



AUSTIN FILM FESTIVAL & WRITERS CONFERENCE

SPONSORSHIP & MARKETING OPPORTUNITIES
OCTOBER 29 - NOVEMBER 5 2026

OUR MISSION

Austin Film Festival furthers 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.

THE WRITERS FESTIVAL

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.

[CLICK HERE TO WATCH A SHORT OVERVIEW OF THE FESTIVAL AND CONFERENCE](#)



"The key reason that I love this Festival is because it celebrates writers. And when I heard that this was the Polly Platt Producing Award, it really meant a lot to me because Polly's brilliance was in her deep love for the filmmaking process and her remarkable talent for shaping stories and amplifying the voices of filmmakers that she collaborated with."

Kathleen Kennedy, President Lucasfilm, 2024 Recipient of Austin Film Festival Polly Platt Award for Producing

AFF BY THE NUMBERS



8 Days
of films

32k+
event attendance

11,000+
scripts submitted

5,700+
films submitted

177
films screened

200+
panelists

4 Days
of panels

173
panels

THE BEST OF THE INDUSTRY

Christine Vachon (co-founder Killer Films)

Clint Bentley (director, co-writer *Train Dreams*)

Yvette Lee Bowser (creator *Living Single*)

Kathleen Kennedy (president Lucasfilm)

Rachel Kondo & Justin Marks (creators *Shōgun*)

Keenen Ivory Wayans (creator *In Living Color*, director *Scary Movie*)

David Benioff & D.B. Weiss (co-creators *Game of Thrones*)

Greta Gerwig (writer/director *Lady Bird*, *Little Women*, *Barbie*)

Ronald D. Moore (creator *Outlander*, *Battlestar Galactica*)

Norman Lear (creator *All in the Family*)

Issa Rae (creator *Insecure*)

Emerald Fennell (writer/director *Promising Young Woman*, *Saltburn*)

And the list goes on...

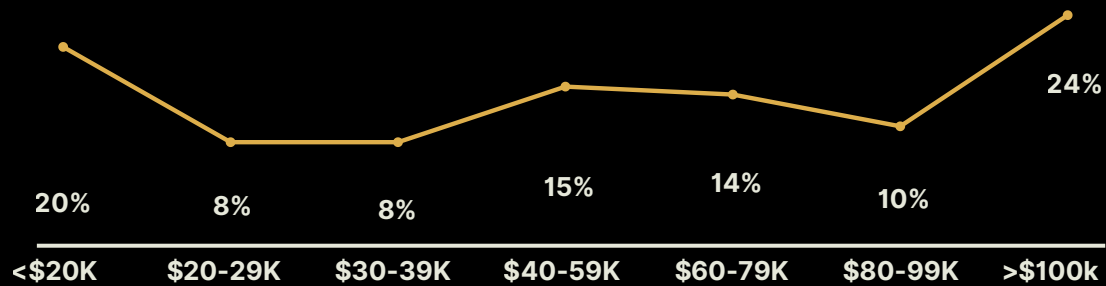


Greta Gerwig at the 2017 Austin Film Festival screening of her Oscar® nominated directorial debut, *Lady Bird*

THE AUDIENCE

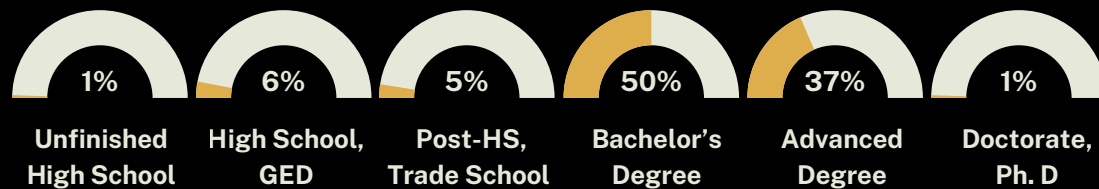
Household Income:

10k+ respondents



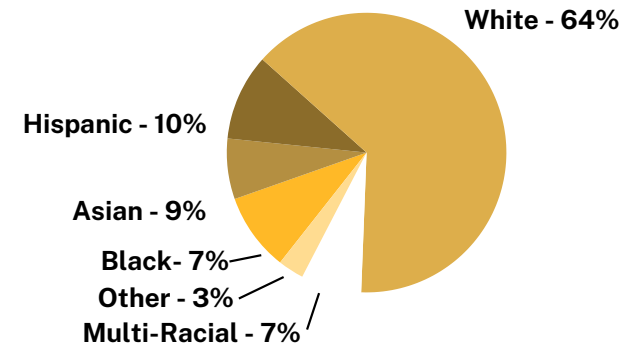
Education:

