

Fresh
ideas

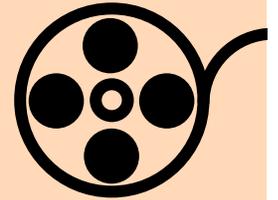
Storytelling

Voices and
images

Independent
cinema

New
films

A celebration of the true
independent filmmaker

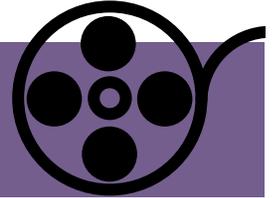


History: Since 2009, the NYC Independent Film Festival has aimed to discover talented domestic and international indie filmmakers and embraces fresh ideas by screening 1,280 movies from 61 countries in the past 8 years.

Mission: The NYC Independent Film Festival is a 501(c)(3) non-profit providing a showcase for the best in independent cinema, from NYC and around the world, to the public and entertainment industry. The weeklong celebration screens the best indie films, offers educational panels and presentation helmed by industry professionals, and holds live performances. The Festival gives filmmakers the opportunity for potential distribution and funding, as well as awarding the best across numerous categories, all while giving them the opportunity to mingle and network with press, supporters, and fans.

Vision: The Festival is focused on low budget and emerging yet overlooked filmmakers, bringing their talent to culturally enrich the NYC community. The Festival aims to create the largest gathering worldwide of true indie filmmakers.

Filmmaker Testimonials



"I will always have special memories of the NYC Independent Film Festival. Dennis and the team made me so welcome when I traveled over from London, UK, and I was thrilled to win the Best Narrative Feature award for my indie feature MILE END. The recognition from the festival helped me build momentum and recognition for the movie and was vital in helping me secure a distribution deal with Flix Premiere." – Graham Higgins, MILE END, 2016 Narrative Feature Winner

"DEADLY REVISIONS went on to win several awards on the festival circuit and then gained distribution via SGL Entertainment. It is now available on DVD, Blu-ray and VOD on a variety of platforms, much of which is listed on the DEADLY REVISIONS page of the distributor's website. The NYC Indie Film Festival had a great vibe and I enjoyed all the people I met in 2014. I especially enjoyed the fun, red carpet mini-interview. Hope there are many more years to come!" – Gregory Blair, Deadly Revisions, 2014

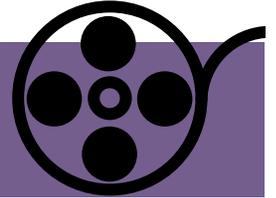
"Our screening at NYC Indie Film Festival was the best screening experience to date. Thank you to our wonderful audience!" – Kamila Dydyna, Testimony, 2015

In 2014/2015 I submitted a short screenplay and received feedback from a judge. This was such an amazing surprise as I had not expected coverage - the entrance fee was very fair and because of that I had not expected feedback.

The judge had given me some very positive but critical feedback. I worked on my script, and here we are, my co-producers and I showing our short film 'Moral Compass' at the NYC Independent Film Festival! OMG!

Thank you to John, Dennis and the whole team for supporting independent filmmakers and especially including women film makers into the mix. We love you all for that. Much Love, Gladiolus Productions, NYC" - Kylie Garcelon, Moral Compass, 2016

Noteworthy Official Selections



*In past years, the Festival has hosted representatives from **Vivicast Media**, **SONY Pictures**, **BidSlate**, and **Vuier**. Noteworthy official selections include:*

“Dolphin Girl”
2017 Best Short Screenplay
Now in production

Mile End
2016 Best Narrative Feature Winner
Released VOD exclusively on Flix Premiere in USA & UK

The Way of Tea
2015 Best Director
Shortlist for 2017 Academy Awards “Live Action Shorts” Category

