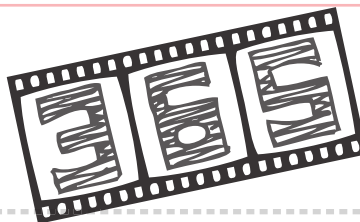


ATLANTA
FILM FESTIVAL

2012
BIRDS-EYE

MARCH 23, TO
APRIL 01, 2012

www.atlantafilmfestival.com



QUICK FACTS

In Person

Annual Attendance 53K+
Festival Attendance 18K+

Online

Page Visits 1.4M
Unique Visitors 292K
Email Subscribers 6.5K
Social Media 23K

Media Circulation

TV (national homes) 44M
TV (regional homes) 750k
Print 100K
Radio 140K

Alexa.com: Based on Internet averages, atlantafilmfestival.com is visited more frequently by users who are in the age range 25-34, have no children, and are college educated

FOUNDED 1976
STATUS 501c3
AUDIENCE FilmLovers

SERVING YearRound
MISSION Discovery
OSCAR Qualifying

Mission: to lead the community in creative and cultural discovery through the moving image.

Now in its fourth decade, Atlanta Film Festival 365 (ATLFF365) is the region's preeminent celebration of cinema. The organization offers entertainment, networking, education & professional development year-round. The festival itself is the largest and longest-running in the region. It is also the most distinguished event in its class, recognized as...

Best Film Festival by Creative Loafing, Sunday Paper, 10Best and Atlanta Magazine.

ATLFF365 screenings & events often include in-person dialog with filmmakers, providing audiences, artists and industry professionals with meaningful opportunities to network, interact and engage.



- The Festival has hosted a diverse selection of films throughout the years from emerging, contemporary and renowned filmmakers including Azrael Jacob, Mario Van Peebles, Morgan Spurlock, Spike Lee, Aaron Katz, Lynn Shelton, Craig Brewer, Robert Rodriguez, Tina Mabry, Carlos Cuarón, Marc Webb, Debra Granik, Ray McKinnon and Billy Plympton.

- Recent festival guests: Richard Chamberlain, Mario Van Peebles, Grant Hill, Josh Brolin, Eddie Vedder (Pearl Jam), Michael Ealy, Jasmine Guy, Margaret Cho, Jeff Foxworthy, Spike Lee, John Sayles, Chris Tucker, Ludacris, Carlos Cuarón (RUDO Y CURSI), Patterson Hood (Drive-by Truckers) & many others.

Sponsorship Contact: MixIt Marketing
Rick Kern: 404.243.5051, rick@mixitmarketing.com
Brooke Anglin: 404.316.9018 brooke@mixitmarketing.com

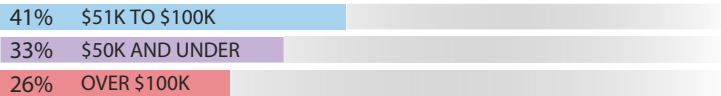
We serve two distinct audiences:

Our film loving audience is affluent, young, highly educated, tech-savvy, brand-aware and culturally sophisticated. They are power-consumers who embrace popular culture, but look to us as a partner in accessing a deeper experience in art & entertainment. They are tastemakers looking to discover and share experiences related to

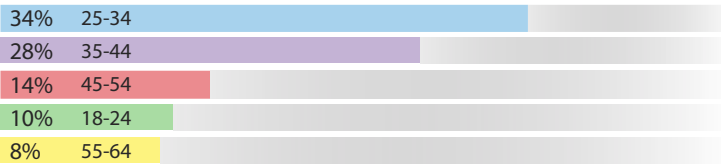
Film Lovers & Filmmakers
high quality products & services

