discounted tickets
Residents and local filmmakers get discounted rates

BUSHWICK FILM INSTITUTE
In 2018, Bushwick Film Festival launched the Bushwick Film Institute (BFI)!
BFI is a 501 (c)3 nonprofit organization committed to elevating community through the power of film, empowering underrepresented storytellers, increasing diversity in film and tv, and sharing unique stories with local and global audiences.
BFI was created with the support of Cadwalader, Wickersham & Taft to expand upon the work of the Bushwick Film Festival and make a greater impact through year-round programming, educational workshops and internships.
This year, in partnership with the festival’s community partner B&H Photo and Canon, BFI developed its first youth filmmaking program: Bushwick Stories!
14th Annual Bushwick Film Festival

October 20-25