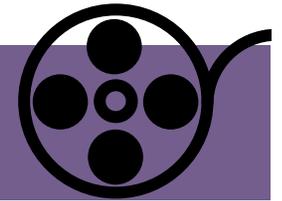
A Nearly Perfect Blue Sky, 2016
2017 Sundance Selection in the “Midnight Short Films” Category

A Beautiful Now, 2016
Released on Netflix in 2016

When the Ocean Met the Sky, 2015
Acquired by The Orchard for Distribution

Deadly Revisions, 2014
Distributed by SGL Entertainment post-Festival

Partnerships

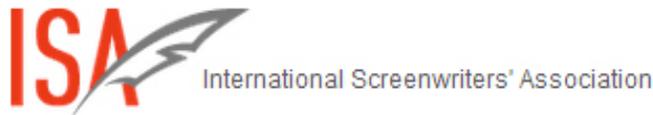


"I had a great time interning at the Festival. I learned a lot about the structure of the Festival and what can make a film good or bad. This has been one of the coolest experiences of my life, and I would gladly come back and do it again next year." - Raymond Lothian, Hostos intern

The Festival has teamed up with **Hostos Community College** to offer select students an internship to learn all that goes into festival curation, production, and working in the film industry. Film educators from Hostos have lent their industry experience to past panels and seminars, including Andy London in the 2016 Animation Panel.



The Festival has curated two (2) hour-long blocks for ShortsTV consisting of the top films of the year: **Films by Her** will run on-air for the second time in 2017, screening the top films helmed by female filmmakers (documentary shorts, narrative short films, and animated films). **#WatchInColor** will premiere in 2017 and highlights diverse storylines in our top films of the year created by members of the Far East Asian, South Asian, Hispanic, and LGBTQ communities, including animated films, a documentary short, and a narrative short film.

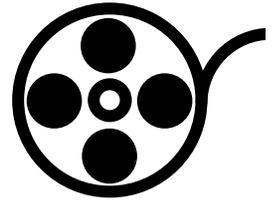


"Thank you NYCIndieFF for your tireless dedication in creating another successful and never boring Festival! Your Festival is such a supportive environment for filmmakers. I will forever cherish my award, thank you!" – Tanya Carleton Lovrics, Dolphin Girl, 2017 Short Script Contest Winner