12k+ respondents



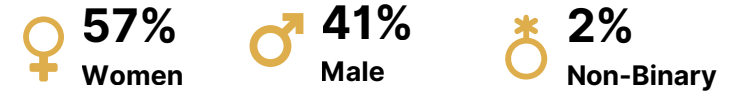
Ethnicity:

18k+ respondents



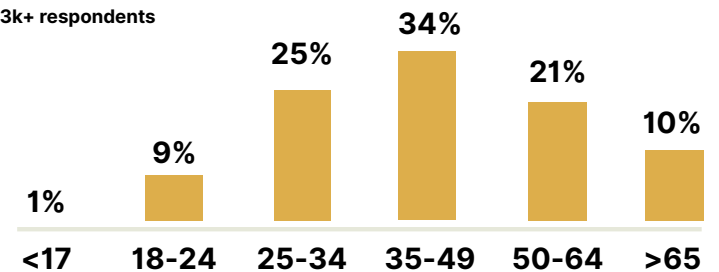
Gender:

19k+ respondents



Age:

13k+ respondents



OUR PROGRAMMING



FILM FESTIVAL



Hosting 177 films over eight days, **Austin Film Festival's** programming features a dynamic mix of films highlighting the best voices in independent cinema from around the world.

WRITERS CONFERENCE



AFF's annual **Writers Conference** is the largest screenwriting conference in the world featuring over 200 panelists and **170+ panels** over four days including **networking roundtables** and the ever-popular **pitch competition**.

ON STORY



Featuring content recorded at our Festival, Writers Conference, and year-round events, **On Story** has been nationally broadcast on PBS for 16 years. In addition to the television series, On Story is also a podcast and a radio series that airs nationally on public radio.

ADDITIONAL PROGRAMS



Extending well beyond the Festival, AFF supports writers, filmmakers, and storytellers at large through our expansive offering of programs such as **Film and Script Competitions**, **Fellowships**, the **Young Filmmakers Program**, the **Uplifting Storytellers Initiative**, as well as year-round nationwide **networking events**.

THE FILM FESTIVAL

►► AWARDS SEASON BUZZWORTHY FILMS

There's nothing a film fanatic loves more than bragging rights to seeing the biggest films of the year before their official theatrical release.

Austin Film Festival's program often foresees some of the following year's biggest hits, including ***Wake Up Dead Man: A Knives Out Mystery* (2025)** with writer/director Rian Johnson, ***The Whale* (2022)** with director Darren Aronofsky, ***American Fiction* (2023)** with writer/director Cord Jefferson, ***Saltburn* (2023)** with writer/director Emerald Fennell, ***The Last Showgirl* (2024)** with director Gia Coppola, ***Hamnet* (2025)** and ***Train Dreams* (2025)**

►► CHAMPIONING INDEPENDENT FILMMAKERS

Our programming team thoughtfully curates a diverse slate of shorts and feature films showcasing a wide range of genres, including regional, domestic and international works that focus on the art of storytelling above all else.

►► CREATE A LASTING IMPACT

Austin Film Festival's program consists of world premiere films each year. AFF serves as a vibrant hub for emerging filmmakers and storytellers eager to make their mark on the industry.

Filmmakers come to Austin to connect, break through, and find their next creative collaborators. By partnering with AFF, you'll have the chance to leave a lasting impression that resonates with our audience long after the event concludes.



Gia Coppola at the 2024 screening of *The Last Showgirl*



2025 World Premiere of the Tim Duncan documentary, *The Boy from St. Croix*, directed by Tim's brother, Scott Duncan



THE WRITERS CONFERENCE

►► BRIDGE THE GAP FROM CRAFT TO CAREER

Regarded as the largest, preeminent educational and professional development opportunity for screenwriters in the world.

Comprised of more than **170 panels**, over **200 leading industry panelists**, and more than **20 networking events**, the conference connects aspiring writers and filmmakers with the industry's top writers, directors, and executives across film and television.

►► THE ART, CRAFT & BUSINESS OF STORYTELLING

Sponsored panels during the 2025 conference included **"UCLA Storybreak Live!"** where attendees experienced the controlled chaos of a writer's room, **"Industry Insights presented by The Donners' Company"**, and **"Page to Production: El Tigre presented by YMH Studios"** - all of which provided an honest dialogue between panelists and attendees on the in-and-outs of creative careers.

