



ALBUQUERQUE **FILM** + **MUSIC** EXPERIENCE

Education Opportunities

Engaging Educators and Students
Where Film + Music Intertwine



MOVIES. MUSIC. EDUCATION. CONVERSATION. COLLABORATION
September 25-29, 2024

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
505-265-7866
[Learn | Albuquerque Film & Music Experience | Albuquerque \(afmxnm.com\)](#)



How We Support Education

Our AFMX September five-day festival of events features a variety of films, music, and events that will appeal to students of all ages. The festival is a valuable experience benefiting students and educators.

Specific Benefits for Educators and Students

- Free admission to all events for students. Must present valid ID.
- Educators and student groups may reserve block seating.
- Educators who provide students with extra credit to attend as part of their curriculum receive a free full festival pass.

Educational Opportunities for Students

- Gain free access to narrative shorts and features, documentaries, and animated shorts (various MPAA ratings).
- Enjoy free live performances from top local working musicians and vocalists (must be over 21 years old for some venues).
- Internships to learn basic skills related to film and music production, including editing, logistics and marketing
- Receive exposure to a variety of different cultures and perspectives.
- Develop critical thinking and problem-solving skills.
- Improve their communication and presentation skills.
- Attend our popular Perfecting Your Pitch Panel and learn how to create an effective pitch.
- Meet and interact with industry professionals.
- Network with other students and professionals in the film and music industries.
- Ask questions and join in the discussion during our Center Stage Conversations with well-know and established professional industries.
- Promote creative and critical thinking skills
- Grow networking skills.

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

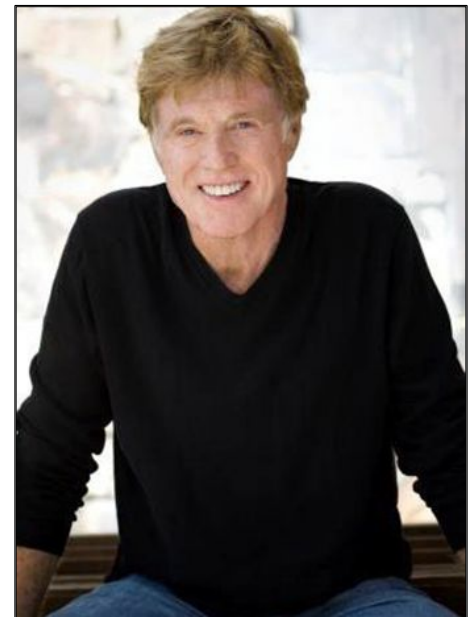
To enhance cultural richness by integrating film + music programs that provide entertainment and education for the community, contribute to the creative economy, and support Albuquerque as an epicenter for film, music, and the arts.



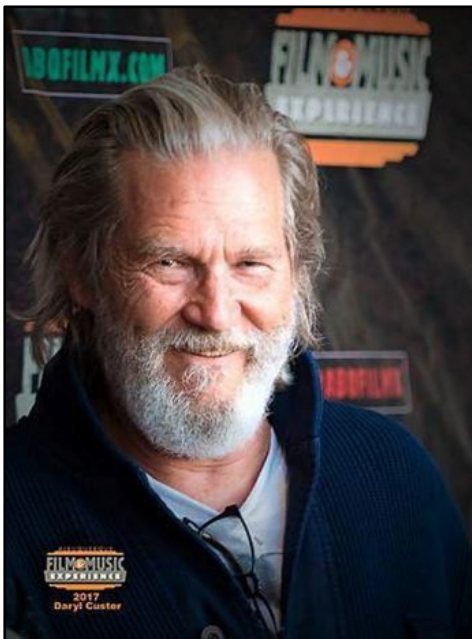
"I am filled with the deepest gratitude. I could not have imagined a more seamless event from beginning to end. This was the moment of a lifetime!" –

**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**



AFMX
ALBUQUERQUE FILM + MUSIC EXPERIENCE

Why Engage with AFMX



Engage with Top Creatives: AFMX provides students with a rare opportunity to connect and engage with the creative community, film industry, music industry, and other partners.

