



THE DECK

ALBUQUERQUE FILM + MUSIC EXPERIENCE

THE VIRTUAL EDITION - SEPTEMBER 20-26, 2021

AFMX DRIVE-INS - MARCH - DECEMBER 2021



INTRODUCTION



THE NINTH ANNUAL ALBUQUERQUE FILM + MUSIC EXPERIENCE WILL GO VIRTUAL (AGAIN) AND BRING TOGETHER A-LIST TALENT WITH STUDENTS, 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.



WHO WE ARE



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 OVER 8,000 FILM FESTIVALS
AROUND THE WORLD.

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 PROUD THAT FILMFREEWAY HAS
NAMED AFMX ONE OF THE **TOP 100 BEST-
RATED** FILM FESTIVALS IN THE WORLD.



EDUCATION



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 IS PROUD TO PARTNER WITH THE UNIVERSITY OF NEW MEXICO TO BRING INDUSTRY PROFESSIONALS AND PROGRAMS ON CAMPUS AND INTO CLASSROOMS WHERE STUDENTS CAN ENGAGE WITH AND BE INSPIRED BY FILMMAKERS + MUSICIANS.

AFMX WILL CONTINUE ITS YEAR-ROUND WORK WITH MIDDLE SCHOOL, HIGH SCHOOL AND COLLEGE STUDENTS IN THE FOLLOWING WAYS:

- AFMX FILM PRODUCTIONS AND COMMERCIALS
- INTERNSHIP, MENTORSHIP AND VOLUNTEER OPPORTUNITIES
- FREE PANELS, WORKSHOPS AND EVENTS
- GIFT PASSES TO THE FESTIVAL
- PERSONAL INTRODUCTIONS TO TALENT AND INDUSTRY INSIDERS
- STUDENT FILM SHOWCASE AT AFMX



ECONOMIC IMPACT



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 **95,000** 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.



SCHEDULE OF EVENTS



MONDAY, SEPTEMBER 20, 2021

PANELS & "AFMX ON Q" WITH TALENT
AFMX VIRTUAL RED CARPET
SHORT FILMS PROGRAM
OPENING NIGHT FILM W/Q&A
LATE NIGHT FEATURE OR CONCERT



TUESDAY, SEPTEMBER 21, 2021

PANELS & "AFMX ON Q" WITH TALENT
INTERNATIONAL FILMS W/Q&A
DOCUMENTARY FILMMAKING BOOT CAMP
SHORT AND FEATURE FILMS
MUSIC EVENT - LIVING ROOM LIVE STREAM



WEDNESDAY, SEPTEMBER 22, 2021

PANELS & "AFMX ON Q" WITH TALENT
SCREENWRITERS WORKSHOP
INTERNATIONAL FILMS W/Q&A
DISTRIBUTION PANEL
PITCHING YOUR PROJECT PANEL
SHORT AND FEATURE FILMS
MUSIC EVENT - LIVING ROOM LIVE STREAM



THURSDAY, SEPTEMBER 23, 2021

CELEBRITY PERSONAL ASSISTANTS PANEL
SHORT AND FEATURE FILMS
NEW MEXICO SHORT FILMS
MUSIC EVENT - LIVING ROOM LIVE STREAM

FRIDAY, SEPTEMBER 24, 2021

WOMEN IN FILM & TELEVISION PANEL
ACTORS WORKSHOP WITH SAG-AFTRA
SHORT AND FEATURE FILMS
MUSIC EVENT - LIVING ROOM LIVE STREAM
AFMX DRIVE-IN MOVIE

SATURDAY, SEPTEMBER 25, 2021

PANELS & "AFMX ON Q" WITH TALENT
INTERNATIONAL FILMS W/Q&A
SHORT AND FEATURE FILMS
AFMX DRIVE-IN MOVIE

SUNDAY, SEPTEMBER 26, 2021

PANELS & "AFMX ON Q" WITH TALENT
SHORT AND FEATURE FILMS
AFMX CLOSING FILM
AFMX AWARDS CEREMONY

Schedule subject to change



SPONSORSHIP LEVELS



Benefits & Exposure Points	\$5,000	\$4,000	\$3,000	\$2,500	\$1,000	\$500
Virtual Festival Passes	10	8	6	5	2	1
Matching Gift Passes for students	10	8	6	5	2	1
Company logo/name on-screen between movie blocks and events	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 Movies & Events sponsored by your company	✓	✓				
Company logo on official 2021 poster and online ads	All	Select				
Company commercial to be played before movies & events	✓	✓				
Company logo & link on website home page	✓					
AFMX merchandise swag bag	✓					

Gift passes will benefit high school and college students studying film, music, and the arts, and arts organizations. The passes can be allocated to students and schools of your choice, or we will assign on your behalf as a contribution in your name.



DRIVE-IN SPONSORSHIP



As COVID-19 reared its ugly head in March 2020, AFMX was forward-thinking and brought drive-in movies and events back to Albuquerque by creating COVID-safe Guidelines that were adopted by the City of Albuquerque.

