

2023 Sponsorship Packet



CARNEGIE MELLON
INTERNATIONAL
FILM FESTIVAL



WHO WE ARE

We promote cultural expression and exchange to the Pittsburgh community through film and more.

Created by The Humanities Center at Carnegie Mellon University in 2006, the CMU International Film Festival provides a non-academic forum for filmmakers from around the world to present their work to diverse local audiences and for audience members to discuss what they have seen.

Each Spring the Festival presents a wide spectrum of contemporary world cinema, showing newly made films, not only from North America and Western Europe but also from places as diverse as Peru, Korea, Poland, Kenya, Egypt, China, and Japan. It focuses on a different theme each year under the broad heading of "Faces" (e.g. Faces of Globalization, Faces of Identity). CMU IFF serves as a community-building event through Q & A sessions with the films' directors and local academics, artistic performances, and receptions featuring local cuisines.

The festival prides itself on being the only international film festival in the world that is organized and run by students. Students come not only from CMU but also from the University of Pittsburgh, Laroche University, and other educational institutions across the region. Their collaboration reinforces Pittsburgh's culture of creative interaction across lines of difference by organizing events around films that represent a rich variety of places and perspectives.

The festival is dedicated to Paul Goodman, a world-renowned filmmaker, psychologist, and CMU professor. It mirrors Paul's dedication to global awareness in his teaching and research, and his desire to bring to light important but often overlooked aspects of diversity through film.





One of Pittsburgh's most unusual and consistently interesting film festivals...



Michael Machosky

Pittsburgh Tribune-Review

“The CMU IFF is a full-city experience: Catch films at the university as well as various theaters across the city while stopping along the way to sample Pitt's global cuisine. Experience what's up-and-coming in student short films and take your festival experience to the next level by participating in discussions with directors, artists, academics, and other industry professionals.”

Erin Prus

Cincinnati Magazine

“You couldn't ask for a more diverse, thought-provoking look at cultures and societies in transition, or of cinematic styles, in screenings (at CMU, SouthSide Works and Regent Square Theater) intended to foster debate of the filmmakers' issues.”

Barry Paris

Pittsburgh Post-Gazette

“Yet, the focus of the festival remains on the unique and fresh voices gracing Pittsburgh and giving light to voices that you may continue to see in the years to come.”

Owen Gabbey

PGH City Paper

Contact Us

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www.cmuiff.com

Connect with Us

 facebook.com/cmufaces

 [@cmu_iff](https://www.instagram.com/cmu_iff)

 [@cmu-international-film-festival](https://www.linkedin.com/company/cmu-international-film-festival)

OUR IMPACT



We promote cultural expression & exchange.

The festival encourages audiences to engage with the social and cultural issues raised by the films they have seen. Guest filmmakers, speakers and performers lead Q&A sessions, presentations, and workshops for audiences in conjunction with each screening.

Past guest artists and speakers include:

Milky Tran – 2022 • Vietnamese filmmaker of *Oink*

Lu Oingyi – 2019 • Chinese filmmaker of *Four Springs*

Steve James – 2017 • Award-winning director of *Hoop Dreams*

Vetrimaaran – 2017 • Indian filmmaker of *Interrogation (Visaranai)*

Spike Lee – 2016 • Award-winning director of *Do the Right Thing*

Brenda Myers-Powell – 2016 • Co-Founder & Executive Director of the *Dreamcatcher Foundation*

Jonathan Demme – 2015 • Academy Award-winning director of *The Silence of the Lambs*

Danuta Wałęsa – 2014 • Former First Lady of Poland



Director Spike Lee holding a Q&A prior to the screening of his film *Chi-Raq* (2016)



Polish director Hanna Polak speaks with the audience following her film *Something Better to Come* (2016)



Academy Award-winning directors Jonathan Demme and Peter Fudakowski lead a discussion at 2015 CMU IFF's Opening Night.



SHORT FILM COMPETITION



Attendees to the 2017 SFC Screening & Networking Event at Pittsburgh Filmmakers' Melwood Screening Room

This year's edition of the Short Film Competition introduces a new model to increase the accessibility of filmmaking to young Pittsburghers. CMU IFF will pilot a 100 hour film hackathon where interested students will be assigned to mentor-led teams to take part in the production of a short film. We believe that incorporating a diversity of skillsets under the guidance of a mentor creates a uniquely personal educational experience that could set the stage for a young person's growth as a creative contributor.

