



30TH ANNUAL AUSTIN FILM FESTIVAL & CONFERENCE

SPONSORSHIP & MARKETING OPPORTUNITIES

OCTOBER 26 – NOVEMBER 2, 2023

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

27,000+ attendees count on AFF to:

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

THE BEST OF THE BEST PARTICIPANTS

- Stephanie Allain (producer)
- Scott Frank (writer The Queen's Gambit)
- Michael Schur (producer Parks & Recreation)
- 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

For sponsorship opportunities, email sponsorships@austinfilmfestival.com

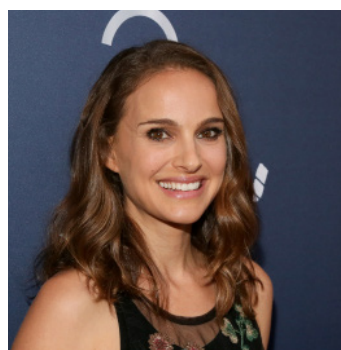


193

FILMS SCREENED

4

DAYS of PANELS

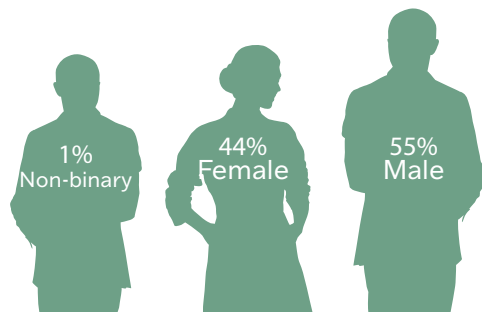


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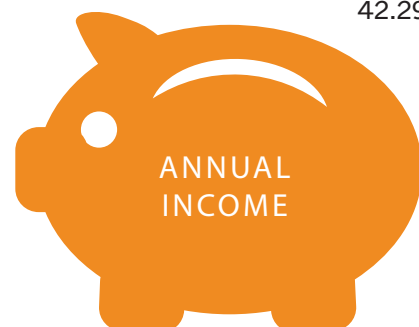
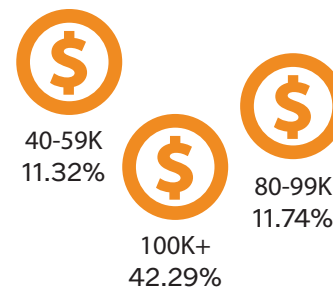
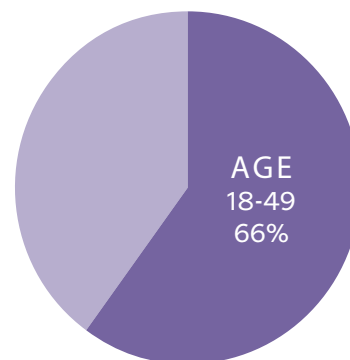
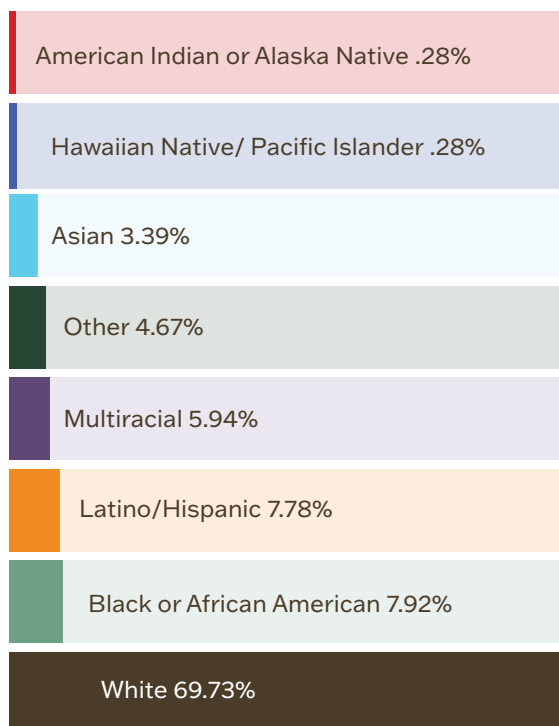
DAYS of FILM



SEEK



ETHNICITY



10,459

SCRIPT
SUBMISSIONS

5,443

FILM
SUBMISSIONS

27,466

ANNUAL
ATTENDEES



EXPLORE



Photo courtesy of The Austin Convention & Visitors Bureau. Photographer Gino Barasa.