Invest in the Future: Support educational and networking opportunities for students in film, music, and the arts, fostering the next generation of talent.

Enhance Your Curriculum: We create programming that complements existing education programs to enhance educational opportunities for student in the film and music industries.

Support with Mentors. AFMX believes mentorships are the key to success for film and music students to engage in their art. We provide life-changing one on one educational/networking opportunities to future generations and students of film, music, and the arts.

Direct Access to the Festival: We invite special VIP guests to participate in our festival to support local schools and their students. AFMX supports local schools, high school and upper education with discount and free pricing for students to all events.

We Value DEI: Diversity, equality, and inclusion are three values incorporated into our operations, communications, programming, and messaging.

Culminate relationships: AFMX culminates relationships with entertainment industry leaders on a global scale that benefit local talent and creatives while showcasing New Mexico as a viable film and entertainment hub.

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



Center Stage Conversations

Film Workshops

Music Workshops

Spotlight Feature Films

Diverse Film Blocks

After Parties

Filmmaker Brunch

Awards Ceremony

Live Music



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

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 Phillinganes
 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

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



Marisa Tomei & Flordemayo

"We see AFMX now as the Cannes of the Southwest."
 – Richard Berry,
 Mayor of Albuquerque



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.



AFMX Spotlight Event – SAMPLE FESTIVAL SCHEDULE

A Five-Day Experience from September 27–October 1, 2023

Event Date	Event Time	Block #	Event	Venue Location
Wed., Sept. 27	12:00pm - 2:00pm	CSC #1	Center Stage Conversation #1: Entertainment Law with Michael Helfant	Lobo Theater
Wed., Sept. 27	2:00pm - 4:00pm	#1	Student Shorts: Sincerely, Jonah, Dear Nana, Nocturnal, McCormick, Backlog, Wei Lai, Daddy	Lobo Theater
Wed., Sept. 27	5:00pm - 7:00pm		Opening Night Reception and Feature Film: Burst the Silence	Lobo Theater
Wed., Sept. 27	7:00pm - 9:00pm	#2	Opening Film - Narrative Feature: Burst the Silence	Lobo Theater
Wed., Sept. 27	9:00pm - 11:00pm		M'Tucci's Opening Night After Party with Musical Guests Grace Marks, Cat Bell, Robbie Schaefer from Burst from Silence	M'Tucci's Bar Roma
Thu., Sept. 28	11:00am - 1:00pm	CSC #2	Center Stage Conversation #2: The Casting Call with Angelique Midthunder and Amanda Richards	Lobo Theater
Thu., Sept. 28	11:00am - 1:00pm	#3	Animated Shorts: Shakespeare for all ages, D is for Drama!, Moirai, Thread of Life, Night, Emergence, Yellow Dove Aftermath, Histoires Naturalles	Guild Cinema
Thu., Sept. 28	1:30pm - 3:30pm	#4	Narrative Shorts: Valkyrie's Lantern, The Silent Smile, The Faint Goodbye, Little Mouse, No Words A Life in Technicolor, Earthrise	Lobo Theater
Thu., Sept. 28	1:30pm - 3:30pm	#5	Documentary Feature: Into The Spotlight	Guild Cinema
Thu., Sept. 28	4:00pm - 6:00pm	#6	Music Videos and Bands of Enchantment Block: The Summer Set, My Lady, Death of A Hero, Mezolozzyde - The Call 2077, Paul Roux-Bapteme, Myth, Dirt Don't Hurt, Dreaming of You(th), Fuck Your Face, Eaten, Timeless, Control, Interracial Couple in a Cheerios Ad, Bands of Enchantment	Lobo Theater
Thu., Sept. 28	4:00pm - 6:00pm	#7	Special Screening: Invisible Corps by Filmmaker Christopher Schueler	UNM Dominici Health Center
Thu., Sept. 28	4:30pm - 6:00pm		Media Makers - A Festival Networking Experience Presented by AFMX & AFMI	M'Tucci's Bar Roma
Thu., Sept. 28	7:00pm - 9:00pm	#8	Documentary Feature: Live at Mister Kelly's	Lobo Theater
Thu., Sept. 28	7:00pm - 9:00pm	#9	Native American/Indigenous Shorts: Wallowing Bull, Indigenous Resistance, MITLA/Underworld, Kamata, Can I Love You?, Dating Indian	Guild Cinema
Thu., Sept. 28	9:00pm - 11:00pm		Tractor Brewery After Party with Musical Guests Kevin Herig & Chris Dracup	Tractor Brewery Nob Hill
Fri., Sept. 29	11:00am - 1:00pm	CSC #3	Center Stage Conversation #3: Distributing Your Film with Ben Yennie	Guild Cinema
Fri., Sept. 29	11:00am - 1:00pm	#10	Documentary Shorts: Every Day After & Oppenheimer After Trinity	Lobo Theater
Fri., Sept. 29	1:30pm - 3:30pm	#11	Narrative Shorts: Party Foul, Mia & The Skeletons' Night From Hell, Big AI, A Bad Romance, The Forgotten Place, Cardiff, The Word	Lobo Theater
Fri., Sept. 29	1:30pm - 3:30pm	#12	Documentary Feature: The Dogmatics: A Dogumentary	Guild Cinema
Fri., Sept. 29	4:00pm - 6:00pm	#13	Documentary Feature: Acting Like Nothing Is Wrong	Lobo Theater
Fri., Sept. 29	4:00pm - 6:00pm	#14	Documentary Feature: Play By Ear: a D.I.Y. Doc	Guild Cinema
Fri., Sept. 29	7:00pm - 9:00pm	#15	Narrative Feature: You Sing Loud, I Sing Louder	Lobo Theater
Fri., Sept. 29	7:00pm - 9:00pm	#16	Documentary Shorts: Locals Only-The Big Little, Bread Bike, I am the Queen, Black is Beautiful	Guild Cinema
Fri., Sept. 29	7:00 pm - 9:00 pm		Lobo After Party with Tracey Whitney and Something Moronic	Lobo Theater