Your support will help build the 2023 version of the competition: its marketing campaign, the renting of the venue, and the accompanying gala where attendees celebrate the filmmakers' success and network with people in the area's film industry.

The competition has previously been sponsored by Highmark, The Sprout Fund, Point Park University, 31st Street Studios, AmericanArk Films, and StudioME.

The following awards will be presented:

- | | | | |
|------------------------------------------------------|-----------------------------------------------------|----------------------------------------------------|-------------------------------------------------|
| 1 1st Place
Grand Prize
Awarded \$1,000 | 2 2nd Place
Second Prize Awarded
\$500 | 3 3rd Place
Third Prize awarded
\$250 | People's Choice
Award Prize of \$250 |
|------------------------------------------------------|-----------------------------------------------------|----------------------------------------------------|-------------------------------------------------|

YOUTH OUTREACH PROGRAM



We empower local youth.

The festival provides Pittsburgh high schoolers with empowering, hands-on opportunities through collaborations with professional filmmakers, local youth organizations, and schools. The 2023 program introduces an exciting partnership with Film Pittsburgh's Teen Screen as copresenters of two special youth program films at McConomy Auditorium.

Past youth artists and participants:

LaTasia Greene – 2019 • A student filmmaker from The Reel Teens of Pittsburgh

Hanna Polak – 2016 • Polish director of Something Better to Come

Genevieve Bailey – 2015 • Australian director of I am Eleven

Scott Hamilton Kennedy – 2013 • Academy Award-nominated director of Fame High

Jóvenes Sin Nombres (Youth Without Names) – 2011 • A Latino youth arts & education initiative

PREVIOUS FESTIVALS



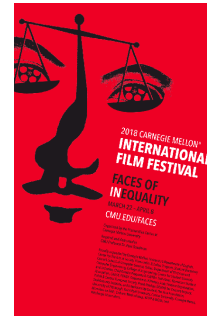
Faces Behind The Mask
2022



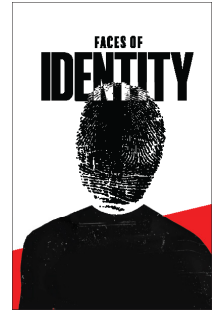
Faces of Home
2020-2021



Faces of Wo/men
2019



Faces of (In) Equality
2018



Faces of Identity
2017



Faces of Conflict
2016



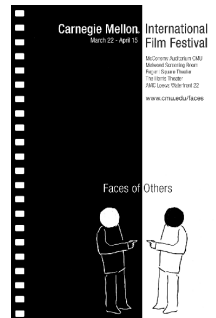
Faces of Work
2015



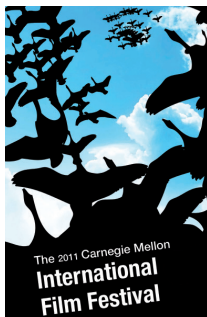
Faces of Work
2014



Faces of Media
2013



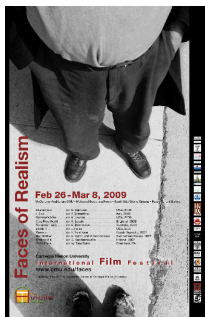
Faces of Others
2012



Faces of Migration
2011



Faces of Globalization
2010



Faces of Realism
2009



Faces of Mechanization
2008



Faces of Democracy
2007



HISTORIC SCREENING VENUES



Oakland

1 Mcconomy Auditorium
Carnegie Mellon University
5000 Forbes Avenue

2 Melwood Screening Room
477 Melwood Avenue

3 Carlow University
3333 Fifth Avenue

Downtown

4 Point Park University
201 Wood Street

5 Harris Theater
809 Liberty Ave

Edgewood

6 Recent Square Theater
1035 S. Braddock Ave.

East Liberty

7 Kelly-Strayhorn Theater
5941 Penn Ave

Homestead

8 AMC Loews Waterfront
300 West Waterfront Dr.

Southside

9 Southside Works Cinema
425 Cinema Dr.

Northside

10 City Of Asylum
40 W North Ave

11 The Rangos Giant Cinema
Carnegie Science Center
1 Allegheny Ave

12 Virtual Venue
Homes Around The World



FESTIVAL AUDIENCE DEMOGRAPHICS & STATISTICS

Our Audiences are:

Diverse

Undergraduate Students

58.3%

Graduate Students

17.5%

University Faculty/Staff

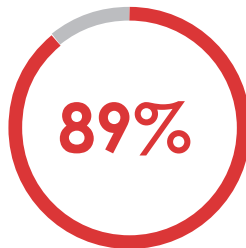
7.2%

Other Occupations

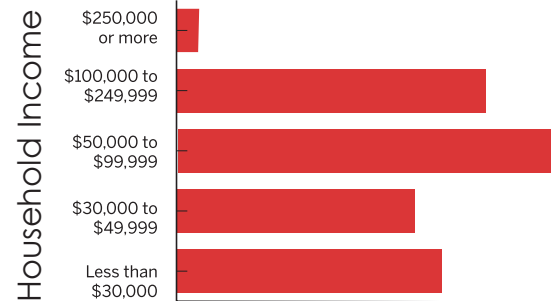
16.7%

Locals

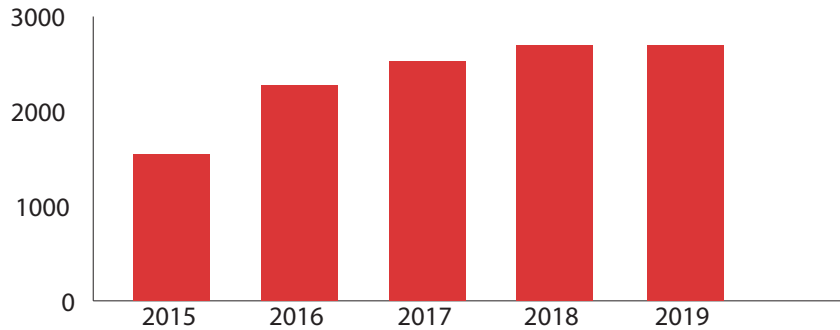
From Pittsburgh Area



With Differing Income

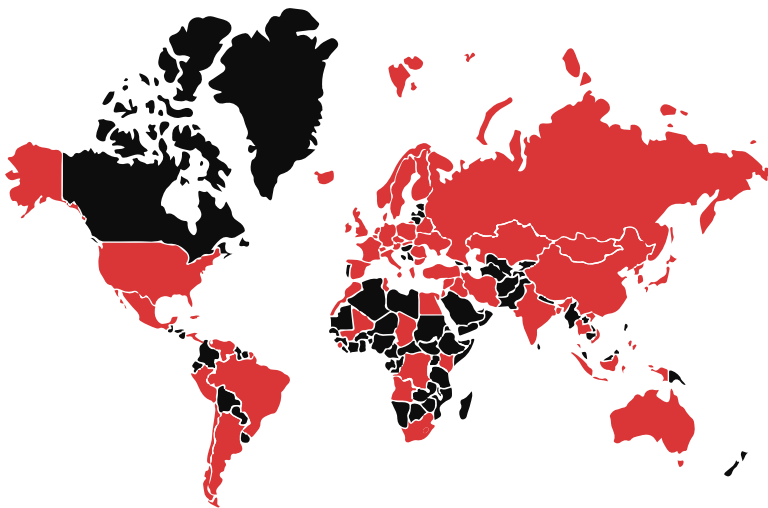


And Growing!



The number of festival attendees usually grows 5-10% each year

Festival Statistics:



20+ countries are represented by the films each year

■ In total, the festival has represented 71 countries over the years, represented by this map.

WHAT DOES **\$1,250** SPONSOR?

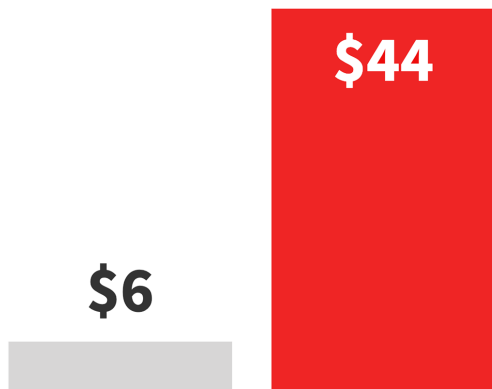
CMU International Film Festival's mission is to create an accessible pathway for the residents of Pittsburgh to connect with international communities through film. Our festival highlights the multicultural fabric of Pittsburgh and creates an inclusive forum for community dialogue. Your sponsorship empowers CMU IFF to create accessible cultural programming to all.

Every \$1250 raised through sponsorship reduces the ticket price for general audiences by \$1.

Sponsorship Creates Accessibility to All of Pittsburgh

Without your sponsorship, we would need to charge attendees \$44 per ticket. Compare this to our average price of \$6 per ticket charged in 2022.