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 in Texas 2021-22 (USNWR)
- #1 Best Place to Visit in the U.S. 2022 (Roaming the USA)
- #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
2022

10,459 scripts
5,443 films



CATEGORIES:

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

// The Austin Film Festival and Writers Conference is a part of my screenwriting DNA. It has had a role in helping me hone my craft. It feels like coming home and I had a story I wanted to share with my friends and family at AFF. //

Joshua Sheehan, *Whiz Bang*, 2021 Enderby Entertainment Award Winner

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)



WRITE

MORE THAN JUST A FILM FESTIVAL

“AFF was a pivotal moment in my life. Not only did it launch my career but it was a place where I found community, education, and celebration of our craft. I made friends I’ve gone on to collaborate with, participate in the making of their projects, and we continue to support each other in this journey.

AFF opened many doors to professional relationships too. I found myself with incoming meetings and pitch requests. My script was given visibility and as a writer I gained credibility. Thanks to the reputation of this organization I was suddenly invited to sit at the table. Many tables I could never have imagined!

But the headline for AFF is that my script *Sex APPeal*, which AFF awarded best comedy feature in 2018, was made into a movie and is now streaming on HULU!!!

I had made a living for nearly two decades as a performer, but as the middle class actor was going extinct, it was becoming impossibly exhausting to stay in the game. And the industry I fought so hard to play a part in had broken my spirit. Now I write movies and get to provide work for performers I love and believe in. There is no better feeling than being in a position to help create jobs. Not just chase them. And that is endless fuel for my creative spirit.

I truly believe that my life and my career changed the day I submitted to your festival. I am forever grateful that I now have a path to remaining in an industry I worked so hard to break into, worked tirelessly to remain in, and now I have been given a second chance to not only stick around—but help others break in as well. Which along with sharing stories that inspire, is the ultimate goal.

My trophy is on my desk and I thank AFF everyday I sit down to write.”

— Tate Hanyok



Tate Hanyok (2018 AFF Winner; writer/executive producer *Sex APPeal*)



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)



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).

PARTIES MAY 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)



STAY SOCIAL

WHY DOES EVERYONE LOVE AFF SO MUCH?

The socializing doesn't end after the party is over. Austin Film Festival keeps the conversation going throughout the year on several social media platforms. It's a great way for attendees and participants to stay in touch, or coordinate a hashtag campaign with sponsors and advertisers.



337K
ANNUAL
WEBSITE REACH

51,328
NEWSLETTER REACH/
SUBSCRIBERS



1.1M
TOTAL
SOCIAL MEDIA
FOLLOWERS

Facebook 64K Likes

Twitter: 38.5K

Instagram: 23.3K

YouTube: 6.45K



EVENTS

YEAR-ROUND EVENTS are an integral part of AFF's commitment to our audience and the community we service – all with great sponsorship and marketing opportunities.

INDUSTRY PARTNERSHIPS

From advance screenings to interactive panels and mixers, we partner with organizations such as Writers Guild of America, KLRU and Moontower Comedy Festival to bring unique experiences to the Austin community all year long, such as:

- Exclusive Audience Award Winner screenings
- **On Story**® launch and live tapings
- Virtual alumni happy hours
- Filmmaker roundtables with industry notables
- Bi-coastal industry networking and educational events in Los Angeles and New York



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)



**For advertising opportunities, email
adsales@austinfilmfestival.com**

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“ Digital Storytelling is the best class I’ve had throughout my time in public school. I loved this unit, and loved writing out my script. I’m usually a very quiet person, so this was the first time I’ve ever gotten to share my ideas with others. This is the only time where I’ve actually felt proud of my own work. Thank you so much.”

