

ALBUQUERQUE



SEPT. 24-29, 2019

ABQFILMX.COM

SPONSORSHIP HIGHLIGHTS

BE PART OF THE EXPERIENCE!

AFME FOUNDATION PRESENTS: THE ALBUQUERQUE FILM & MUSIC EXPERIENCE

The **Albuquerque Film & Music Experience (AFME)** is entering its seventh year as a premier interactive film & music festival, held in Albuquerque, New Mexico. The experience will be held **September 24-29, 2019**. AFME features domestic and international movies, engaging industry panels and workshops, exciting networking events, parties, live music, and more.

Education and **positive economic development** are key components of AFME's activities and events. Year-round, AFME helps young people explore the film and music industries, participate in the various aspects of production, and provide educational opportunities for those who may wish to pursue professional careers in film, music and related endeavors. In addition, AFME is on course to become a significant, **annual visitor attraction**, while drawing attention to our robust film industry.

Giving equal weight to **music + film**, our core philosophy lies in emphasizing the **symbiotic relationship** and **creative equality** between film and music, and recognizing talent and artistry in both.

For 2019, AFME will celebrate **ROAD FLIQX**, highlighting the cinematic and musical expression of the "open road", a metaphor for the search for the enduring spirit of freedom. We will feature movies and their soundtracks with actors, directors, writers, musicians and others that make those films come alive.

The cornerstone of **ROAD FLIQX** will be the celebration of the **50th Anniversary of Easy Rider**, arguably the most recognized and emblematic road flick of all time. Images of Peter Fonda, Dennis Hopper and Jack Nicholson cruising the open roads of America (with New Mexico as its backdrop) to an unforgettable soundtrack by Steppenwolf, The Jimi Hendrix Experience, the Byrds, Roger McGuinn and others, are embedded in the hearts and minds of multiple generations.

And, as Taos, New Mexico was Dennis Hopper's home, the festival will include a motorcycle ride along the route where the movie was filmed and to Hopper's burial site, with a special ceremony to commemorate the anniversary.

We expect **AFME 2019** and the **ROAD FLIQX** experience to be unlike any other, and attract fans and aficionados from all directions.

We invite **local and national** companies, and film and music lovers to support our unique experience by becoming a financial sponsor of AFME and the AFME Foundation - a non-profit 501(c)(3) organization.



SIGNATURE EVENTS



REEL 2 TABLE FUNDRAISER

Pre-festival dinner and silent auction where six chefs create individual menu items that represent each film. A must for food and film lovers!



OPENING NIGHT AT AFME

Join the who's who in the local community for food, drink and special entertainment at our opening reception, followed by our opening feature film.



EXCLUSIVE VIP EVENTS

Network with celebrities, filmmakers, musicians and fellow VIPs at receptions, after parties and special events throughout the week.



EASY RIDER 50TH ANNIVERSARY

Join special guests as we celebrate this independent classic, followed by a motorcycle "Ride to Remember" to Dennis Hopper's gravesite in Taos.



"M" IS FOR MUSIC

Experience the power of music in film through intimate conversations, demonstrations and live performances by A-list and local musicians.



INTIMATE CONVERSATIONS

Industry professionals take the stage to share stories about their career, passions in life, and tricks of the trade for reaching the top.

2019 SCHEDULE OF EVENTS

TUESDAY, SEPTEMBER 24, 2019

Pre-Festival Reel 2 Table
Fundraising Dinner & Silent Auction
Pre-Festival Feature Film – Almost Famous

WEDNESDAY, SEPTEMBER 25, 2019

AFME Registration Opens
Opening Night Sponsor & VIP Event
Opening Night Film

THURSDAY, SEPTEMBER 26, 2019

Actor's Workshop
Panel Discussions
Short Films Program
Free Family Movie – Location TBD
Feature Film – Thelma & Louise
After Party

FRIDAY, SEPTEMBER 27, 2019

Screenwriting Workshop
AFME Kid's Film Acting Camp
Intimate Conversation with talent TBD
New Mexico Short Films
50th Anniversary Screening of Easy Rider
After Party

SATURDAY, SEPTEMBER 28, 2019

Music Composition Workshop
Intimate Conversation with Talent TBD
Motorcycle “Ride to Remember” to Taos
Afternoon Feature Film – Duel
80th Anniversary screening of The Wizard of Oz
Feature Film
Concert

SUNDAY, SEPTEMBER 29, 2019

Intimate Conversation with Talent TBD
Filmmaker Brunch & Awards Ceremony
Casting Call with Elizabeth Gabel
Family Feature Film – Cars in 3D
Feature Film – Little Miss Sunshine

Schedule subject to additions and changes

SPONSORSHIP LEVELS

AFME provides sponsors long-term brand exposure in front of a highly diverse demographic. Media impressions in 2018 reached 2,000,000+ locally and 10,000,000+ nationwide with over 7,600 attending events. We are happy to customize your benefits based on different cash and/or in-kind contributions.

