



28TH ANNUAL AUSTIN FILM FESTIVAL & CONFERENCE

# SPONSORSHIP OPPORTUNITIES

OCTOBER 21-28, 2021

# GROW

**SINCE 1994**, we have grown into one of the most iconic names for film fans worldwide, including the industry's most successful writers, filmmakers, producers, and creative storytellers. While we're best known for our annual Film Festival and our one-of-a-kind Writers Conference, we've dramatically expanded our offerings to include year-round events, our widely syndicated series *On Story*, and a deep involvement in the Austin arts community.

## OUR MISSION:

To further the art and craft of storytelling by inspiring and championing the work of writers, filmmakers, and all artists who use written and visual language to tell a story.



“ A writers film festival, that may be the best idea ever. It's magical....it's the best film festival in the world. ”

Lawrence Kasdan (writer *Empire Strikes Back*,  
*Raiders of the Lost Ark*)



# SEE

## INSPIRATION FOR ALL

35,000+ attendees count on AFF to:

- Network
- Collaborate
- Launch careers
- Hone their craft
- Have fun!

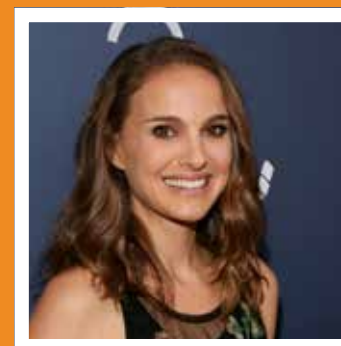
## THE BEST OF THE BEST PARTICIPANTS

- Keenen Ivory Wayans (creator *In Living Color*)
- David Benioff & D.B.Weiss (co-creators *Game of Thrones*)
- Greta Gerwig (writer/director *Lady Bird*)
- Norman Lear (creator *All in the Family*)
- Issa Rae (creator *Insecure*)
- Natalie Portman (actor/producer)
- And the list goes on...

## COMMUNITY-BASED FOCUS

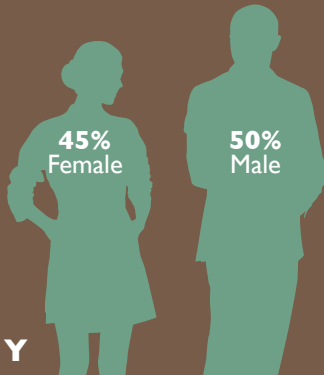
- Local *On Story* screenings and Conversations in Film with KLRU
- Young Filmmakers Program through Austin Independent School District
- AFF Audience Award Winners screened during the year in Austin
- Filmmaker Roundtables with key industry professionals