FACTS & FIGURES

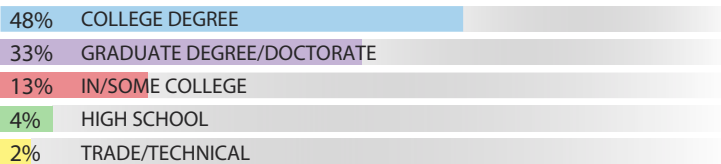
ANNUAL HOUSEHOLD INCOME



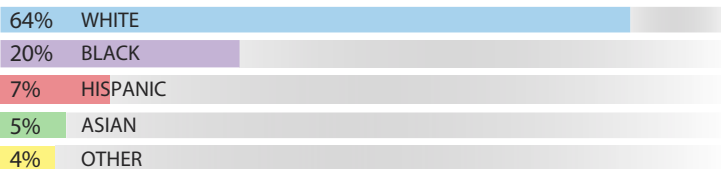
AGE



EDUCATION LEVEL



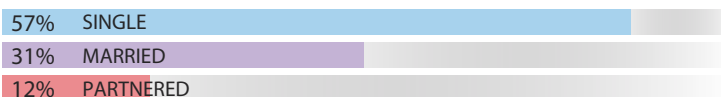
ETHNICITY



GENDER



MARITAL STATUS



Our filmmaking audience includes directors, writers, actors, producers, editors, entertainment executives, industry insiders and more. They make up one of Georgia's most fast-growing and attention-catching industries. They are businesspeople and artists, who eagerly look for products & services that will help them work more efficiently, promote their projects and make the best use of their budgets.



**Professional/Social
Networking**

A mix of devoted film fans and our most dedicated supporters, Atlanta Film Festival 365 Memberships offer enhancements and benefits to all other programs, including the Festival. Members get special discounts on tickets, registrations & submissions, invites to exclusive screening events, and other special perks. We support special promotions, product sampling

365 Membership

VIP marketing to our membership base (1K ppl) & general offers to our collective contact base (23K+ ppl).

**Define Product
Personality**

**Important Brands +
Unforgettable experiences**



Eat Drink & B-Indie

Join us the 3rd Tuesday of every month for networking, panel discussions, guest speakers, and new equipment demos. Target: Industry Pros, Students & New Filmmakers

Special Events

We are proud to present & co-present free & mbr-discounted Special Events including Anniversary Screenings, Receptions, Screening Series, Industry Parties & more.



Screenplay Competition

The Atlanta Film Festival Screenplay Competition looks to discover high quality screenplays and then help the writer further develop and refine their script through an intensive workshop retreat with professional writers and filmmakers.

Workshops & Seminars

We offer classes & seminars for established and emerging industry professionals year-round and during the Festival itself. We partner with various sponsors and partner non-profits (like GPP) to bring-in a rich variety of experts and instructors. Recent/ongoing examples include: Creating a Proper Film Resume, CINformation Series, How to Create A Proper Business Proposal, Advanced Production Assistant Academy.

**Connect with
Engaged audiences**



**Member Sneak-Peek &
Special Event Screenings**

From advance presentations of blockbuster movies & indie gems to premiere parties for new TV series, our screenings are a great perk for members, supporters & partners... here are a few recent examples:

- Buck
- True Blood Season 4 Premiere
- Hannah
- True Grit
- The Color Purple
- The Oath
- It's Kind of a Funny Story
- Get Low
- The Girl Who Played With Fire
- Solitary Man
- John Hughes Double Feature (Ferris Bueller's Day Off, Breakfast Club)
- The Girl with the Dragon Tattoo
- Manhattan
- Red Cliff
- Everybody's Fine
- Up in the Air
- The Blind Side
- Precious
- Monty Python Double Feature (The Holy Grail and The Life of Brian)
- New York, I Love You
- Whip It
- Zombieland
- (500) Days of Summer
- Do the Right Thing: 25th Anniv
- Sunshine Cleaning
- Serbis
- Confessions of a Shopaholic
- Curious Case of Benjamin Button, The Doubt
- Reader, The
- Let The Right One In
- Duchess, The
- Nights in Rodanthe
- Tyler Perry's The Family That Preys
- Man on Wire
- Ghost Town
- Sweeney Todd
- Atonement
- No Country For Old Men
- King of Kong
- Death Sentence
- 3:10 to Yuma
- The Kingdom
- Superbad
- Knocked Up
- Black Snake Moan

Our Signature Event: Through our terrific partners & sponsors, we present a diverse slate of screenings, programs & events for thousands of film-lovers and established & emerging industry professionals.

