24TH Brklyn Film Festival

JUNE 4 - 13 2021

“One of Brooklyn’s most enduring cultural staples”
Steve Dollar | The Wall Street Journal

“One of the city’s coolest film going destinations”
Joe Neumaier | NY Daily News
**THE 24th ANNUAL BROOKLYN FILM FESTIVAL WILL RUN FROM MAY 28 - JUNE 6, 2021**

> The 24th BFF will be (1) **staged online** where all the selected film premieres will play non-stop for ten days. If allowed by the city of NY, the festival would also be ready to be staged at (2) a **physical venue** (Windmill Studios in Greenpoint). The venue would be setup with a reduced number of seats to allow safe distancing. And all the safety measures available would be adopted (i.e. questionnaire, body temperature taken, etc.)

> This year, BFF will present **150 film premieres** selected among **2,600 film entries** coming from **over 100 countries**. All films are submitted via FilmFreeway where BFF is listed as one of the **most popular events** and featured in the **top 100 list** of best-reviewed events. According to reviews from real FilmFreeway users, BFF ranks in the top 1.5% of more than 10,000 film festivals and creative contests around the world.

> Besides BFF programming, we will also present the **17th annual kidsfilmfest** (about 20 films for children divided into two programs by age target). These programs will be featured online and possibly at a physical venue on June 5 (venue TBA).

> BFF is a competitive festival. We will award **prizes worth a total of $50,000** in cash, services, and products (TBC). For the prizes, we are proud to be supported by companies such as Reel 13, Final Draft, MPE, Noble Jewelry, Media Services, Lentini Communications, and Brooklyn Film Society.

> **BFF’s mission** is to discover, expose, and promote independent filmmakers at the early stage of their careers (first or second film); to provide a forum in Brooklyn to advance public interest in film and the independent production of films; and to draw worldwide attention to Brooklyn as a center for cinema.

> A creative group from HAVAS New York, one of the top advertising agencies in the world, will partner with BFF to develop a unique and effective campaign. Experienced filmmakers and/or animators will produce a TV commercial that will air nationwide and a festival film trailer that will be projected at the festival before every program and uploaded on most social media platforms.
ABOUT US

“Brooklyn Film Festival is one of the most trusted and respected arbiters of excellence in the art of filmmaking”

British Academy of Film and Television Arts (BAFTA)

AT A GLANCE

150 FILM PREMIERES
2,800 FILM SUBMISSIONS
100+ COUNTRIES SUBMITTING FILMS
10 DAYS OF SCREENINGS
VIRTUAL AND PHYSICAL VENUES
SIDEBAR EVENTS / DRIVE-INS
100 INDUSTRY GUESTS
100 ACCREDITED MEDIA OUTLETS
1 MILLION UNIQUE VISITORS YEARLY
$50,000 IN PRIZES ASSOCIATED TO 30 AWARDS

OUR AUDIENCES

11,000 PHYSICAL ADMISSIONS (2019)
39,000 VIRTUAL VIEWERS (2020)
97,000 VIRTUAL FILM VIEWS (2020)
48% FEMALE, 52% MALE
80% TERTIARY EDUCATED
90% OF PHYSICAL ATTENDEES LIVE IN NYC
CULTURALLY AWARE
DIVERSE
MULTI-ETHNIC
BRAND-SAVVY CONSUMERS
INFLUENCERS

BFF Opening Night by the Step & Repeat - Wythe Hotel 2015

BFF is a Canadian Screen Award qualifying film festival
### DEMOGRAPHICS

**AGE**
- 3.3% = Under 17
- 46.8% = 18-34
- 32.3% = 36-55
- 17.6% = Over 55

**INCOME**
- 20.8% = under 25,000
- 37.3% = 25,000-50,000
- 20.3% = 50,000-75,000
- 7.7% = 75,000-100,000
- 14.1% = over 100,000

**GENDER**
- 49.2% = Female
- 49.0% = Male
- 1.8% = Other

**ETHNICITY**
- 9.2% = Asian
- 33.5% = Caucasian
- 3.2% = African American
- 36.9% = Latino
- 17.1% = Others

### AUDIENCE PROFILE
Every year, Brooklyn Film Festival attracts a dynamic mix of indie filmmakers coming from NYC and around the world, film distributors, production and post-production company employees, other film-industry professionals, media representatives from local newspapers, indie magazines, mainstream publications and TV stations, as well as thousands of indie-film enthusiasts for a celebration of emerging talent in a growing entertainment-industry hub and cultural center.

Like the borough that is home to the festival, BFF embraces diversity and inclusiveness. We strongly believe in equal access to the arts. Each year we donate 200 admission tickets to various Brooklyn-based schools and offer discounted tickets to senior citizens and students.