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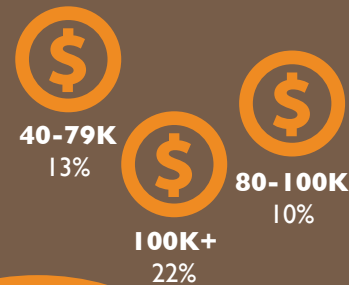
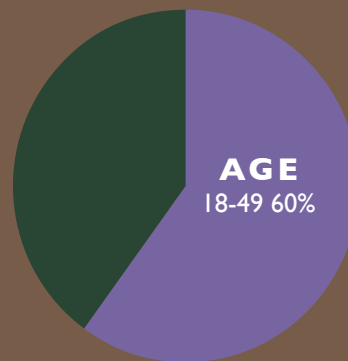
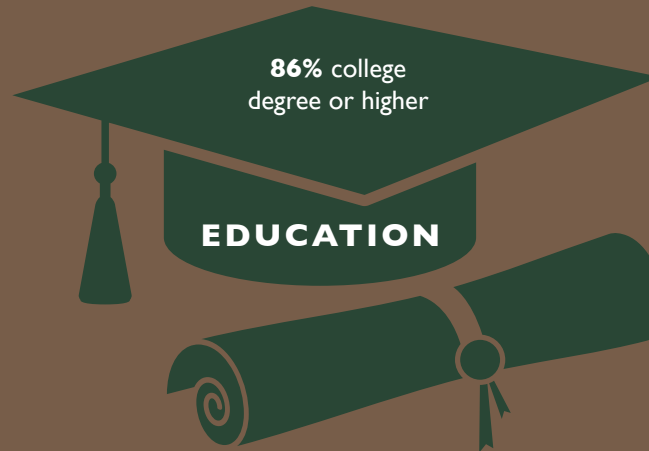
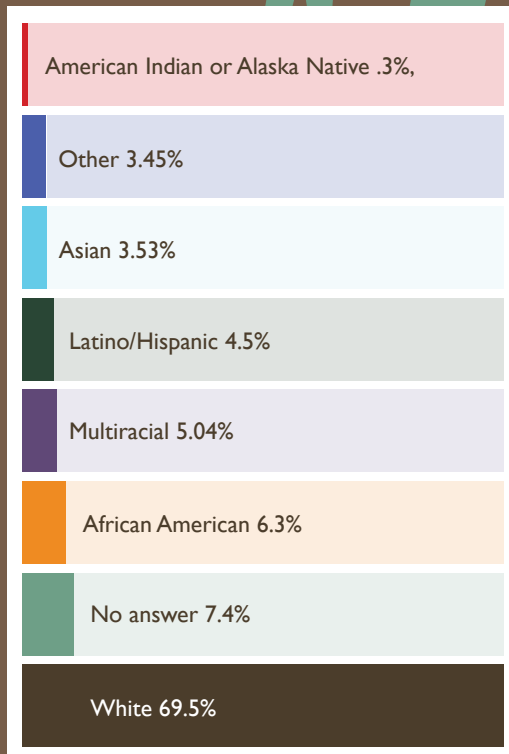


# SEEK

## THE SPONSORSHIP SWEET SPOT - EDUCATED HIGH-EARNERS



### ETHNICITY



13,175  
SCRIPT  
SUBMISSIONS

6,325  
FILM  
SUBMISSIONS

35k  
ANNUAL  
ATTENDEES



BORN AND RAISED IN AUSTIN, TX

# EXPLORE

**AUSTIN FILM FESTIVAL** is rooted in the same vibe as the Texas capital city – creative, inspiring, eclectic, energizing, and awesome.

- **#1 Best Place to Live 2019** (USNWR)
- **#1 Fastest Growing Large City** (WalletHub)
- **Top 10 City to Visit** (Travel & Leisure)
- **#1 America's Best Job Market 2020** (Wall Street Journal)



# COMPETE

**THE HEARTBEAT** of AFF is the discovery of new voices. And for sponsors, it's an incredible opportunity to be a huge presence within this personal festival. Entrants pour their soul into every submission for a chance to be named a finalist by our judges (many of the industry's top names). And unlike other festivals, each entry receives personalized attention including notes, special opportunities as they advance through the rounds, and exclusive access to industry professionals. Our competition submission numbers rise year over year, showcasing AFF's commitment to being one of the largest available competitions in the world.

**RECORD  
COMPETITION  
SUBMISSIONS**

13,175 **scripts**  
6,325 **films**



## CATEGORIES:

- Screenplay & Teleplay
- Film
- Produced Digital Series
- Scripted Digital Series
- Fiction Podcast
- Playwriting

“AFF truly cares about its entrants. I've never placed in a competition where they genuinely want you to keep in touch and utilize them as a resource as you endeavor throughout your writing career. AFF really cares about its writers, their work, and their career.”

Robert Axelrod (2018 Script Competition Finalist)

# WRITE

## MORE THAN JUST A FILM FESTIVAL,

AFF is also the largest and most well-respected screenwriter conference in North America. The industry's best storytellers deliver over 200 panels with insights and a behind-the-scenes look into their journey to success. Over the years, AFF has featured the writers of *Game of Thrones*, *The Avengers*, *Seinfeld*, and an incredible mix of Oscar winners. It's a who's who list of writers but all within the friendly, supportive camaraderie of AFF – we're here to inspire everyone!



