



THE DECK

ALBUQUERQUE FILM + MUSIC EXPERIENCE

SEPTEMBER 24-27, 2020



THE EIGHTH ANNUAL ALBUQUERQUE FILM + MUSIC EXPERIENCE BRINGS TOGETHER A-LIST TALENT AND LOCAL FILMMAKERS, MUSICIANS, AND THE COMMUNITY TO ENTERTAIN, EDUCATE AND CONTRIBUTE TO ALBUQUERQUE'S CREATIVE ECONOMY.

AFMX CELEBRATES THE MAGIC AND EXTRAORDINARY FUSION OF CINEMATIC AND MUSICAL TALENT THAT MAKES OUR MISSION + VISION UNIQUE AND EXCITING.

MISSION

AFMX brings together award-winning and up-and-coming filmmakers and musicians from around the world to showcase and celebrate film + music, and provide a platform for education, collaboration, discovery, and the sharing of impactful stories.

I had a great time hangin' with my buddy T Bone Burnett & all the AFMX folks over a four day period. I love AFMX, man!

~ Jeff Bridges



THERE ARE MANY FILM FESTIVALS AROUND THE WORLD, TOO NUMEROUS TO COUNT.

WHAT SETS US APART?

AFMX IS ONE OF THE FEW MAJOR FILM FESTIVALS THAT GIVES EQUAL WEIGHT TO **FILM + MUSIC.**

WE PROVIDE AN INSPIRATIONAL PLATFORM FOR FILMMAKERS, MUSICIANS, ARTISTS, AND ATTENDEES TO SHARE THEIR WORK, THEIR STORIES AND THEIR IDEAS IN A COOL, INTIMATE AND UNIQUE SETTING.

WE ARE ALSO PROUD TO BE IN THE **TOP 100 BEST-RATED** FILM FESTIVALS IN THE WORLD BY FILMFREEWAY FROM OVER 8000.

VISION

To enhance cultural richness by integrating film + music programs that provide entertainment and education for the community, contribute to the creative economy and support Albuquerque as an epicenter for film, music and the arts.

Thank you Ivan, Bryan Cranston, and everyone at AFMX for sharing the art of film with New Mexico's students.

~ Mr. Jones's 7th Grade 21st Century Public Academy



AFMX PROVIDES STUDENTS THE OPPORTUNITY TO EXPLORE, AND BE INSPIRED BY, FILM + MUSIC.

MIDDLE SCHOOL, HIGH SCHOOL AND COLLEGE STUDENTS GAIN VALUABLE INSIGHTS AND EXPERIENCES IN THE FOLLOWING WAYS:

- AFMX FILM PRODUCTIONS AND COMMERCIALS
- INTERNSHIP & VOLUNTEER POSITIONS
- FREE PANELS AND WORKSHOPS
- SPONSORED PASSES TO THE FESTIVAL
- PERSONAL INTRODUCTIONS TO TALENT AND INDUSTRY INSIDERS
- THE CHANCE TO HAVE THEIR FILMS SHOWN AT AFMX IN THE STUDENT FILM CATEGORY

Netflix and NBC Universal's recent announcement to invest over one billion dollars, and locate their next production hubs in Albuquerque is a testament to the significance of the industry here. Other film + music industry support companies and studios are following suit.

I was really pleased to see the reaction that AFMX got because of what they are building here, and what they represent in terms of the arts.

~ Robert Redford

ECONOMIC IMPACT IS A PRIMARY OBJECTIVE OF AFMX. WITH ALBUQUERQUE BEING ONE OF THE TOP FILM + TELEVISION PRODUCTION LOCATIONS IN THE NATION, WE HAVE AN INCREDIBLE OPPORTUNITY TO BECOME ONE OF THE MOST EXCITING DESTINATION FESTIVALS IN THE WORLD.