►► LAUNCHING ARTISTS INTO THEIR NEXT OPPORTUNITY

Egalitarian in nature, AFF fosters an experience sans VIPs or access barriers where seasoned professionals and budding newcomers exchange ideas, thereby creating a fruitful atmosphere often launching artists into their next opportunity.

ON STORY

AN EXTENSION OF THE AUSTIN
FILM FESTIVAL EXPERIENCE

"Film school in a box, a lifetime's worth of filmmaking knowledge squeezed into half hour packages" - Kenneth Turan, Los Angeles Times film critic

WATCH

On Story TV show comprised of top Writers Conference panels recorded over the previous year. Available on **87% of PBS-affiliated markets**, including 23 out of the top 25 US markets. Additionally, it's housed as an archive of 32 years of content housed at The Wittliff Collections at Texas State University.

2018 Lone Star Emmy winning episode
Script to Screen: Arrival

LISTEN

To the On Story radio show airing on broadcast on **NPR and PRX-affiliated stations nationwide**, including major markets such as Boston, Chicago, Dallas, Houston, Los Angeles, New Orleans, New York, Philadelphia, Portland, San Francisco, St. Louis, and Washington DC.

A podcast series available via all major listening platforms including Apple Podcast, Spotify, and iHeart Podcasts. Currently, the **podcast boasts over 1.8 million** all-time listens.

READ

The three-part On Story book series which includes transcripts from interviews from Issa Rae ***Insecure***, Vince Gilligan ***Breaking Bad***, Greg Daniels ***The Office***, John August ***Charlie's Angels***, Lawrence Kasdan ***Star Wars***, and Callie Khouri ***Thelma & Louise***, just to name a few...

Learn more at **onstory.tv**

FILM & SCRIPT COMPETITIONS

►► CHAMPIONING NEW VOICES

Entrants pour their soul into every submission for a chance to be named a finalist by our industry judges. Winners are announced during the awards ceremony and many have the opportunity to partake in one-of-a-kind fellowships and award opportunities.

Not only are scripts read by some of the industry's top names, all writers can opt in for reader comments, and second rounders and above have access to exclusive conference opportunities. Through the competition, writers have secured representation and gone on to work in writers rooms and with industry heavyweights.

Our Narrative, Documentary and Animated Short Film Competitions are recognized by the Academy of Motion Picture Arts and Sciences allowing winning films to qualify for an **Academy Award®** nomination.

11,243 & 5,753 in 2025
scripts films

SCRIPT CATEGORIES INCLUDE:

*Drama Comedy Horror Sci-Fi Short Teleplay
Fiction Podcast Playwriting Scripted Digital Series*

FILM CATEGORIES INCLUDE:

*Narrative Documentary Dark Matters Comedy Vanguard
Narrative Short Documentary Short Animated Short
Produced Digital Series*



"Austin Film Festival truly has felt like a major turning point in my career. There was before Austin, and after Austin... After winning two awards, multiple management companies reached out to read me, and I have been lucky enough to sign with Verve as my agent. AFF 2025 was one of the best weeks of my life - I met some amazing creatives, expanded my network, and felt re-invigorated as a screenwriter."

Becca Hurd, *The Other Side of 25*, 2025 Drama Feature and Enderby Entertainment Award winner



FELLOWSHIP OPPORTUNITIES

▶▶ CULTIVATING THE NEXT GENERATION OF CREATIVES

With the competition fellowships, we work with our partners to cultivate the next generation of storytellers by providing one-of-a-kind career development experiences.

Current and previous fellowship partners include:



▶▶ OUR PROCESS

Fellowships are unique and meaningful partnerships that are mutually beneficial for Sponsors, the Festival and awardees alike.

Terms of fellowships are crafted with the mission of each partner in mind, and the goal to expand the winner's knowledge and network within the industry.

Any applicable fellowship expenses are devoted to cultivating the talent of the winning writer/filmmaker and to supporting AFF's mission in finding emerging storytellers.

"AFF has been instrumental to my growth as a filmmaker. I've met creative collaborators from this Festival that I still keep in touch with to this day and attended panels that have significantly shaped how I think about character, structure and story. Each visit to the Festival further fuels my love for writing and inspires me to keep creating."

So Young Shelly Yo, (Top Left) Three-time AFF Competition Alum, 2023 New Voice Awardee



ADDITIONAL PROGRAMS

Young Filmmakers Program



Consists of four key initiatives: the Young Filmmakers Competition, the Annual Summer Film Camp, the Festival and Conference Scholarship Program, and an in-school, Digital Storytelling Program, which provides curriculum on the arts of screenwriting, narrative podcasting, and film production.