Lindsay N.
Senior at Crockett High School

ON STORY

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 13TH SUCCESSFUL SEASON

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

- | | |
|------------------|-------------------------|
| □ Akiva Goldsman | □ Ed Solomon |
| □ Bill Hader | □ John Logan |
| □ Gillian Flynn | □ Mara Brock Akil |
| □ Damon Lindelof | □ Gina Prince-Bythewood |
| □ Issa Rae | |



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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)



AUDIENCE

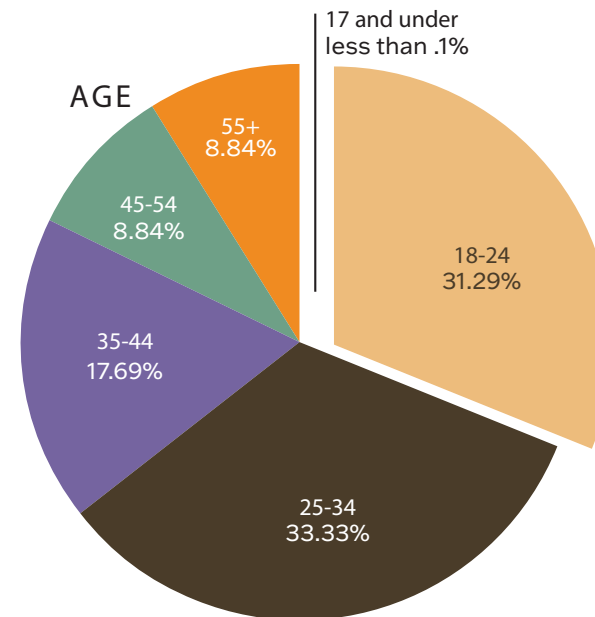
// On Story® will do for Austin film what Austin City Limits did for Austin music. //

Bill Stotesbery, KLRU CEO



ANNUAL IN-COME

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



TV
86% of
US PBS Markets

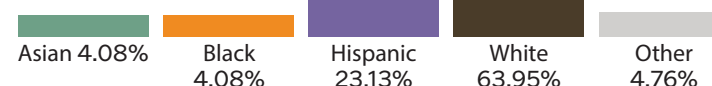
PODCAST
OVER 1,683,236
DOWNLOADS



RADIO
8 MARKETS

MAJOR CITIES
Boston, Chicago, Dallas,
Houston, Los Angeles,
New Orleans, New York,
Philadelphia, Portland,
San Francisco, St. Louis, and
Washington DC.

ETHNICITY



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



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LOTS OF LOVE

PRAISE



// I loved my experience at the Austin Film Festival because it attracts intelligent and generous writers who are willing to keep it real and share what they've learned in an intimate and celebratory environment //

Stephanie Allain

(producer *Hustle & Flow*, *Beyond the Lights*;
former studio executive Columbia Pictures)

Polly Platt Award for Producing 2021



// If you're a writer of any stripe and you haven't yet been to the Austin Film Festival, then you're missing out on what may be the most fun, informative and inspiring gathering of creative souls that I know of. And did I mention that it's in Austin? //

Scott Frank

(co-creator *The Queen's Gambit*)
Bill Wittliff Award for Screenwriting 2021



ADVERTISING OPPORTUNITIES

REGISTRANT GIFT BAGS \$500

3,500 gift bags are distributed to Conference and Festival attendees each year. Business and sponsors have an opportunity to include promotional items, printed collateral, or coupons in the gift bags (4 oz. maximum).

COMMEMORATIVE PROGRAM BOOK

5,000 of these beautifully designed booklets are distributed to registrants and attendees, and at various venues around Austin. Advertise in the program book with a quarter, half, or full-page ad to draw visitors and Austinites to your shop or restaurant, or drive traffic to your business or website. AFF program books are covered and have become collector's items of loyal attendees.

FILM POCKET GUIDE

AFF provides this easy access guide to 7,500 Festival attendees to view a schedule of each day's films. A popular resource, the guide fits easily into the laminated badge sleeve or an attendee's pocket.

AFF DAILY SPONSOR \$2,500/DAY

Become the official Daily Sponsor of Austin Film Festival. You will own the day with your logo on the front page of the AFF Livesite, a banner ad on our Virtual Event Platform, and your logo in the Daily Email Blast to our full database.