AFMX Spotlight Event – SAMPLE FESTIVAL SCHEDULE

A Five-Day Experience from September 27–October 1, 2023

Event Date	Event Time	Block #	Event	Venue Location
Sat., Sept. 30	9:00am - 10:30am	CSC #4	Center Stage Conversations #4: Inside the Inside Pitch with Christopher Lockhart	Lobo Theater
Sat., Sept. 30	11:00am - 12:30pm	CSC# 5	Center Stage Conversation #5: The Magic of SPX Make Up with Brian Sipe	Guild Cinema
Sat., Sept. 30	11:00am - 12:30pm	CSC #6	Center Stage Conversation #6: From PA to DGA with Joshua Friedman	Lobo Theater
Sat., Sept. 30	1:30pm - 3:30pm	#17	Documentary Feature: We Will Speak	Lobo Theater
Sat., Sept. 30	1:30pm - 3:30pm	#18	Narrative Shorts: Chasing Jupiter, Fundamental Shapes, Full Time, Subsurface, Berbin Dusties, Trolled, Black Canvas, Hoar	Guild Cinema
Sat., Sept. 30	4:00pm - 6:00pm	#19	Narrative Shorts: Waiting, Rabies, Chevalier, Seward, Here Lies Bird, The Stairs, To Be Honest	Lobo Theater
Sat., Sept. 30	4:00pm - 6:00pm	#20	Documentary Films: Finding Freedom in Music, Healing Waters, Not Another Ballet Story	Guild Cinema
Sat., Sept. 30	7:00pm - 9:00pm	#21	Documentary Feature: Immediate Family	Lobo Theater
Sat., Sept. 30	7:00pm - 9:00pm	#22	Narrative Feature: Good Side of Bad	Guild Cinema
Sat., Sept. 30	9:00pm - 11:00pm		Lobo After Party with Musical Guests: Dust City Opera & The Hunnies	Lobo Theater
Sun., Oct 1	10:00am - 11:30am		AFMX Filmmaker's Brunch	Lobo Theater
Sun., Oct. 1	12:00pm - 2:00pm	#23	New Mexico Shorts: The Countryman, Reunion, Coyote, The Art Painting, Person, Yolanda, Cara Romero, Lucky Numbers (Winner of Albuquerque 48 Hour Film Festival 2023)	Lobo Theater
Sun., Oct. 1	2:30pm - 4:00pm	CSC #7	Center Stage Conversation #7: Perfecting Your Pitch Panel	Lobo Theater
Sun., Oct. 1	6:00pm - 9:30pm		AFMX 2023 Awards Ceremony & Lobo Closing After Party	Lobo Theater

