



**ALBUQUERQUE FILM + MUSIC EXPERIENCE**

# Engage in the Experience SPONSORSHIP OPPORTUNITIES



## September 25 - 29, 2024

**MOVIES. MUSIC. EDUCATION. CONVERSATION. COLLABORATION.**

# The AFMX Story

In 2012, a visionary spark ignited in the mind of Executive Director Ivan Wiener - a festival to empower New Mexico's creative community. This dream gained momentum in 2013 with the support and participation of the legendary Robert Redford and Sibylle Szaggars-Redford.

Albuquerque Film + Music Experience isn't just another festival; it's a transformative experience where collaborations abound, and creative careers take flight. Over the past 12 years, AFMX established itself as a creative catalyst that attracted 210,000 attendees and injected over \$12.3 million into the creative economy, establishing itself as a popular and credible festival.

Today, AFMX continues to be a beacon of opportunity and workforce development for aspiring filmmakers, musicians, educators and artists in New Mexico. Each year, thousands of students and creatives find their voices and fuel their talents with:

- Face-to-face encounters with renowned decision-makers, forging connections that spark collaborations and accelerate careers for New Mexicans.
- Workshops, Centerstage Conversations, and 1:1 discussions A-list talent and decision makers to equip participants with the skills and confidence to thrive.
- Diversity, equality, and inclusive programming.

Now in 2024, our team of volunteers, speakers, and presenters is ready to provide creatives even more opportunities to learn, collaborate, and grow. We anticipate over 8,000 individuals joining our year-round events, culminating in our popular spotlight event in September.

Your partnership is critical to our goals to fuel this ambitious vision. By sponsoring AFMX, a non-profit 501(c)(3) organization, you're not just backing an event, but investing in a future brimming with talent, education, collaboration and innovation.

Ready to spark the next generation of artistic brilliance? Contact us today to discuss sponsorship opportunities.

Contact Us [Info@afmxnm.com](mailto:Info@afmxnm.com)

505-265-7866

Become a Sponsor Today

[www.afmxnm.com/donate](http://www.afmxnm.com/donate)



## Mission

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

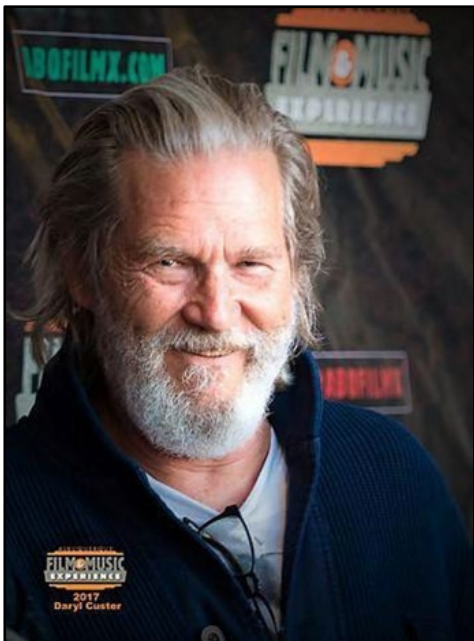
## Vision

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.

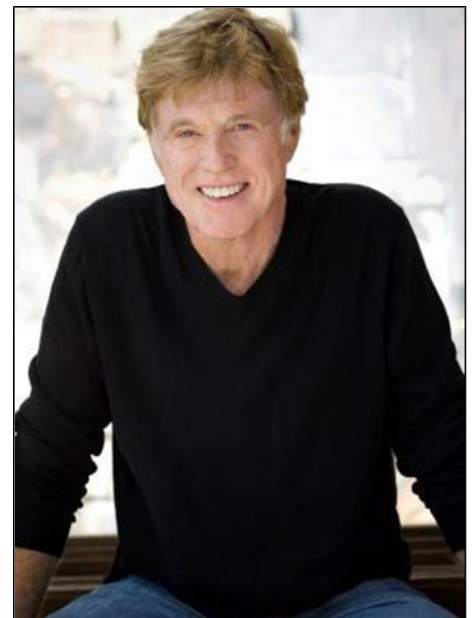


"I am filled with the deepest gratitude. I could not have imagined a more seamless event from beginning to end. This was the moment of a lifetime!" –

