



# SUPPORTING AFMX

SEPTEMBER 25TH - 29TH

# CONNECTING NOB HILL

## EXPERIENCE THE MAGIC OF AFMX IN THE HEART OF NOB HILL!

Every year, as the summer draws to its golden close, a remarkable transformation takes place in the charming neighborhood of Nob Hill. The Annual Albuquerque Film + Music Experience (AFMX) descends upon the district like a wave of creative energy, hundreds of students, filmmakers, musicians and arts enthusiasts from all corners of the globe.

Imagine this. The sun paints the sky with hues of amber and turquoise, the air is filled with a blend of excitement, anticipation, and the aroma of fresh popcorn. **Suddenly, your business is not just a part of the neighborhood but a buzzing networking hotspot for AFMX filmmakers, musicians and festival goers.** They're not just customers, but passionate festival participants, eager to discuss their latest discoveries over a cup of coffee or while browsing your shelves.

Last year, over 5500 people attended our festival and other AFMX sponsored events within the Nob Hill area. From this, an average of \$58 in-value add purchases was spent by each attendee; food, beverages and shopping at local merchants. Out of state attendees spend over double the average.

With AFMX, your business doesn't just witness an influx of patrons but becomes a part of a vibrant, international community brought together by a shared love for cinema, music and local talent. **So, gear up for the festival season and welcome the energy, fun and and business that AFMX brings with it!**

## SUPPORT IN ANY OF THE FOLLOWING WAYS:

- Display our festival materials in public areas of your business
- Display our festival posters
- Provide our festival postcard (with display stands) and stickers
- Give AFMX Festival Pass holders a discount of purchases or services.
  - We will alert our festival pass holders to visit your location and display their pass to receive a discount. You decide the discount amount we publish in our marketing!

## CONTACT US OR SCAN TO SIGN UP!

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**AFMX**  
ALBUQUERQUE FILM + MUSIC EXPERIENCE