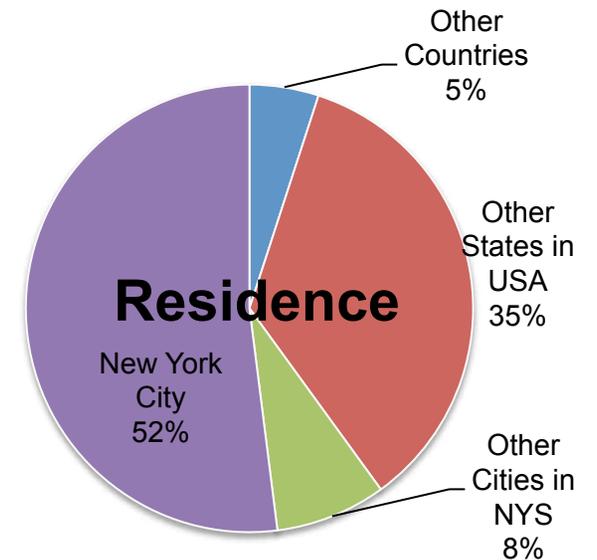
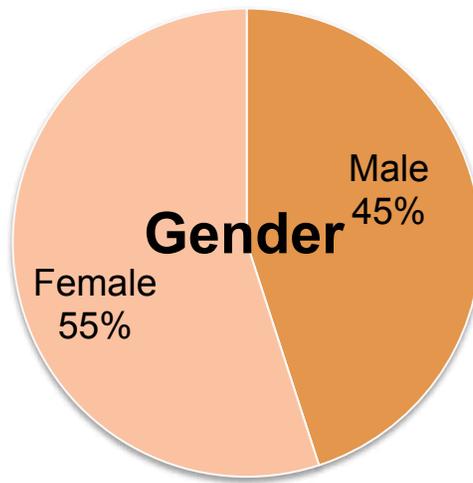
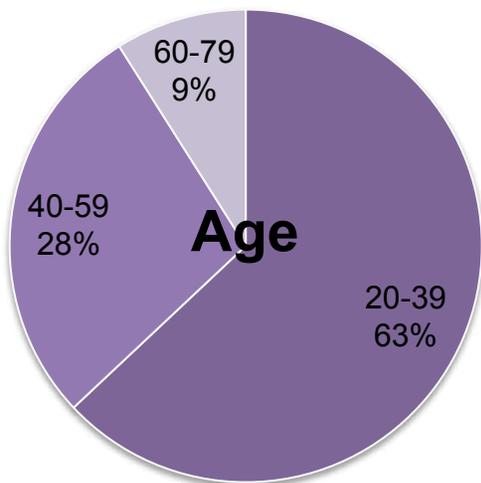
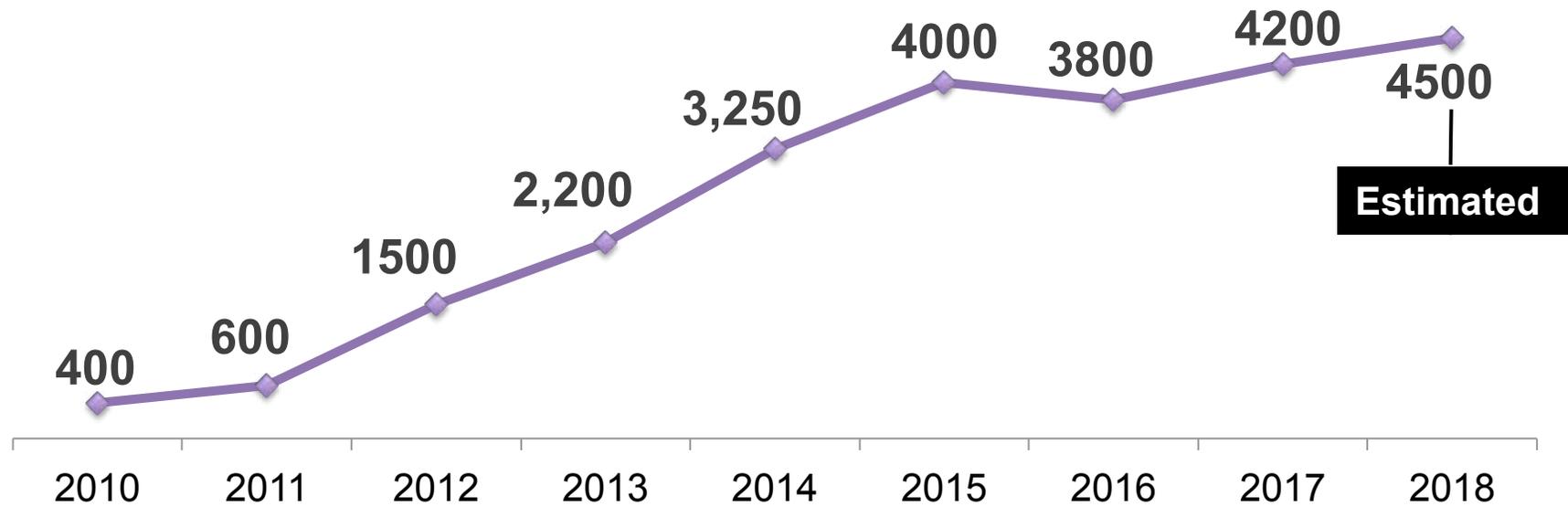
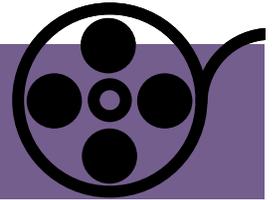
Since 2016, the Festival has worked with the International Screenwriters' Association to offer our Short Script Contest finalists a showcase of their script online for the opportunity to pitch their project for production and access to online writing classes to improve their script. 2017 Short Script Winner *Dolphin Girl* is now in production.