With the BFF 2020-online edition, a choice that BFF made because of Covid 19, we expanded our festival’s global audience: 134 countries tuned in, over 39,000 unique viewers played the 150 films we programmed from May 29-June 7. All our viewers combined clicked “play” a total of more than 97,000 times.

*Julia Garner by the bar on Opening Night – indieScreen 2014*
2021 MARKETING CAMPAIGN

PRINT

Posters
Large banners at venues
Branded t-shirts
Branded face protective masks
Branded opening night invitations
Branded physical admission tickets

MEDIA & ON-SCREEN

BFF TV commercial airs on WNET Thirteen (May 1-June 6)
BFF trailer is projected at the festival before every program and is available online in perpetuity
BFF radio spots air daily on WBAI and IHOT Radios (May 15-June 6)
BFF trailer and editorial coverage air on partner TV channels (TBA)
Various editorials appear in a wide range of print and on-air media
Extensive PR campaign targets local, national, and international media, and maximizes exposure for the festival and its partners

ONLINE & VIRAL

Regular email bulletins to festival’s online subscriber list, and bulletin alerts are also posted on social media
Film clips and trailers are shared to generate interest in festival screenings
Our website www.brooklynfilmfestival.org attracts over one million unique visitors annually
In June 2020, we registered a monthly peak of 300,000 website visitors
Year-round BFF posts ads on social media and creates advertising campaigns on Google AdWords
BFF key social media:
www.vimeo.com/brooklynfilmfestival - 39,000 viewers
www.facebook.com/brooklynfest - 8,800 followers
www.twitter.com/brooklynfest - 3,464 followers
www.instagram.com/brooklynfilmfestival - 3,429 followers
### IMPRESSION BREAKDOWN

#### ADVERTISING

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>WNET Thirteen</td>
<td>TV Commercial</td>
<td>60</td>
</tr>
<tr>
<td>Radio ads</td>
<td>2 week run</td>
<td>210</td>
</tr>
<tr>
<td>BFF e-newsletters</td>
<td>year</td>
<td>22</td>
</tr>
<tr>
<td>Ads on social media</td>
<td>Facebook &amp; Instagram</td>
<td>60</td>
</tr>
<tr>
<td>Google AdWords</td>
<td>Clicks</td>
<td>18,747</td>
</tr>
<tr>
<td>WNET &amp; Yelp e-blast</td>
<td>n/a</td>
<td>3,000,000</td>
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#### WEB HITS

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<tr>
<th>Description</th>
<th>Quantity</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>WNET &amp; Yelp</td>
<td>website postings</td>
<td>n/a</td>
</tr>
<tr>
<td>brooklynfilmfestival.org</td>
<td>pages viewed</td>
<td>year</td>
</tr>
<tr>
<td>Followers on combined Facebook accounts, Twitter, &amp; Instagram</td>
<td>16,000</td>
<td>16,000</td>
</tr>
<tr>
<td>youtube.com/brooklynfest</td>
<td>video views</td>
<td>year</td>
</tr>
<tr>
<td>youtube.com/user/BiFFtrailers</td>
<td>views of film trailers since 2007</td>
<td>n/a</td>
</tr>
<tr>
<td>BFF website’s Theater</td>
<td>films shown online via Vimeo</td>
<td>views</td>
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#### PROMOTIONAL MATERIALS

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>Branded tickets</td>
<td>badges</td>
<td>11,000</td>
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<tr>
<td>Film trailer</td>
<td>passages at venues + web</td>
<td>n/a</td>
</tr>
<tr>
<td>Slide projections</td>
<td>passages</td>
<td>280</td>
</tr>
<tr>
<td>Posters</td>
<td>1,000</td>
<td>50,000</td>
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<tr>
<td>T-shirts</td>
<td>500</td>
<td>10,000</td>
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<tr>
<td>Venue banners (exterior)</td>
<td>4</td>
<td>50,000</td>
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<tr>
<td>Venue banners (interior)</td>
<td>2</td>
<td>11,000</td>
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Local, regional, and international companies support BFF’s efforts to connect creative, thought-provoking new stories with audiences, and to encourage an exchange of perspectives between filmmakers and movie enthusiasts, while simultaneously strengthening our local economy and supporting our community.

BFF seeks to build long-term relationships. Growing with BFF means keeping up with the latest trends in cinema while making a difference through a vibrant cause that has worldwide ramifications.
2021 OPPORTUNITIES

Although each package of benefits has been created to achieve the best results in terms of exposure with the minimum investment, we would like to remind you that we are willing to work with you to customize a sponsorship level that fits your needs perfectly.

For the 2021 edition, BFF offers xyz four levels of sponsorship. For a detailed breakdown of benefits by level of sponsorship, please contact the BFF office.

- TITLE
- PRESENTING
- SUPPORTING
- OFFICIAL
CONTACT

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