“It was such a delight to be at a festival that highlights and celebrates writers for a change!”

Rachel Bloom  
(co-creator/star *Crazy Ex-Girlfriend*)





WIN



“My trip to the Academy Award stage began in Austin. AFF was the first festival anywhere to recognize *Heaven is a Traffic Jam on the 405*. While I’m proud of the film’s execution, I was most proud to be honored by a festival that celebrates stories.”

Frank Stiefel (director of the Oscar-winning Short Subject Documentary *Heaven is a Traffic Jam on the 405*, qualifying for its Academy Award through AFF)

#### OTHER OSCAR®-NOMINATED FILMMAKERS FROM AFF:

*Negative Space* (2017) by Max Porter and Ru Kuwahata, nominated for **Best Animated Short Film**

*Sister* (2018), by Siqi Song, nominated for **Best Animated Short Film**





# REVEL

## WHY DOES EVERYONE LOVE AFF SO MUCH?

Whether it's the camaraderie, the parties, or the creative energy, everyone has a different reason for this being among the world's buzziest and most enjoyable film festival experiences. With an incredibly well-curated selection of entries every year along with world premieres of movies, television shows, digital series, and more, AFF brings all the drama to Austin with none of the pretense. A relaxed atmosphere filled with the most thoughtful minds in storytelling are just the start! Additional events during the eight days include:

- **Parties**
- **Awards**
- **Screenings**
- **Private Panels**
- **Pitch Competitions**
- **Receptions**
- **Script Readings**
- **BBQs & Mixers**

“Where else can you listen to Norman Lear describe his future writing ambitions (at 93!) while you sit flanked by Oscar winning writers on one side, and film-obsessed high school students on the other?”

Nicole Perlman (writer *Guardians of the Galaxy, Captain Marvel*)

256K

ANNUAL  
WEBSITE REACH

50,527

NEWSLETTER  
REACH/  
SUBSCRIBERS



124,850

TOTAL  
SOCIAL MEDIA  
FOLLOWERS

**Facebook:**

62K Likes | 68K Followers

**Twitter:** 35.1K

**Instagram:** 16.7K

**YouTube:** 5.05K



# CHEERS

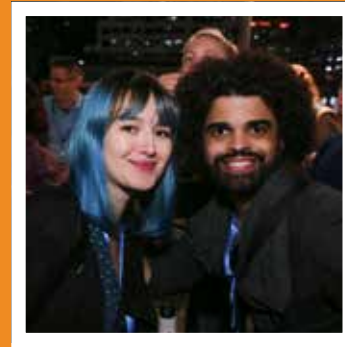
**SO A WRITER,** producer and director walk into a bar.... there's never a dull moment during AFF where Austin is the perfect laid-back vibe to drop the formality and let loose with incredible parties (and sponsorship opportunities).

Previous parties include:

- **Opening Night Reception**
- **Late Night Welcome Party**
- **Film Texas BBQ Supper**
- **Filmmakers Happy Hour**
- **Awards Luncheon**
- **Wine Reception**
- **Heart of Film Conference Party**
- **Pitch Finale Party**
- **"Hair of the Dog" Brunch**
- **On Story Party**
- **Film Pass Party**
- **Closing Night Party**

“ You will not get enough sleep and you truly won't care until the flight home. You will find yourself in impromptu gatherings, surprise panels, afterparties, secret rooms, and midnight deals. You might ride a rickshaw. You will definitely see a bat. ”

Pamela Ribon (writer *Moana*, *Ralph Breaks the Internet*)



# EVENTS

**FOR 28 YEARS**, the growth and reach of AFF have expanded dramatically as we feature a full calendar of exciting programs and activities (all with great sponsorship opportunities).