SPONSORS

We proudly present the companies that have been supporting the festival through the years.

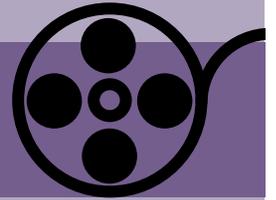


Growing Audience: Number of Attendees



The Festival Awards

Since 2010, the Festival has awards prizes valued close to \$100,000 (cumulatively)



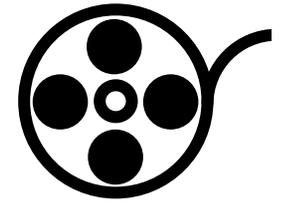
Best Short Film
Best Short Documentary
Best Super Short Film
Best Animation
Best Music Video

Best Director
Best Cinematography
Best Actress
Best Actor
Best Narrative Feature
Best Documentary

Best Virtual Reality
Best Short Sketch Comedy
Best Short Screenplay
Best TV Pilot
Best Web Series



How we advertise



The Festival (and your company).

WEBSITE

www.nycindieff.com

From May 17, 2016 to May 17, 2017

147,060

Pageviews

39,740 users

56,193 sessions

70% new visitors

Demographics

55% ages 25-44

49% female **51%** male

63% visits from the US

PROGRAMS

To be distributed in May 2017

1,500 units

Distributed during the festival and previous weeks.

POSTERS

To be displayed from April to May 2017

250 units

In heavily trafficked areas of NYC and colleges.

TWITTER

@NYCIndieFF

On Sept. 25, 2017 **22%**

3,023 followers 

FACEBOOK

New York City

Indie Film Festival

On Sept. 25, 2017

5,484 likes

Fan profile

From Sept. 2016 to Sept. 2017

Most popular age groups

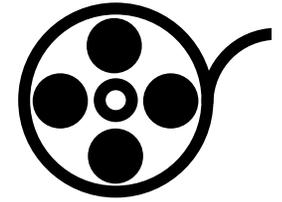
25-34 years old 36%

35-44 years old 23%

Gender: Women: 45% Men: 55%

Likes increased **22%** 
from Sept. 2016 to Sept. 2017
(Pre and during festival)

How we advertise



The Festival (and your company).

Newsletter

7,000 emails

Emails are obtained through the sign-ups to the newsletters on the festival website.

And throughout a network of more than

5,000

independent filmmakers, actors, directors, producers and movie technicians from all around the world.

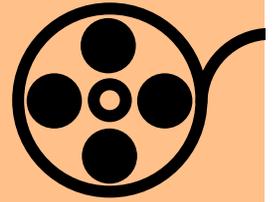
Plus newsletters sent by our media partners to

350,000 people

Additionally:

- **PRESS RELEASES**
- **GOOGLE ADWORDS**
- **FACEBOOK ADS**
- **TWITTER ADS**
- **ADS**
 - TV commercials, email blast and web ads
 - Local websites, magazines and newspapers
- **EMAIL BLASTS and SPONSORED POSTS:**
 - Stage 32
 - FilmFestivals.com
 - InkTip
 - and other industry websites

WHY BE A SPONSOR



- Your company as a partner with a festival that **grows** year after year.
- An audience of **4,500*** young, energetic and educated opinion formers.
- Your brand as a partner of **culture**, creativity and innovation.
- Deductible **investment** in a nonprofit organization.
- Encourage thousands of independent filmmakers **worldwide**.

(*) Estimated attendance for 2018

- Different packages to fit your budget and offer the best exposure to your brand.
- Custom opportunities to suit your company's needs.
- Opportunity to have your logo in our communication, your ad in our program and website, your logo on the red carpet step and repeat banner, your commercial before the film sessions and much more!