	GOLD		SILVER		BRONZE	
Benefits & Exposure Points	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Passes to AFME	20	10	6	4	2	2
Tickets to Reel 2 Table/Silent Auction Fundraising Dinner	10	6	4	4	2	1
Company logo/name on-screen before movie blocks	Logo	Logo	Name	Name	Name	Name
Company logo & link on website sponsor page	✓	✓	✓	✓	✓	✓
Company promoted on AFME social media	✓	✓	✓	✓	✓	
Invitations to all year-round AFME movies and events	✓	✓	✓	✓	✓	
Ad in the AFME program book	Prime Full page	Prime ½ page	1/3 page	1/6 page		
Logo or name on back of AFME t-shirts	Logo	Logo	Name			
Company on signage, print ads, posters and postcards	All	Select				
Verbal recognition before every movie and event	✓	✓				
Marketing materials at AFME registration and venues	✓	✓				
Company logo & link on website home page	✓					

AFME Festival Passes include: movies, panels, Intimate Conversations, Opening Night Reception, Opening & Closing Night Movies, after parties, access to the filmmaker/VIP Lounge, and discounts at sponsor locations. A **25% discount** will be offered for additional passes needed. Based on level of sponsorship, pre-festival fundraising dinner, workshops, motorcycle event and awards brunch may not be included.

PRESENTING SPONSOR

\$50,000+

COMPANY MARKETING & ADVERTISING BENEFITS

As a Presenting Sponsor, your or your company's name will be side-by-side with AFME in all year-round programs, marketing and advertising. We will customize a package that benefits you most. Your company will be included in television ads, social media campaigns, press releases and print ads. You will also be showcased with prime advertising space and an article in our program book.

Your logo, web link and a web banner will be placed on our website home page and your company logo will be placed on all flyers, posters, postcards, t-shirts and AFME advertisements. AFME movie trailers will be "Powered by" your company on our website home page.

FESTIVAL EXPERIENCE

Enjoy all events at AFME as you are recognized as a Presenting sponsor. Your name will be on an AFME award that you and your company present to an honored guest or filmmaker at AFME.

Your name or logo will appear on the big screen at theaters, and you have the option for a 15 to 30 second commercial play in front of every movie block. Meet other sponsors, VIPs, celebrity guests and filmmakers at AFME events throughout the year. Have your company's marketing materials at all AFME venues, registration and events. Include either your product or promotional materials in gift bags to be presented to celebrity guests and filmmakers. Lastly, you will have your choice of specific events to present at the festival.

TICKETS AND PASSES

All Access Passes for every event during the festival and year-round. As a Presenting Sponsor, the number of passes and tickets are based on your needs.



CREATING OPPORTUNITIES FOR YOUTH

AFME is making a difference in the lives of students through internships, hands-on experience, career development programs and speaking engagements.

SCHOLARSHIPS

Student films that are selected to screen at our AFME will be finalists for scholarships. The AFME Board of Directors and Selection Committee will determine the top three films. The winner of the Best Student Film category will receive a \$1,000 scholarship. The first runner up will receive \$750, and the second runner up will receive \$500.

INTERNSHIPS

We offer internships where students learn valuable career skills such as strategic planning, communication, film production, and planning and execution of events.

VOLUNTEERISM

AFME offers volunteer opportunities for students interested in events, film, music and the arts where team leaders support their roles in a fast-paced, fun and exciting learning environment.

SPEAKING ENGAGEMENTS

AFME works with film, music and art industry members and arranges speaking engagements as part of our “Intimate Conversations” Series. Past participants range from actor Dennis Hopper to Eric Clapton’s bassist and musician Nathan East.

KID’S CAMP AT AFME

Professional Casting Directors take the stage to engage campers in writing scripts, learning lines, rehearsing and acting in front of the camera. Producers, directors and actors attending AFME visit the camp to talk about their careers, favorite roles, and what it takes to make dreams come true.

AFME “GOLDEN TICKET” SHORT FILM PRODUCTION

AFME selects an outstanding short script and brings students and award-winning cast and crew together in producing, shooting and distributing the project. Students are provided hands-on experience and new relationships that help advance their education and career.



TESTIMONIALS

“I was really pleased to see the reaction that AFME got because of what they are building here and what AFME represents in terms of the arts. To see the enthusiasm from the audience, it really lifted me and is why Robert Lynch and I are here tonight.”

Robert Redford, Actor/Director/Producer/Humanitarian

“I had a great time hangin’ with my buddy T Bone Burnett & all the AFME folks over a four day period. I love New Mexico.”

Jeff Bridges, Academy Award-winning Actor

“I am filled with gratitude for your love, dedication, and commitment to furthering the pursuit of artistry, creativity, and joy in our world! I could not have imagined a more seamless event from beginning to end. This was the moment of a lifetime!”