**Giancarlo Esposito, 2013  
Redford Award Recipient**



"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**



"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**





# Spotlight Event

## September 25 – 29, 2024



**Center Stage Conversations**

**Film Workshops**

**Music Workshops**

**Spotlight Feature Films**

**Diverse Film Blocks**

**After Parties**

**Filmmaker Brunch**

**Awards Ceremony**

**Live Music**



# Top Reasons to Sponsor AFMX



- 1. Reach a Massive Audience:** Over 210,000 attendees since 2013 and \$12.6 million in annual PR and media value with a reach of 135 million+.
- 2. Engage with Top Creatives:** Connect with renowned filmmakers, musicians, and artists, building valuable relationships within the industry.
- 3. Invest in the Future:** Support educational and networking opportunities for students in film, music, and the arts, fostering the next generation of talent.
- 4. Elevate Your Brand:** Partner with a non-profit recognized for diversity, equality, and inclusion, aligning your values with a respected organization.
- 5. Amplify Your Impact:** Enrichment opportunities extend beyond the festival, impacting artists and communities year-round, both locally and globally.
- 6. Direct Access to Talent:** Discover and recruit skilled filmmakers, musicians, and artists through internships, jobs, and collaborations.
- 7. Boost Brand Loyalty:** Gain significant return on engagement and build brand loyalty with our dedicated and loyal audience.
- 8. Culminate relationships:** Collaboration with entertainment industry leaders, showcase New Mexico as a thriving hub, and solidify your commitment to artistic expression.

By partnering with AFMX, you're not just sponsoring a festival, you're investing in the future of creativity and building lasting connections with a passionate community.

# Past Participants and Speakers

Adam Rubin  
Al Goto  
Ali MacGraw  
Alex Maryol  
Alicia Keyes  
Andy Fusco  
Angelique Midthunder  
Ann Lerner  
Anne Sward Hansen  
Annika Marks  
Athena Kottak  
Barbara Bentree  
Ben Yennie  
Benito Martinez  
Bettina Gilois  
Bob Divney  
Bob Kinkel  
Bobby Shew  
Bokeem Woodbine  
Brad Carvey  
Bryan Cranston  
Buffy Sainte-Marie  
Carl Saunders  
Carmine Rojas  
Carissa Mitchell  
Catharine Pilafas  
Cecilia Peck  
Chacho Taylor  
Chad Brummett  
Charles Owen  
Chet Zar  
Chris Eyre  
Chris Gero  
Chris Schueler  
Christopher Lockhart  
Chuck Findley  
Chuck Palmer  
Cindy Joy Goggins  
Darrien Gipson  
Dave Eggar  
Dave Grusin  
Don Grusin  
David Jean Schweitzer  
Deborah Voorhees  
Dee Wallace  
Dez Baa  
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  
Frances Lee McCain  
Frank Donner  
Giancarlo Esposito  
Greg Pillinganes  
Hakim Bellamy  
Hannah MacPherson  
Harry Wayne Casey  
James Glover  
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  
John Rangel  
Jon Marie Mack  
Jono Manson  
Joshua Friedman  
Joshua Michael Stern  
Kaaren Ochoa  
Karen Criswell  
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  
Matthew McDuffie  
Mayor Richard Berry  
Mayor Tim Keller  
Marie McMaster  
Melanie Marden  
Michael Anthony  
Michael Helfant  
Michael Keaton  
Michael McCormick  
Micki Free  
Mike Inez  
Mitch Frohman  
Monique Candelaria  
Moogie Canazio  
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  
Rhea Seehorn  
Richard Boto  
Rickey Medlock  
Robert Lynch  
Robert Mason  
Robert Redford  
Samuel L. Jackson  
Satya de la Manitou  
Sekou Andrews  
Sharon Lawrence

Shelley Morningsong  
Sibylle Redford  
Snuffy Walden  
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



Marisa Tomei & Flordemayo

“We see AFMX now  
as the Cannes of the  
Southwest.”

– Richard Berry,  
Mayor of Albuquerque



# AFMX Sponsor Benefits

Benefits & Exposure Points	\$10,000+	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Festival Passes	20	10	6	4	2	1
Student Passes and tickets gifted by your company	10	5	4	3	2	1
Company logo/name on-screen before movie blocks and events	Logo	Logo	Name	Name	Name	Name
Company logo & link on website sponsor page	√	√	√	√	√	√
Sponsor of year-round AFMX movies and events	√	√	√	√	√	√
Company promoted on AFMX social media	√	√	√	√		
Company logo & link on website home page as Premier Sponsor	√	√				
Company logo on the official poster and marketing materials	All	Select				
Select festival blocks, films & events sponsored by your company	√	√				
Company commercial played before festival film blocks	√					
AFMX merchandise swag bag	√					

Student passes benefit middle school, 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 as a contribution in your name.