Uplifting Storyteller's Initiative



The Uplifting Storytellers Initiative enacts sustainable change within the media arts through programs such as BIPOC-specific fellowships with production companies, networking events for local writers and filmmakers of color, and more.

Year-Round Events



From advance screenings to interactive panels and mixers, we partner with organizations such as Academy Motion Pictures, Writers Guild of America, KLRU, and Armadillo World Headquarters to bring unique experiences nationwide, all year long.



HOW TO GET INVOLVED

AMPLIFY YOUR BRAND

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
Product Event Integration
Film Screenings & Premieres
Print and digital advertising

ONLINE

Virtual Panels and Events
Website
Newsletters and Email Blasts
Social Media
Digital Advertising

ON AIR

On Story TV
On Story Podcast
On Story Radio
Digital Advertising

ON PAPER

Banners
Program Book
Registrant Gift Bags
Year-Round Collateral
Print Advertising

45,000
newsletter list

**EMAIL &
SOCIAL
CAMPAIGNS**

45K
Instagram

69K
Facebook

37K
*X
(Formerly Twitter)*



Rian Johnson and Thomas Hayden Church at the 2025 screening of *Wake Up Dead Man: A Knives Out Mystery*

"Team AFF came through for us and our entire team absolutely loved our experience in Austin."

– Paul Englert VP of Marketing, Bogle Vineyards

ADVERTISING OPPORTUNITIES

\$2,500 Dedicated e-blast to 45k audience

\$1,500 Booth space in Exhibit Hall during Festival

\$1,500 Featured as the sponsor of the day during the Festival. Inclusion in email, print and website daily update

\$1,500 Inclusion in weekly Newsletter e-blast to 45k audience. 250 words or less, large banner graphic or video, link

\$1,000 Inclusion in weekly Newsletter e-blast to 45k audience. 100 words or less, small graphic, link

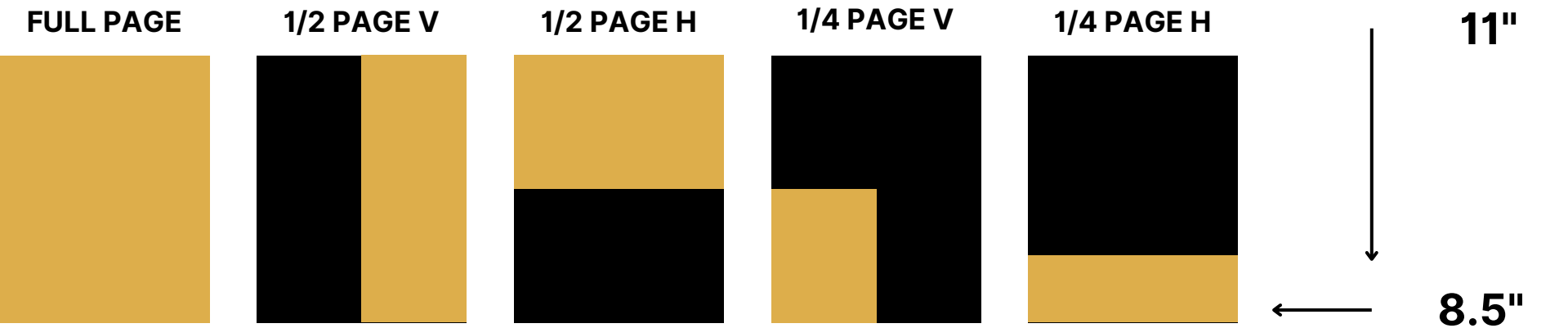
\$750 Promotional items placed in Registrant Swag Bags

*For all advertising opportunities please contact David at sponsorshipdirector@austinfilmfestival.com to request a package that best fits your needs.



PROGRAM BOOK AD PLACEMENT

A popular keepsake for all film and conference attendees, the program book is included in all registrant bags and contains everything you need to plan the perfect Festival schedule.