## FIRST 3 PAGES LIVE!

Local improv actors do live readings for actual works in progress by Austin writers on screenplays, podcasts, web series, and so much more. A popular local improv hotspot hosts this incredible event.

## INDUSTRY PARTNERSHIPS

From local competitions to advanced screenings to mixers, we partner with organizations like the Austin Better Business Bureau and the Driskill Hotel to bring incredible experiences to the Austin community all year long.

For sponsorship opportunities, email  
[sponsorships@austinfilmfestival.com](mailto:sponsorships@austinfilmfestival.com)

### KLRU and AFF:

*On Story* season launch and year-round screenings, KLRU Conversations in Film.

### Nationwide

industry networking and educational events:  
Los Angeles, New York, Boston, Chicago.

### Audience Award Winners

from AFF get exclusive Austin screenings throughout the year.

### Filmmaker Roundtables

for exclusive industry opportunities twice a year.



# LEARN

**AFF INTRODUCES KIDS** 9-18 to screenwriting and filmmaking, giving them creative avenues to share their artistic talents as well as scholarships, summer camps, and even a full storytelling curriculum used in Austin schools.

- **Summer Film Program** – Hands-on classes and workshops with the pros
- **Festival Scholarships** – Over 400 scholarships for students and teachers to attend AFF
- **Digital Storytelling** – A curriculum for over 2,000 local students to help develop expression skills
- **Young Filmmakers Competition** – A free film competition for the next generation of filmmakers (ages 13-18)



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# INSPIRE

**OUR MOST EXCITING** extension of AFF's mission is *On Story*, a nationally syndicated TV show with a presence in 85% of PBS-affiliated markets nationwide. *On Story* has now even expanded to include syndicated radio, podcasts, and a book series. Featuring industry luminaries, viewers are taken behind the scenes for a deeper dive into the beauty and challenges of their masterpieces. Both inspirational and instructional, it shares AFF's values and personality with the world at large.

## NOW IN ITS 11TH SUCCESSFUL SEASON

Just a few of the guests appearing in recent *On Story* episodes:

- |                   |                    |
|-------------------|--------------------|
| ■ Craig Mazin     | ■ David Mandel     |
| ■ Issa Rae        | ■ Larry Wilmore    |
| ■ David Benioff   | ■ D.B. Weiss       |
| ■ Lawrence Kasdan | ■ Linda Woolverton |
| ■ Lulu Wang       | ■ Greta Gerwig     |

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“*On Story* is an encyclopedia of all the hard-earned knowledge you wish were taught in school. Before now, you could only get this from experience – let *On Story* save you some heartache.”

Eric Heisserer (writer *Arrival*)



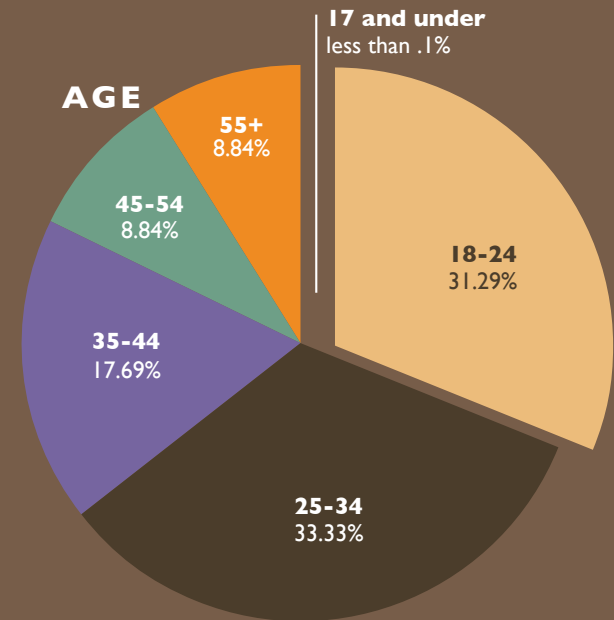
# IMPRESS

“On Story will do for Austin film what Austin City Limits did for Austin music.”  
Bill Stotesbury, KLRU CEO