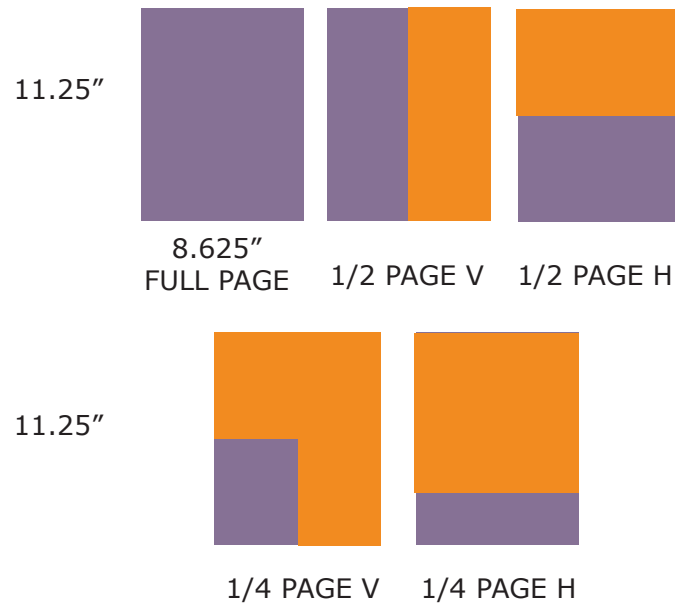
NEWSLETTER AND DEDICATED EMAIL BLASTS \$1,000 - \$3,000

AFF sends a weekly newsletter to over 50,000 recipients throughout the year. Newsletters include updates about the festival and writers conference, competition announcements, year-round events, writer inspiration, and all things Austin Film Festival! Be part of a newsletter or buy your own dedicated blast. (Available December – August only)

EXHIBIT HALL \$1,250

The Exhibit Hall offers sponsors the opportunity to actively market, sell, and raise awareness about their products and services and is centrally located for attendees to visit between screenings, panels, and parties.

PROGRAM BOOK



AD COSTS AND SPECS

FULL PAGE \$1,250

NO BLEED: 7.675" X 10.175"
WITH BLEED: 8.625" X 11.125"

INSIDE COVER \$3,000

WITH BLEED: 8.625" X 11.125"

2 PAGE SPREAD \$3,000

WITH BLEED: 17.25" X 11.125"

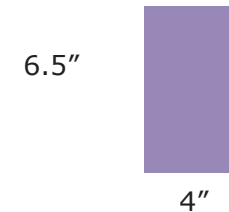
1/4 PAGE \$600

VERTICAL: 3.400" X 5.000"
HORIZONTAL: 7.000" X 2.500"

1/2 PAGE \$850

VERTICAL: 3.400" X 10.000"
HORIZONTAL: 7.000" X 5.000"

POCKET GUIDE



AD COSTS

POCKET GUIDE FULL PAGE: \$1,000

POCKET GUIDE INSIDE COVER: \$2,750

POCKET GUIDE BACK COVER: \$4,000

**ONLINE ADVERTISING ALSO AVAILABLE.
FOR ALL ADVERTISING OPPORTUNITIES
PLEASE CONTACT OUR
DEVELOPMENT TEAM TO REQUEST A PACKAGE
THAT BEST FITS YOUR NEEDS!**

**WRITE US AT
ADSALSA@AUSTINFILMFESTIVAL.COM
OR CALL 512.478.4795.**

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**



BUILD YOUR BRAND

LET'S CONNECT YOUR BUSINESS WITH YOUR DESIRED AUDIENCE. OUR AUDIENCE.

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

- ▣ Banners
- ▣ Program Book
- ▣ Registrant Gift Bags

ONLINE

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

// Team AFF came through for us and our entire team absolutely loved our experience in Austin and sees potential for a long-term relationship between our organizations. //



– Paul Englert

VP of Marketing, Bogle Vineyards



Whataburger sponsored the Rollins Theatre and added an interactive display that was very popular with film attendees.

Photos courtesy of Jimmy Lee Zuniga



OUR SPONSORS

PARTNER

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



For sponsorship opportunities, email sponsorships@austinfilmfestival.com

THANKS!

CONTACT AUSTIN FILM FESTIVAL

austinfilmfestival.com

sponsorships@austinfilmfestival.com

1-800-310-FEST

512-478-4795

1801 Salina St.

Austin, TX 78702



All photos courtesy of Jack Plunkett (except Austin skyline and Whataburger display)