■ With Sponsorship ■ Without Sponsorship



Source: CMU International Film Festival 2022 Annual Budget

YOUR IMPACT

- Reduces ticket prices for community members.
- Amplifies the voices of Pittsburgh's underrepresented communities.
- Empowers a diverse youth-run staff with the opportunity to learn the fundamentals of community development.
- Pays the screening licensing fees for premiere award-winning features from around the world to Pittsburgh.
- Funds the additional staffing and bookings for the Youth Outreach Program and Short Film Competition.
- Creates the stipend fund for student staff and interns.
- Funds honorariums for guest filmmakers and speakers.
- Makes purchasing a ticket accessible both online and in-person.
- Nourishes audiences minds and bodies with free receptions featuring international catering.
- Secures the rental fees to screen at a diversity of venues in Pittsburgh.
- Pays the costs for our collectible festival program and engaging souvenir memorabilia.

HAVE SOMETHING ELSE IN MIND?

Contact Festival Director Jolanta Lion at (412) 268-2212 or jola@cmu.edu to discuss levels of support. We provide a variety of entry level packages starting at \$250. Complimentary ticket packages are available with each sponsorship.

All sponsors will receive official CMU International Film Festival programs, posters, and other festival memorabilia.

SPONSORSHIP TIERS

GOLD

\$25,000

- Invitation to private lunch or dinner with featured guest Director/s and staff
- Opportunity for product or brochure display at all Festival venues and receptions
- Development of custom 5-minute Pre-Screening Demo/Speech for opening night and select events
- Acknowledgment in all press releases, venues and receptions
- Logo in Festival trailer featured prior to all film screenings
- 30-second company trailer (provided by sponsor) featured at all Festival screenings and events
- Name/logo on printed and digital marketing materials including select posters, postcards, newsletters, etc.
- Full Page (Inside Cover) acknowledgement in program booklet (distributed to all attendees)
- Custom Complimentary Ticket Package PLUS VIP All-Access Festival Pass and Opening Night Screening/After-party tickets

SILVER

\$10,000

- Opportunity for product or brochure display at all Festival venues and receptions
- Acknowledgment in all press releases, venues and receptions
- Logo in Festival trailer featured prior to all film screenings
- 30-second company trailer (provided by sponsor) featured at all Festival screenings and events
- Name/logo on printed and digital marketing materials including select posters, postcards, newsletters, etc.
- Full Page acknowledgement in program booklet (distributed to all attendees)
- Custom Complimentary Ticket Package PLUS VIP All-Access Festival Pass and Opening Night Screening/After-party tickets

PRODUCER

\$5,000

- Acknowledgment in all press releases venues and receptions
- Logo in Festival trailer featured prior to all film screenings
- 30-second company trailer (provided by sponsor) featured at all Festival screenings and events
- Name/logo on printed and digital marketing materials including select posters, postcards, newsletters, etc.
- 1/2 page acknowledgement in program booklet (distributed to all attendees)
- Custom Complimentary Ticket Package PLUS VIP All-Access Festival Pass and Opening Night Screening/After-party tickets

DIRECTOR

\$2,500

- Logo in Festival trailer featured prior to all film screenings
- 30-second company trailer (provided by sponsor) featured at all Festival screenings and events
- Name/logo on printed and digital marketing materials including select posters, postcards, newsletters, etc.
- 1/4 page acknowledgement in program booklet (distributed to all attendees)
- Custom Complimentary Ticket Package

CELEBRITY

\$1,250

- Name/logo on printed and digital marketing materials including select posters, postcards, newsletters, etc.
- 1/8 page acknowledgement in program booklet (distributed to all attendees)
- Custom Complimentary Ticket Package

ENTRY LEVEL

\$250

- Name listing in program as sponsor (no logo) and on website with link to company website (no logo)
- 20+ Complimentary Tickets and 5+ Festival Passes
- 10+ Opening Night and Closing Night Tickets

SHORT FILM SPONSORSHIP TIERS

GRAND PRIZE*

\$1,000

- Name/logo on printed and digital marketing materials including select posters, postcards, newsletters, etc.
- Logo on the Short Film Competition red-carpet wall
- Logo included in Short Film Competition promotion video
- Grand Prize Award Presenter
- Tickets to: Competition Screening, Opening night & After-party, and General Tickets
- Up to Two Honorary Jury Positions

\$500

SECOND PRIZE*

- Logo on the Short Film Competition red-carpet wall
- Logo included in Short Film Competition promotion video
- Second Prize Award Presenter
- Tickets to: Competition Screening, Opening night & After-party, and General Tickets
- One Honorary Jury Position