AFMX partnered with O'Niell's Irish Pub in Nob Hill and Cottonwood Mall for the Drive-in Series throughout 2020. We are proud to add the WHEELS Museum and Albuquerque Railyards as our partner to present the AFMX Drive-in Series at The Railyards beginning in March 2021. There are many ways to support both of our non-profits. Funds will be utilized to build the infrastructure necessary to provide entertainment, education, and economic impact to the community surrounding the Railyards and throughout the City. We plan on presenting films, virtual concerts, art exhibits, and live events on the big screen.

Presenting Sponsor - \$25,000

- Your name will be side-by-side with us, the City, and County Commissioner Steven Michael Quezada on all advertising, marketing, promotions, and at each drive-in event
- Company Commercial to play before every film during our pre-roll entertainment
- Special promotions/giveaways at the drive-ins
- Be in front of over 750,000 people through our marketing and advertising campaigns
- Infrastructure funding will go towards:
 - i. Three 40-foot shipping containers to be stacked; crane services needed to secure the containers; you logo on side or backside
 - ii. Permanent screening wall to be affixed to the containers (40x20); construction of flat wall
 - iii. 40x20 foot tarp to cover wall after each screening; motorized or flag poles to raise and lower
 - iv. Box truck or industrial van to secure and house our stadium/large-venue Barco projector
 - v. Fencing to go around containers with sponsor banners
 - vi. Signage for drive-in operation with your logo/company name

Sponsor a Movie for Your Company or Another Organization - \$2,000

- Your name, logo, commercial on the big screen
- Inclusion on all social media/advertising for specific film
- Funds utilized for film licensing, social media ad buys, staffing
- 100 tickets to a film

Sponsor a School - \$2,000

- Your name, logo and commercial on the big screen
- Inclusion on all social media/advertising for specific film
- Introduction to the school principal
- Your company/name publicly promoted as a school sponsor

Company Commercial - \$500

- Have your commercial for three nights over the weekend as part of our pre-roll entertainment





PAST PARTICIPANTS



Adam Rubin
Al Goto Ali
MacGraw
Alex Maryol
Alicia Keyes
Andy Fusco
Angelique Midthunder
Ann Lerner
Anne Sward Hansen
Annika Marks
Athena Kottak
Barbara Bintree
Benito Martinez
Bettina Gilois
Bob Kinkel
Bobby Shew
Bokeem Woodbine
Brad Carvey
Bryan Cranston
Carl Saunders
Carmine Rojas
Catharine Pilafas
Cecilia Peck
Chacho Taylor
Chad Brummett
Charles Owen
Chet Zar
Chris Gero
Chuck Findley
Chuck Palmer

Cindy Joy Goggins
Darrien Gipson
Dave Eggar
Dave Grusin
Don Grusin
David Jean Schweitzer
Dez Dickerson
Dina Fanai
DJ Flo Fader
Douglas Cardwell
Dyanna Taylor
Elizabeth Gabel
Elizabeth Peña
Emily Best
Emily Katz
Eric Clapton
Erick Avari
Fabian Fontonelle
Faith Hibbs-Clark
Federico Castelluccio
Giancarlo Esposito
Greg Phillinganes
Hakim Bellamy
Hannah MacPherson
Harry Wayne Casey
James Kottak
Jason Bickerstaff
Jay Schellen
Jeff Bridges
Jeremiah Bitsui

Jeremy R. Valdez
Jessica Helen Lopez
Jimmy Santiago Baca
Jo Edna Boldin
Joaquim de Almeida
Johanna Watts
John Nichols
Jon Marie Mack
Jono Manson
Joshua Michael Stern
Kaaren Ochoa
Kathy Brink
Kiira Arai
Kristen Rakes
Larry Mitchell
Leslie Zemeckis
Levi Platero
Lew Temple
Lisa Kristine
Luis Bordonada
Luke Mitchell
Marisa Tomei
Mark Adair Rios
Mark Amin
Mark Margolis
Matt Page
Mayor Richard Berry
Mayor Tim Keller
Melanie Marden
Michael Anthony

Michael Keaton
Michael McCormick
Michael Perlin
Micki Free
Mike Inez
Mitch Frohman
Morten Lauridsen
Nathan East Nawang
Kechog Neil Giraldo
Nick Maniatis
Paul Renteria
Phil Soussan
Pierre Dulaine
Pocket Honore
Raoul Trujillo
Reb Kennedy
Rebecca "Puck" Stair
Rebecca Breeds
Rene Haynes
Rickey Medlock
Robert Lynch
Robert Mason
Robert Redford
Samuel L. Jackson
Satya de la Manitou
Sharon Lawrence
Shelley Morningsong
Sibylle Redford
Steve Ferrone

Steven Michael Quezada
Stevie Salas
Stewart Lyons
Sydney Freeland
Sylvia Caminer
T Bone Burnett
Thomas Dolby
Tom Proctor
Tom Schuch
Tracey Reiner
Veronica Diaz
W Earl Brown
Wes Studi
Yjastros!
Yvonne Schaefer
Ziad Seirafi

***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



THANK YOU FOR YOUR SUPPORT



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