FULL PAGE
\$1,250

TRIM: 8.5" X 11"
WITH BLEED: 9" X 11.5"

INSIDE COVER
\$2,500

TRIM: 8.5" X 11"
WITH BLEED: 9" X 11.5"

BACK COVER
\$3,500

TRIM: 8.5" X 11"
WITH BLEED: 9" X 11.5"

1/2 PAGE
\$850

VERTICAL TRIM: 4.25" X 11"
WITH BLEED: 4.75" X 11.5"

HORIZONTAL TRIM: 8.5" X 5.5"
WITH BEED: 9" X 6"

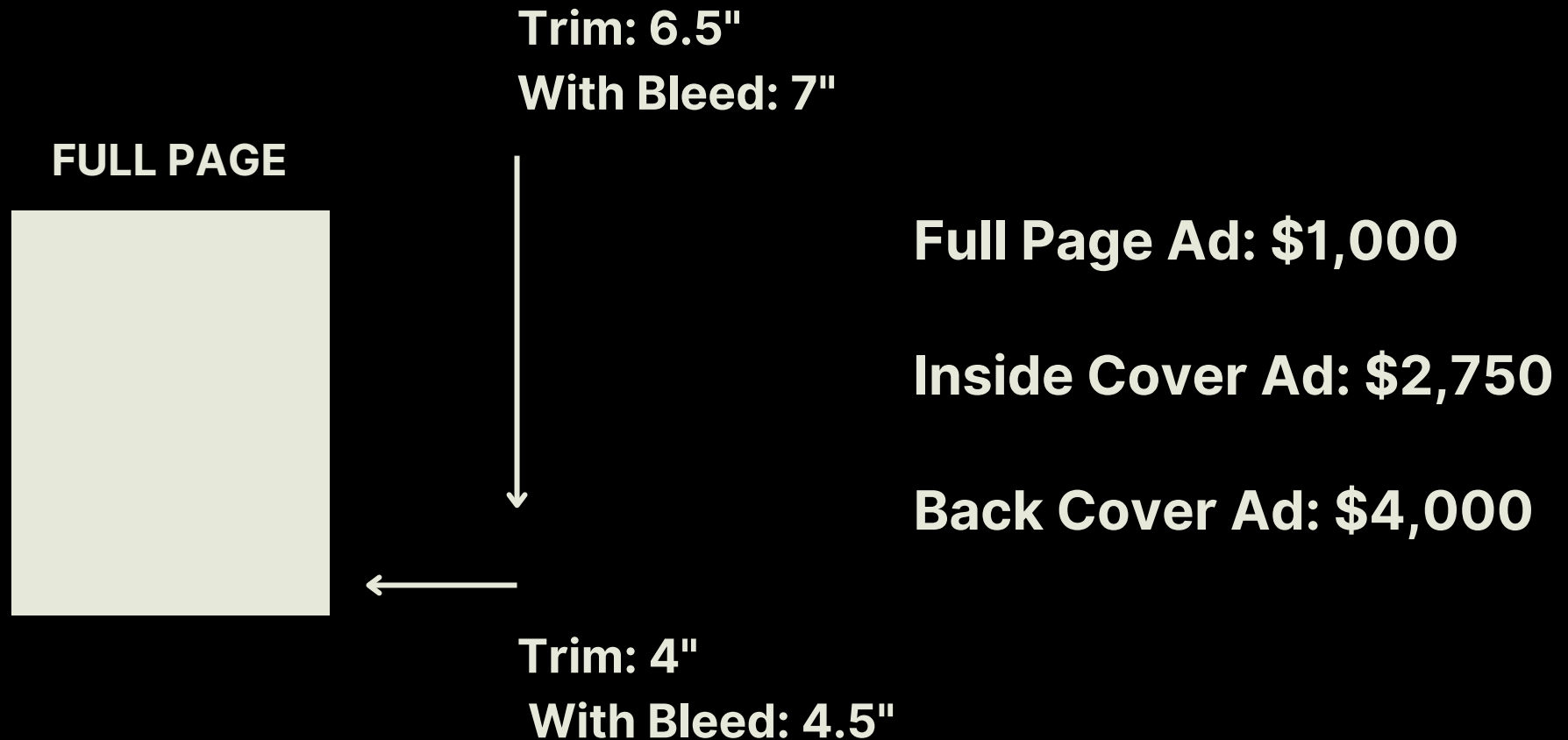
1/4 PAGE
\$650

VERTICAL TRIM: 4.25" X 5.5"
WITH BLEED: 4.75" X 6"

HORIZONTAL TRIM: 8.5" X 2.125"
WITH BEED: 9" X 2.625"

POCKET GUIDE AD PLACEMENT

A condensed version of the program book, the pocket guide is a convenient resource to access the film programming and schedule along with other key Festival information.





"One of my favorite things about Austin is that, unlike other world-class Film Festivals where filmmakers are separated from the audience by velvet ropes, AFF encourages their attendees and speakers to mingle and get to know each other. The Festival's social gatherings are how I've come to meet so many of the writers who have gone on to become close friends, mentees, and mentors."