SINCE OUR START IN 2013 WITH ROBERT REDFORD, AFMX HAS ATTRACTED 42,000 ATTENDEES AND PRODUCED OVER \$12 MILLION IN ECONOMIC GROWTH. SUNDANCE HAS CREATED OVER \$500 MILLION IN ECONOMIC IMPACT IN FIVE YEARS FOR THE STATE OF UTAH. OUR GOAL IS TO ACHIEVE THE SAME RESULTS FOR THE CITY OF ALBUQUERQUE AND THE STATE OF NEW MEXICO WITH YOU AS OUR PARTNER.



THURSDAY, SEPTEMBER 24, 2020

AFMX REGISTRATION OPENS
PANELS, INTIMATE CONVERSATIONS FOR STUDENTS
OPENING NIGHT FILM/CONCERT
AFTER PARTY AT MARBLE BREWERY DOWNTOWN



FRIDAY, SEPTEMBER 25, 2020

AFMX REGISTRATION
PANELS, WORKSHOPS, INTIMATE CONVERSATIONS
SHORT AND FEATURE FILMS
CONCERT
AFTER PARTY



SATURDAY, SEPTEMBER 26, 2020

AFMX REGISTRATION
AFMX CELEBRITY GOLF TOURNAMENT
PANELS, WORKSHOPS, INTIMATE CONVERSATIONS
NEW MEXICO SHORT FILMS
FEATURE FILM/CONCERT
AFTER PARTY AT RIO GRANDE STUDIOS



SUNDAY, SEPTEMBER 27, 2020

FILMS, PANELS AND INTIMATE CONVERSATIONS CASTING
CALL WITH ELIZABETH GABEL & LORRIE LATHAM
AFMX CLOSING FILM
CLOSING AWARD CEREMONY & RECEPTION



Schedule subject to change

SPONSORSHIPS & SUPPORT

AFMX provides sponsors long-term brand exposure in front of a highly diverse demographic. Media impressions reach over 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.

What AFMX pulled off for the city of Albuquerque is more than a coup! It takes many events ten years to produce what has been done here in the first few years. We see AFMX now as the Cannes of the Southwest.

~ Mayor of Albuquerque

COMPANY MARKETING & ADVERTISING BENEFITS

As a Presenting Sponsor, your or your company's name will be side-by-side with AFMX 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, and AFMX advertisements. AFMX movie trailers will be "Powered by" your company on our website home page.

FESTIVAL EXPERIENCE

Enjoy all events at AFMX as you are recognized as a Presenting Sponsor. 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 AFMX events throughout the year. Have your company's marketing materials at all AFMX 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 customized for your needs.

SPONSORSHIP LEVELS

Benefits & Exposure Points	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
All Access Passes	10	8	6	4	2	1
Student Passes sponsored by you or your company	10	8	6	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 AFMX social media pages	✓	✓	✓	✓	✓	
Invitations to all year-round AFMX movies and events	✓	✓	✓	✓	✓	
Online program book ad	Prime Full page	Full page	1/2 page	1/4 page		
Company on signage, print ads, posters and postcards	All	Select	Select			
AFMX swag bag with hat, t-shirt, water bottle & tote bag	✓	✓	✓			
Official AFMX 2020 Poster signed by talent in attendance	✓	✓	✓			
Verbal recognition before every movie and event	✓	✓	✓			
Marketing materials at AFMX registration and venues	✓	✓				
Company logo & link on website home page	✓	✓				



THANK YOU

FOR ADDITIONAL QUESTIONS ON HOW TO BECOME A
SPONSOR OR DONATE, PLEASE CONTACT:

AFMX SPONSORSHIPS

INFO@ABQFILMX.COM

505-265-RT66 (7866)

AFME FOUNDATION GLADLY ACCEPTS

CASH, CHECK, CREDIT CARD AND ONLINE PAYMENTS.

PAYMENT PLANS AVAILABLE.

IMMEDIATE CONTRIBUTIONS CAN BE MADE AT

WWW.ABQFILMX.COM/DONATE