AFMX is happy to customize a sponsorship package should you want to support individual programs or events.

# Attendees & Demographics



- Filmmakers submitting films (nationally & internationally)
- Local, national, and international filmmakers and musicians
- Industry talent - actors, writers, agents, distributors, above-the-line executives
- Students and staff from high schools, universities, and community colleges
- Film & music industry vendors
- General public and supporters of the arts
- AFMX Volunteers
- State, County, and City film offices and elected officials
- AFME Foundation Board and Advisory Board members
- AFMX partners and sponsors

## Demographics

- Our target audience is between 18 and 55.
- The majority are at career levels of new, intermediate, or upper-intermediate.
- Over 30% of our audience is students between the ages of 12 and 18.
- Over 90% of our audience are local to Albuquerque and New Mexico.



**Media and Public Relations:** AFMX generated over \$2.7 million in PR and media value in 2023, with a current reach of over 294 million worldwide.

**Facebook (June-September 2023):** 404,937 (Impressions); 166,972 (organic reach); 123,557 (paid reach)

**Instagram (June-September 2023):** 179,282 (Impressions), 89,157 (Reach)

**Tik-Tok, Twitter, and LinkedIn Professional accounts** are growing at a rate of over 10% per month.



AFMX rated one of 50 top festivals worth the entry fee by Movie Maker Magazine.



AFMX named one of the top 100 best-rated festivals in the world by FilmFreeway.

“I have been to hundreds of festivals over the years, and none compared to the intimate and genuine experience that AFMX offers.”

– **Christopher Lockhart**,  
Executive Story Editor,  
William Morris Endeavor



# Comments - VIPs, Talent & Filmmakers



“Thank you so much for your world class hospitality at AFMX this year! It truly was one of the best experiences we've had at a festival. Meeting James Glover and Frank Donner and a dozen other filmmakers I'm now connected with is something that I cherish.” – **Mike Freze, Filmmaker**



“...thank you again for the kindness and opportunity to be a part of AFMX 2022! I would love to be a part of any future music discussions. What you have created for the Albuquerque community is so unique and special for filmmakers, musicians, and attendees.” – **Bob Divney, Founder of The Artist Cooperative**



“As an active musician/live performer, songwriter and recording artist, who also has a huge general love of music, film, and the arts, I've been blessed by the opportunity to participate in AFMX. Meeting like-minded people, making helpful contacts, and building lasting relationships while celebrating these beautiful art forms is what AFMX is all about!” - **Robert Mason, Warrant**



# Comments on FilmFreeway

(AFMX=5-Star Rating)

66 Reviews ★★★★★

Review Festival

Overall Rating



Communication



Quality



Hospitality



Value



Networking



David Marienthal

Five Stars for Ivan, Kira, and Team. The combination of film and music is awesome. The quality and enthusiasm of participants and volunteers is amazing. We thoroughly enjoyed the experience and appreciate the opportunity.

October 2023

Helpful



Rudy Childs

After attending this years festival I was amazed with the outstanding films that were screened. I felt privileged and honor to be programmed along side with such great films. The networking was great and meeting such top level producers will only help me grow my craft. Thank you to all the staff and volunteers for doing such a great job.

October 2023

Helpful



Jane Rosemont

Few film festivals pay as much attention to detail as AFMX. They clearly Love their filmmakers. You'd be surprised at how many do not. The film festival showed much respect to everyone involved, looked after their guests, provided helpful daily posts on social media, and in general made sure everyone had a rocking good time.

October 2023

Helpful



Larry Sheffield

Such a great film Festival with wonderful acceptance and hospitality!  
Beautiful venues and lots of energy!

October 2023

Helpful



Sharieff walters

Everyone was great . Super friendly and supportive

October 2023

Helpful



# Surveys 2023



## Event Attendees

- Over 94% of event goers attended up to four screenings.
- Over 99% of event goers attended up to four Center Stage Conversations, and another 10% attended up to six.
- The top five reasons for interest in AFMX:
  1. Networking (65%)
  2. Film Screenings (65%)
  3. Working industry pros and decision-makers on panels (60%)
  4. Career Development (39%)
  5. Furthering education and/or career (39%)

## A-Listers, VIPs, Talent & Filmmakers

- 100% said they felt supported and heard by AFMX team (agree: 8% and highly agree: 92%).
- 100% of responders felt AFMX team communicated effectively before and throughout the festival experience.
- 100% of VIPs and talent said they want to be asked back again.

