



## SPONSORSHIP DECK

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# AFRICAN FILM FESTIVAL ATLANTA (AFFATL)



**AFFATL** is a signature event of the [African Film & Arts Foundation Inc.](https://www.africanfilmartsfoundation.org), a 501 c(3) non-profit media arts organization based in Atlanta, Georgia, whose mission is to magnify and celebrate the visions, voices, lives and stories of people from Africa and the African Diaspora.

[www.africanfilmartsfoundation.org](https://www.africanfilmartsfoundation.org)

The **AFFATL** aims to be part of the conversation as well as provide action-driven input in showcasing multifaceted stories about people of African descent. By integrating with Atlanta's unique features, as a dynamic social, educational, artistic, cultural and film production hub, **AFFATL** will promote, showcase and support content that depicts people of African descent in all our brilliance.

Our first festival launched in 2020 was hosted online due to the covid pandemic. 2023 will mark our third year and first in-person Festival.

**3<sup>rd</sup> edition Sept 21 – 24, & Oct 7 – 8 2023**

We owe our success of hosting the first two years due to

- A great Internship program in collaboration with African Leadership Academy in South Africa.
- A volunteer Film selection committee that views and rates all the films submitted to the festival.
- A strong partnership with our community partners based in Atlanta
- Generous donors and sponsors.

On behalf of our team, we invite you become a sponsor for our next festival. Get involved with **AFFATL** and contribute to making Atlanta a more culturally diverse and vibrant city!

## MEET THE TEAM

Mojisola Sonoiki  
Festival Founder &  
Director

Alana Muchemi  
Film Submission  
Coordinator

Muchafara Shumba  
Social Media

Godfred Kogkane  
Communication

Isaac Anako  
Webmaster



Board members for the African Film & Arts  
Foundation [here](#)

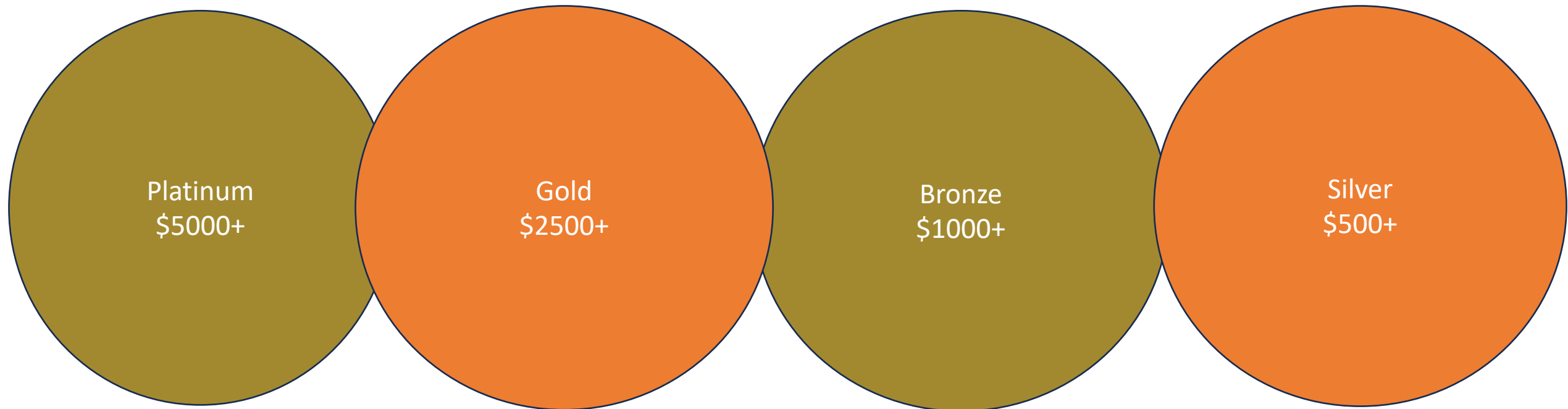




We look forward to you becoming a sponsor of the only African Film Festival in southeastern United States.







- ◆ Official Festival Sponsor (all events)
- ◆ Premiere spot in program & on website
- ◆ Dedicated sponsor slide or video played
- ◆ Company rep to address audience of their choice
- ◆ Company signage at all festival events
- ◆ 5 dedicated Social Media posts
- ◆ 5 All-access passes to festival/VIP seating.