THIRD PRIZE**

\$250

- Logo included in Short Film Competition promotion video
- Third Prize Award Presenter
- One Honorary Jury Position
- 1 Ticket each to: Competition Screening, Opening night & After-party, and General Tickets

\$250

PEOPLE'S CHOICE**

- Logo included in Short Film Competition promotion video
- People's Choice Award Presenter
- 1 Ticket each to: Competition Screening, Opening night & After-party, and General Tickets

COMPETITION DEVELOPMENT***

\$250

- Name in program booklet and on Festival website with link to company's website
- 1 ticket each to: Competition Screening, Opening night & After-party, and General Tickets

* Eligible at the Producer Level Sponsorship

** Eligible at the Celebrity Level Sponsorship

*** Eligible at the Entry Level Sponsorship





PREVIOUS SPONSORS

Gold Reel



Silver Reel



Festival Producers

CMU Center for the Arts in Society

CMU Center for Student Diversity and Inclusion

Carnegie Mellon University Sustainability Initiative

Division of Student Affairs

Master of Entertainment Industry Management

School of Art

Student Dormitory Council

Tepper Business School

University Lecture Series

Consulate General of the Republic of Poland in New York

J Street Pittsburgh

Penn Film Group

Festival Directors

CMU Center for African-American Urban Studies & the Economy

Entertainment Technology Center

Osher Lifelong Learning Institute

School of Computer Science

Disney Research

German Consulate New York

University of Pittsburgh

Department of German

Global Studies Center

Vibrant Pittsburgh

Women and Girls Foundation

Festival Celebrities

CMU Chinese Students and Scholars Association

CMU Department of History Jewish Studies

CMU Department of Modern Languages

CMU Graduate Student Assembly

Heinz College Master of Arts Management

Highmark

Polish Falcons of America

Sembène Film Festival

The Sprout Fund

Steeltown Entertainment Project

University of Pittsburgh Asian Studies Center

University of Pittsburgh Film & Media Studies

Film Studies Program

Center for Creativity

Department for English

Pittsburgh Palestinian Solidarity Committee



Festival Aficionados

CMU Black Graduate Student Organization
Center For Diversity & Inclusion
CMU Department of Modern Languages
Documentary Salon
FORGE
Steinbrenner Institute
Consulate General of the Czech Republic in New York
Liberty in North Korea
Organization of Chinese Americans
University of Pittsburgh Slavic Languages Department
University of Pittsburgh Center for Russian, East European and Eurasian Studies
University of Toronto Department of Polish Language and Literature
Center for Latin American Studies
Cultural Studies Program
Remake Learning
New Voices Pittsburgh
CMU Arab Student Organization
CMU Department of History

Reception & Venue Partners

Aladdin's Eatery
Ali Baba
Allegro Hearth Bakery
Butterwood Bake Consortium
Carnegie Science Center
Chengdu Gourmet
City of Asylum
Conflict Kitchen
Dave & Andy's
East End Food Co-Op
Green Pepper
Kelly-Strayhorn Theater
La Gourmandine Bakery
La Palapa
Margaret's Fine Imports
Pittsburgh Filmmakers
Quelcy Styling & Creative Works
Red Star Kombucha
S&D Polish Deli
Tamarind
Tana Ethiopian Cuisine

Presenting Partners

American Hellenic Foundation
Armina Stone
Carnegie Nexus
Carlow University
Consulate General of the Republic of Poland
Duquesne University
Feminists Engaged in Multicultural Matters (FEMME)
Highmark Blue Cross Blue Shield
Pittsburgh Cultural Trust
Pittsburgh Creative and Performing Arts School
Pittsburgh Humanities Festival
Point Park University
Polish Falcons of America
Reel Q LGBT Film Festival
Robert Morris University
Romero Lives!
Studio AM

Media Partners

Einhorn Media Group
Hollyburgh
Lit Pitt
Pittsburgh City Paper
Steel Cinema
Trans-Q Television
WESA
WPTS
WYEP

Hotel Partners

Mansions on Fifth
Shadyside Inn



TeleTracking Technology's Vice President of Marketing, Kris Kaneta, speaks in front of 2016 CMU IFF's Opening Night audience.

Contact Us

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Festival Director

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www.cmuiff.com

Connect with Us

 facebook.com/cmufaces

 [@cmu_iff](https://www.instagram.com/cmu_iff)

 [@cmu-international-film-festival](https://www.linkedin.com/company/cmu-international-film-festival)