Genre & Category Film Tracks

Anniversary Classics, Narrative Competition, DOC Feature Competition, Pink Peach (LGBT) Feature Competition, Drama Shorts, Comedy Shorts, Documentary Shorts, Animation Shorts, Pink Peach Shorts
SPECIAL TRACKS:
Other Worlds, BBC America Comedy Shorts, Shorts Playing with Features

Gala Presentation Films

Nightly spotlighted films, including:
Opening Night
World Premiers
USA Premiers
Regional Premiers
Highest-Acclaimed Films
Closing Night

Festival Receptions & Parties

Opportunities to entertain clients and guests beyond the festival experience of the general public. Meet the people behind (& in) the films, as well as members of the press, community leaders & other sponsor VIPs. These events typically follow Gala Presentation films, such as Opening & Closing Night.



CINformation Seminars

These programs bring together industry professionals, academics, brands and businesses for workshops and discussions. Designed to educate and empower working media artists: directors, writers, actors, producers, animators, game designers, media services companies and more.

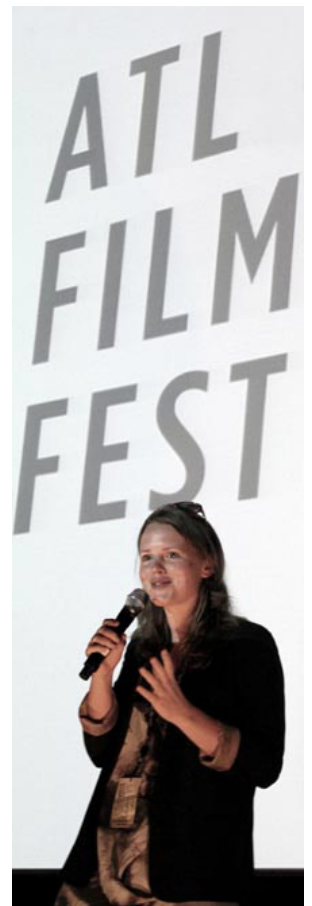


On Demand: Festival Content

A true example of partnership depth, ATLFF On Demand merges the Festival and its programming with the unique product capabilities of a sponsor's (Xfinity) flagship product... This program brings a piece of the festival experience into over 700,000 Atlanta living rooms.

What partners are saying...

- "a first-class organization & valued partner. They facilitate meaningful connections between movie lovers and our products. - McKnight Brown. VP of Marketing, Comcast/Xfinity
- "Central to the thriving filmmaking community in this city - Matthew Bernstein. Chair Dept of Film & Media Studies, Emory University
- "an important Turner sponsorship. Together, we encourage people to see new forms of storytelling, meet the storytellers and connect with other audience members. - Scot Safon, EVP/GM HLN, Turner



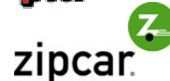
ATLANTA
FILM FESTIVAL

2011

SPONSORS!



A TimeWarner Company



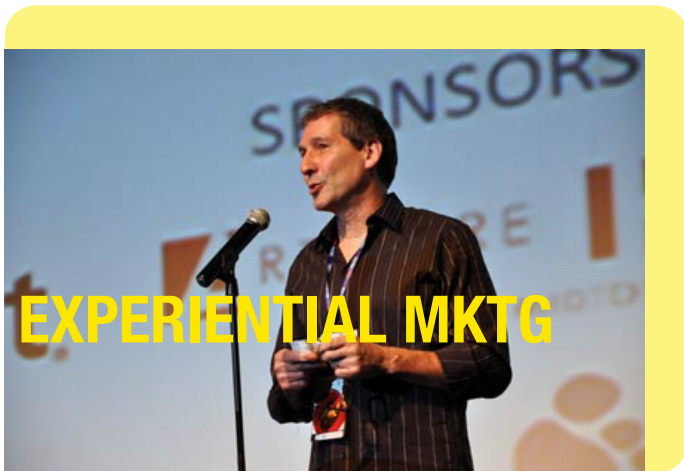
AUDIENCE

INTERACTION

CUSTOM PROMOTIONS



TARGETED SAMPLING



BRAND PAIRING

VIP HOSPITALITY

Entertain large groups at Festival venues and enjoy reserved seating for you and your guests. Host clients and employees at screenings and events throughout the Festival.