## Volunteers

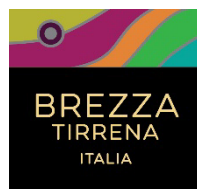
- 95% of responders are likely to volunteer for AFMX again given their experience.
- 95% of responders rated their overall experience volunteering with AFMX as good or exceptional.
- New volunteers increased in 2023 by 10%

# Engage in the Experience

Your generosity powers our work to escalate careers and increase workforce development opportunities for students and other local creatives while strengthening our communities.



Jouska Road Productions



# AFME Foundation

## Board of Directors



AFME Foundation formed to make a difference in our collective community during AFMX and through year-round programming. Our purpose is to provide opportunities for future generations while increasing exposure and economic impact for the City of Albuquerque and the State of New Mexico. Each year, we bring filmmakers, musicians, artists, and visionaries together to celebrate the art of storytelling and collaborate into the future.

The foundation provides support to students and up-and-coming New Mexico filmmakers, artists, and musicians who, otherwise, may never pursue their college education or realize their artistic dreams. With so many talented students of the arts in the Land of Enchantment, our goal is to offer assistance in earning degrees in their respective fields of study, further their careers, and keep them, and their talents, right here in New Mexico.



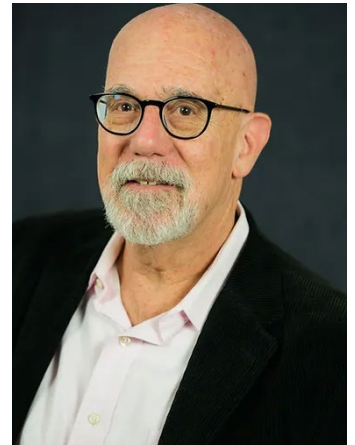
Kira Sipler  
Executive Director



Ivan Wiener  
Founder  
Past Executive Director



Larry Schwarz  
Board President



Jeff Baker  
Board Secretary



Mary Hagemann  
Board Treasurer



Stephanie Becker  
Board Member



Emilie DeAngelis  
Board Member



Jonathan Nagel  
Board Member



# AFME Foundation

## Board of Directors



AFME Foundation formed to make a difference in our collective community during AFMX and through year-round programming. Our purpose is to provide opportunities for future generations while increasing exposure and economic impact for the City of Albuquerque and the State of New Mexico. Each year, we bring filmmakers, musicians, artists, and visionaries together to celebrate the art of storytelling and collaborate into the future.

The foundation provides support to students and up-and-coming New Mexico filmmakers, artists, and musicians who, otherwise, may never pursue their college education or realize their artistic dreams. With so many talented students of the arts in the Land of Enchantment, our goal is to offer assistance in earning degrees in their respective fields of study, further their careers, and keep them, and their talents, right here in New Mexico.



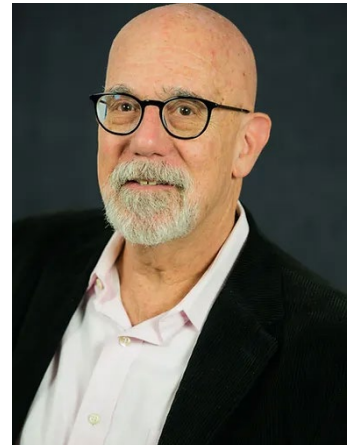
Kira Sipler  
Executive Director



Ivan Wiener  
Founder  
Past Executive Director



Larry Schwarz  
Board President



Jeff Baker  
Board Secretary



Mary Hagemann  
Board Treasurer



Stephanie Becker  
Board Member



Emilie DeAngelis  
Board Member



Jonathan Nagel  
Board Member



[Donate Online \(www.afmxnm.com/donate\)](http://www.afmxnm.com/donate)

For additional questions on how to become a sponsor or donate, please contact:

[AMFX Sponsorship \(Info@afmxnm.com\)](mailto:Info@afmxnm.com) | 505-265-RT66 (7866)

AFME Foundation gladly accepts cash, check, credit card and online payments. Payment plans available. Please contact your tax advisor for the amount claimed.