Thanks to our generous sponsors, the most engaging way for our students to attend our festival is through our student passes allocated to students and schools of our sponsors choice which allows middle school, high school, and college students studying film, music, and the arts, and arts organizations to attend our annual festival.

For more information about reserve seating for class field trips, internships, programming or a visit to your classroom to learn all about AFMX, please contact Kira Sipler, Executive Director. kira@afmxnm.com | 505-265-7866 | afmxnm.com



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**



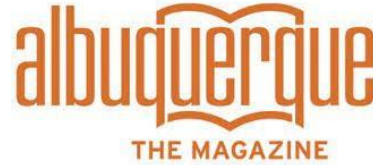
“...thank you again for the kindness and opportunity to be a part of AFMX 2022! I would love to be a part of any future music discussions. What you have created for the Albuquerque community is so unique and special for filmmakers, musicians, and attendees.” – **Bob Divney, Founder of The Artist Cooperative**



“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**

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

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Board of Directors



Kira Sipler
Executive Director



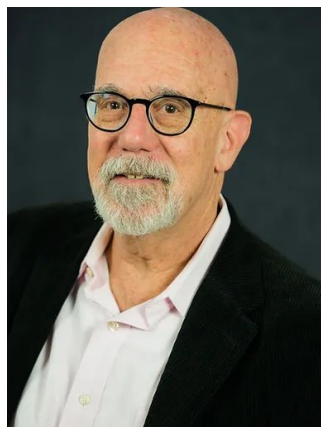
Ivan Wiener
Founder
Past Executive Director



Larry Schwarz
Board President



Stephanie Becker
Vice President



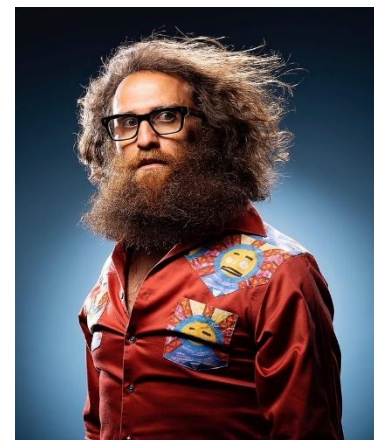
Jeff Baker
Board Secretary



Mary Hagemann
Board Treasurer



Emilie DeAngelis
Board Member



Jonathan Nagel
Board Member

AFME Foundation Advisory Board



Chad Brummett



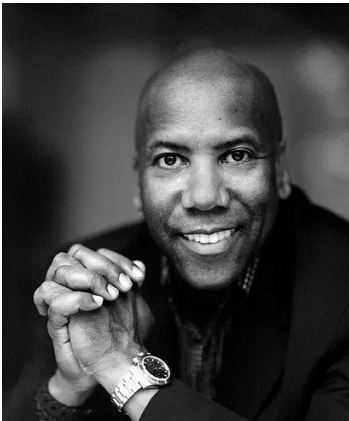
Carol Calato



Karen Criswell



Susan Differene



Nathan East



Christopher Lockhart



Augusta Myers



Christopher Schueler



Bass Reeves



James Stone



Tracey Whitney



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To learn more or set up group ticketing, contact Kira Sipler, Executive Director at kira@afmxnm.com or 505-265-7866.



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