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

THE PARTIES

**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 | Closing Night**

So a writer, producer and director walk into a bar.... there's never a dull moment during AFF. Austin is the perfect laid-back vibe to drop the formality and let loose with incredible parties. From the Opening Night Reception to the Film Texas BBQ Supper, there are numerous opportunities to create unforgettable moments for your brand. Contact sponsorshipdirector@austinfilmfestival.com for more details.

Current and previous party sponsors include:



ALICE KLEBERG REYNOLDS
FOUNDATION



WRITERS GUILD
OF AMERICA WEST

FILM & FOOD FUNDRAISING PARTY

EXECUTIVE PRODUCER LEVEL \$10,000

- Logo and/or name recognition on Film & Food related marketing pieces including invitations, poster, print advertisements, email blasts, sponsor signage, AFF website, and social media
- Dedicated eblast to AFF database of 50k+ active members
- 25 Tickets to the Film & Food Party & 4 Producers Badges to Austin Film Festival
- OR 45 tickets to Film and Food Fundraising Party

PRODUCER LEVEL - \$5,000

- Logo and/or name recognition on Film & Food related marketing pieces including invitations, poster, email blasts, sponsor signage, AFF website and social media
- 10 Tickets to the Film & Food Party & 2 Producers Badges to Austin Film Festival
- OR 25 tickets to Film and Food Fundraising Party

SHOWRUNNER LEVEL - \$2,000

- Name recognition on Film & Food related marketing pieces including email blasts, sponsor signage, and AFF website
- 6 Tickets to the Film & Food Party & 4 Film Passes to Austin Film Festival
- OR 8 tickets to Film and Food Fundraising Party

WRITER LEVEL - \$1,250

- Name recognition on Film & Food related marketing pieces including email blasts, sponsor signage, and AFF website
- 4 Tickets to the Film & Food Party & 2 Film Passes to Austin Film Festival
- OR 6 tickets to Film and Food Fundraising Party

DIRECTOR LEVEL \$750

- Name recognition on Film & Food sponsor signage and AFF website
- 4 Tickets to the Film & Food Fundraising Party

AFF's Annual Film & Food Fundraising Party is on **Wednesday, October 28, 2026 from 7-10 PM at Distribution Hall**. Try amazing food from Austin's best restaurants like Ranch 616, JABS Burgers, Ezov, & many more, in addition to an open bar, and a live/silent auction.

All proceeds benefit AFF's Young Filmmakers Program, which collectively serves over 1,800 students annually, ages 9-18, in the Austin community through programs such as Digital Storytelling, the Festival and Conference Scholarship Program, the Young Filmmakers Competition, and Summer Film Camp.



More info and tickets available at [austinfilmfestival.com/ film-and-food](https://austinfilmfestival.com/film-and-food) or email filmandfood@austinfilmfestival.com

JOIN THE AUSTIN FILM FESTIVAL FAMILY

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

Bloomberg
Philanthropies



Final Draft®



WRITERS
GUILD
of AMERICA
EAST



UCLA
Professional
Programs



SONY PICTURES
ANIMATION



Loyola
Marymount
University



THE LINCOLN
MOTOR COMPANY



The
MACALLAN®
HIGHLAND SINGLE MALT
SCOTCH WHISKY

HISCOX
encourage courage®



Frost

BANKING
INVESTMENTS
INSURANCE



DON'T TAKE IT FROM US...

“ 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

“ Award season starts here. While the Austin Film Festival can be a launch pad for rising young filmmakers, it can also be a step onto the academy's red carpet. This year's headliners represent a long list of creatives in front of and behind the camera whose names seem likely to make many nominee and end-of-year lists. ”

THE AUSTIN
CHRONICLE

“ 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. ”

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



"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*, which qualified for its Academy Award® through Austin Film Festival



"The very best thing about it has been that I've gotten the chance to think about this place, Austin, Texas, and all of you, the people who are here, and so many years of Festival... to fiercely clutching this badge, to sleeping with it on. I just always knew that it granted me access to a very special thing and place. And that thing is community with all of you."

Rachel Kondo, co-creator and executive producer of 18 time Emmy® award-winning *Shōgun*, AFF New Voice Awardee in 2024



"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*



THANK YOU



FOR MORE INFORMATION PLEASE CONTACT:

SPONSORSHIPDIRECTOR@AUSTINFILMFESTIVAL.COM

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