- ◆ Opportunity to sponsor opening night or closing night film
- ◆ Recognition in program & on website
- ◆ Dedicated sponsor slide or video played
- ◆ Company signage at sponsored screening
- ◆ 4 dedicated Social Media posts
- ◆ 3 All-access passes to festival/VIP seating

- ◆ Opportunity to sponsor centerpiece film
- ◆ Recognition in program & on website
- ◆ Logo on sponsor slide
- ◆ Company signage at sponsored screening
- ◆ 2 dedicated Social Media posts
- ◆ 2 All-access passes to festival/VIP seating

- ◆ Recognition in program & on website
- ◆ Logo on sponsor slide
- ◆ Company signage at 1 non-spotlight screening
- ◆ 1 dedicated Social Media post
- ◆ VIP seating



**Opening Night Q & A**  
**Seeds: Black Women in Power**  
**(BRAZIL)**



**Ethel Oliveira**

Director

**Helena Dias**

Screenwriter

**Osei Kweku**

Moderator

v103 Atlanta



Friday Nov 19th 2021

THE ATLANTA  
**VOICE**

**SPONSOR ONE OF THESE EXCITING EVENTS!**

**OPENING NIGHT \$2500**  
**CLOSING NIGHT \$2000**

## **BENEFITS**

- ◆ Mentioned during Opening or Closing Night Event
- ◆ Logo included in program, website and event pages
- ◆ Promotional material displayed during spot light screenings
- ◆ Mentioned during Opening or Closing Night Event
- ◆ Sponsor slide or video projected prior to spotlight screenings
- ◆ Mentioned in press releases
- ◆ Two dedicated Social Media Mentions

## SPONSOR A PANEL

### Panel: Lights+ Camera+ Africa



Christian Epps

Lightning Designer



Mykel Parish

Moderator

VP African Film Fest Assoc



Robert O. Peters

DP/Director



Saturday Nov 20th, 2021

THE ATLANTA  
**VOICE**

WWW.THEATLANTAVOICE.COM

## SPONSOR A PANEL \$1000

Our panel discussions features experts from various aspects of the film industry sharing their insights, perspectives, and experiences.

Panel discussions often attract a diverse audience, including professionals, students, and enthusiasts interested in the subject matter. This setting creates networking opportunities for attendees, allowing them to connect with like-minded individuals and potential mentors.







All sponsorships include a package of marketing opportunities, logos, and VIP passes to the film festival.

### **Other Sponsorship Levels**

Sponsors are welcome to contribute other amounts not listed above. Please contact us for any questions.

### **In-Kind Goods or Services**

The African Film Festival, Atlanta may be willing to trade your company's goods or services in exchange for a festival sponsorship. Please contact us to discuss this option.





Your sponsorship helps us pay for essential costs necessary to make the festival a reality. These include but are not limited to:

- Venue rental
- Film rental costs for spotlight films
- Targeted advertising and promotional costs
- Guarantees for festival online streaming platform costs.
- Website design and maintenance.
- Payment for staff.
- Film rental fee.
- Honorariums for celebrity guests & filmmakers.

All the money earned from our ticket sales goes to paying off any outstanding costs of the festival, and the remainder goes directly into next years festival.



# SOCIAL MEDIA & DEMOGRAPHICS


## SOCIAL MEDIA

 1,605 Followers

 1,500 Likes  
1,300 Followers

 500 Followers

 1,100 Newsletter subscribers

 750 unique website views  
(monthly)

## AGE

Median Age	31 years
18-24	11.5%
25-34	32.6%
35-49	44.3%
50-65	11.6%

## EDUCATION

Attended some college	5%
Trade/Technical school	10%
College Graduate	55%
Advanced College Graduate	30%

## PERSONAL INCOME

\$30,000 plus	33.8%
\$50,000 plus	42.7%
\$75,000 plus	23.5%

## GENDER

Female	60%
Male	40%

## ATTENDANCE

2020: 600
2021: 900
2023 Projected attendees: 1,500

*\*Demographics from 2021 festival survey*







THANK YOU!

## CONTACT INFORMATION

Mojisola Sonoiki

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Visit our websites:

[AfricanFilmArtsFoundation.org](http://AfricanFilmArtsFoundation.org)

[AfricanFilmFestAtl.com](http://AfricanFilmFestAtl.com)