## ANNUAL INCOME

25K & less 27.21%  
25 – 74K 21.77%  
50 – 74K 19.73%  
75 – 799K 10.20%  
100 – 199K 17.69%  
200K & over 3.4%

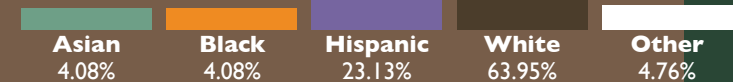


## EDUCATION



High School 6.8%  
Post-Secondary 2.7%  
Bachelor's Degree 72.1%  
Graduate Degree 16.33%  
PhD 2.04%

## ETHNICITY



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# PRAISE



“The Austin Film Festival is about craft and I loved the vibe. A real coming together of storytellers – young, old, inexperienced and experienced. I would recommend to the professional writer and the novice. Can’t say enough about how great it was.... and it’s the perfect excuse to pig out on Texas barbecue!”

Ayanna Floyd Davis  
(showrunner/writer *The Chi*)



“There is no other festival or forum that is as writer-centric as AFF. There is always something to be learned, whether you’re just starting out, in the middle of a brilliant career, or all washed up like me. Plus, it’s in Austin, and who the hell doesn’t want to go to Austin?!”

Scott Frank  
(co-creator *The Queen’s Gambit*)



“It was actually inspiring to come here to what is truly the greatest film festival in the world.”

David Benioff  
(co-creator *Game of Thrones*)

# PRESS

“What comes to set the Austin fest apart was the number of screenwriters who are invited and showcased, something that isn't frequent at other film festivals. Morgan says screenwriters weren't getting the recognition they deserved, so when they were given the opportunity they leaped behind it.”

**VARIETY**

“Over the weekend, NBC Entertainment president Jennifer Salke told a crowd at the Austin Film Festival that the show's (This Is Us) success might stem from a craving for positivity, according to The Hollywood Reporter.”

**CNN**

“The four-day Writer's Conference at the Austin Film Festival held every October since 1993, is for many the social networking, educational and inspirational event of the screenwriting year.”

**MovieMaker**

“I've been a fan of all things On Story from the beginning. As a film buff, this show keeps me listening. As a programmer, I know that On Story is an hour of storytelling that my listeners will love.”

— Hawk Mendenhall, Director of Broadcast Content

**KUT 90.5**

“AFF is one of the few festivals in the country that focuses on writing, and it's wonderful that they're expanding their program to include playwriting,” said (Beau) Williams in a statement. “There's been a close relationship between theater and film since the invention of cinema.”

**backstage.**

“Blending the quality of voice and wisdom found in creative writing reference books with some of the great screenwriters of our time, On Story: Screenwriters and Their Craft is a welcome gift for writers of all genres and movie lovers.”

**KIRKUS  
REVIEWS**





# YOUR BRAND

**THERE ARE NUMEROUS EFFECTIVE OPPORTUNITIES** to expand your brand with an audience that matters. AFF sponsorship packages can be tailor-made to fit your company's advertising and marketing goals. Let us help your company reach your desired audience, OUR audience. We'll see you on the red carpet.

## ON SITE

- Theatres
- Panels
- Parties
- Special Events
- Film Screenings and Premieres
- Product Event Integration

## ON AIR

- *On Story* TV
- *On Story* Podcast
- *On Story* Radio

## ON PAPER

- Trailer
- Banners
- Program Book
- Registrant Gift Bags

## ONLINE

- Virtual Panels and Year-Round Events
- Website
- Newsletters and Email Blasts
- Social Media



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## OUR SPONSORS

# JOIN

We welcome sponsors to join our incredible list of generous folks (past and present) who share a passion for film and storytelling.

**Bloomberg Philanthropies**



**Alice Kleberg Reynolds Foundation**



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# THANKS!

**CONTACT AUSTIN  
FILM FESTIVAL**

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