Giancarlo Esposito, Actor/Director and Recipient of the 2013 AFME Robert & Sibylle Redford Achievement Award

“Thank you for the experience of a lifetime! It is great to have you all part of the East family! May you be forever blessed as we are forever grateful!! I am honored beyond words to have been a part of your program. Thanks to everyone at AFME.”

Nathan East, Grammy-winning musician, bassist

“We have traveled the world to film festivals and none have compared to the intimate, inclusive and impactful environment that AFME provided. We look forward to being part of AFME 2015 and every year thereafter!”

Federico Castelluccio, Actor/Director/Painter – The Sopranos

“I can't begin to tell you how many times I have gone on and on about how incredible AFME is since I've been back in LA. I can't get over the art, the films, the people and the entire experience. Thank you so much for everything! See you very soon.”

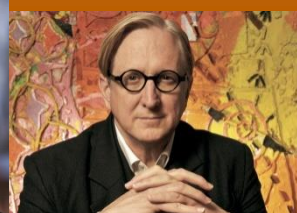
Annika Marks, Actress/Director – The Sessions, Grace, The Fosters

To present such an amazing program, AFME is sure to be a contender with the largest festivals in the world within 10 years.

Pat Mitchell, President – Chairwoman, Sundance Institute Board of Trustees

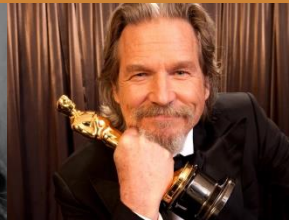
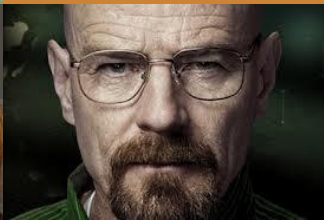
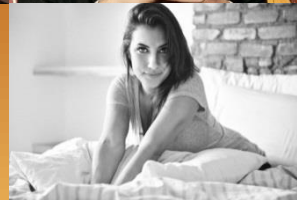
“I had a great time, and thanks again for including me - what a wonderful experience! I can't tell you how many of the filmmakers I spoke to who just absolutely raved about the entire week and what they experienced!”

Benito Martinez, Actor- The Shield, House of Cards



SPONSORS & PEOPLE WHO DIG WHAT WE DO

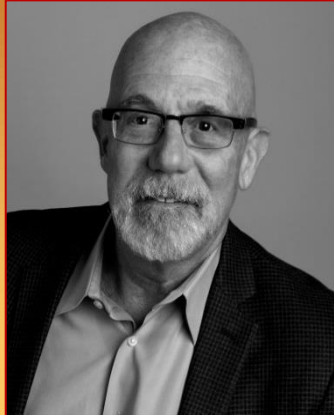
Achievement Gallery	Griffin & Associates	SAG-AFTRA
Admiral Beverage	Guild Cinema	Sabra Minkus
Albuquerque City Council	Guitar Center	Santa Fe Center Studios
Albuquerque Convention Center	Hertz Entertainment Services	Scalo Northern Italian
Albuquerque Hispano Chamber of Commerce	Hotel Andaluz	Serafian's Oriental Rugs
Albuquerque Isotopes	Hyatt Regency Tamaya Resort & Spa	Stillbrook Homes
Albuquerque Journal	IATSE Local 480	Studio Concierge
Albuquerque Studios	iHeart Radio	Sukhmani Designs
Albuquerque The Magazine	International Protective Service	TFK Smokehouse
All World Travel	Larry & Janine Schwartz	Tractor Brewing Company
Audio Excellence Productions	Lee & Kelly Caperton	Travelhost Albuquerque
Bernalillo County	Let's Try One Productions	The Old House
Bookworks	Mr. Powdrell's Barbeque	Tucanos Brazilian Grill
Branch Law Firm	NCM	Visit Albuquerque
Brezza Tirrena Olive Oil	New Mexico Mortgage Lenders Assn	Wells Fargo
CW	New Mexico Natural History Foundation	Wells Fargo Advisors
Carr, Riggs & Ingram CPA and Advisors	New Mexico Pinon Coffee	Whole Foods
City of Albuquerque	New Mexico Rail Runner	WisePies
Crepeology	Nob Hill Studios	Yamaha
Crowne Plaza Albuquerque	Noovie Arcade	Yamaha Entertainment Group
Duel Brewing Co.	Occasion Services	Yelp!
Eira of the Mountain Massage	O'Niell's Irish Pub	
Enchanted Photo Booths	Ragin' Shrimp	
Entertainment Partners	RM Entertainment	
Fan Tang	Rancho De Chavez	
Farina Pizzeria & Wine Bar	Reel Solutions Airport Meet & Greet	
FilmABQ!	Reelz Channel	
Floral Fetish	Rio Bravo Brewing Company	
Fox New Mexico	Rio Grande Studios	
	Rock & Brews Albuquerque	



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THANK YOU FOR YOUR CONTRIBUTION!

For additional questions on how to donate, please contact:

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AFME Foundation gladly accepts cash, check, credit card and online payments.
Payment plans available.



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