Plaque with your logo inside all theaters
(Platinum Sponsors only)



Table available for your representative at the
venue (Platinum and Gold Sponsors only)



Your logo on the step and repeat banner on
the red carpet (Platinum Sponsors only)

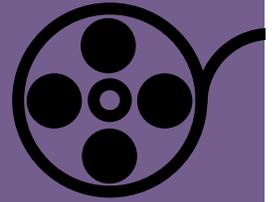
SPONSORSHIPS

Compare the packages



| Benefits you get | Platinum Sponsor \$10,000 | Gold Sponsor \$5,000 | Silver Sponsor \$2,500 | Festival Supporter \$750 |
|--|--|--|--|-------------------------------|
| Use the festival logo in your communication (for 1 year) | ✓ | ✓ | ✓ | ✓ |
| Your logo on our communication (website, posters, newsletters, program and others we may create) | Under "Platinum Sponsor" | Under "Gold Sponsor" | Under "Silver Sponsor" | Under "Supporter" |
| Your ad in our program | Back or Inside Cover | Double-page | 1 page | ½ page |
| Your commercial on sponsors reel on festival website (for 1 year) | 60 sec. | 30 sec. | 10 sec. | - |
| Your commercial at the beginning of all film sessions | 60 sec. | 30 sec. | 10 sec. | - |
| Social Media mentions (Facebook and Twitter) – Pre-event | Weekly, for 3 months | Bi-monthly, for 2 months | Once, in the week before event | Once, in 1 month before event |
| Social Media mentions (Facebook and Twitter) – During event | Daily (7days), with pics and links to your website | 3 times, with pics and links to your website | Twice, with pics and links to your website | Once, with pic |
| Social Media mentions (Facebook and Twitter) – Post-event | Weekly for 1 month | Twice, in the month after | Once, in the month after event | - |
| Your logo on our ads (under the category listed above) | ✓ | ✓ | ✓ | - |
| Mention in our press releases | ✓ | ✓ | - | - |
| Table available for your representative at the venue (to samples and giveaways) | ✓ | ✓ | - | - |
| Your ad on our website (for 1 year) | ✓ | - | - | - |
| Your banner displayed on site at the venue | ✓ | - | - | - |
| Your logo on the step and repeat banner on the red carpet | ✓ | - | - | - |
| Include giveaways in the Gift Bags (to filmmakers and guests) | ✓ | - | - | - |
| Special mention at our Awards Ceremony | ✓ | - | - | - |

ADVERTISING



In addition to the packages, other advertising actions can be added or used independently.

| Type | Description | Price |
|--------------------------|--|-----------------|
| Backdrop | Your logo in a step and repeat banner on the red carpet. | \$ 2,500 |
| Sampling | The audience receive your sample before or after the screenings. | \$ 2,000 |
| Lanyards | Your logo on custom lanyards distributed to filmmakers and industry professionals | \$2,000 |
| Tote Bags | NYC Independent Film Festival and Your logo on custom tote bags distributed to filmmakers and industry professionals | \$3,000 |
| Ad on the program | Full-page | \$500 |
| | ½ page | \$300 |
| | ¼ page | \$175 |
| Tote Bag Swag | Include coupons, giveaways, samples, promotional materials inside the Gift Bags distributed to invited filmmakers, distributors, and industry professionals. 200 Gift Bags are given out. | \$1,000 |

Ask us about tailored packages!

**Never
Boring**



**May 7-
May 13**

May 7 to May 13, 2018 | New York, NY
www.NYCIIndieFF.com | [@NYCIIndieFF](https://twitter.com/NYCIIndieFF)

CONTACT US

The packages are customizable to fit your company's needs.

To further discuss terms, rates, and conditions please contact:

NYC Independent Film Festival

 (917) 608-4784
sponsor@nycindieff.com

www.nycindieff.com