

23rd Annual

FULL FRAME DOCUMENTARY FILM FESTIVAL

full
frame
documentary
film festival

2020 SPONSOR REPORT



Thank you for sponsoring the Full Frame Documentary Film Festival.

The outpouring of support in light of the news that our 23rd annual festival was canceled has truly been overwhelming.

We are especially fortunate for our Full Frame sponsors, who stood by the festival as we transitioned to an online event.

The virtual festival's success was undoubtedly buoyed by your support, allowing Full Frame to provide a selection of the 2020 films to our audience at no charge, while also compensating filmmakers for their work.

Thank you for helping us to move our mission forward.

– The Full Frame Team

A photograph of an audience seated in a theater, looking towards the left. The theater has ornate architectural details, including a balcony with decorative railings and a banner hanging from the ceiling. The lighting is dim, with a warm glow from the stage area.

Our Mission

Full Frame serves the documentary form and its community by showcasing the contemporary work of established and emerging filmmakers.

The festival provides a space that nurtures conversation between artists, students, and the Full Frame audience.

Full Frame is committed to enhancing public understanding and appreciation of the art form and its significance, while making films more accessible to a wider audience.



23RD ANNUAL

full frame

documentary film festival

1,975

Submissions

67

Official Selections

44

Features

12

Shorts

26

Countries

7

Jury Awards

\$47,500

cash prizes

2020 Awards

THE REVA AND DAVID LOGAN GRAND JURY AWARD

Sponsored by The Reva and David Logan Foundation

Mayor (dir. David Osit)

CENTER FOR DOCUMENTARY STUDIES FILMMAKER AWARD

Provided by the Center for Documentary Studies at Duke University

Time (dir. Garrett Bradley)

THE FRANKLIN HUMANITIES INSTITUTE AWARD

Sponsored by the John Hope Franklin Humanities Institute at Duke University

Riafn (dir. Hannes Lang)

KATHLEEN BRYAN EDWARDS AWARD FOR HUMAN RIGHTS

Sponsored by the Julian Price Family Foundation in memory of Melanie Taylor

Us Kids (dir. Kim Snyder)

FULL FRAME JURY AWARD FOR BEST SHORT

Provided by Drs. Barbra and Andrew Rothschild

Then Comes the Evening (dir. Maja Novaković)

CHARLES E. GUGGENHEIM EMERGING ARTIST AWARD

Provided by the Charles E. Guggenheim Family

Time (dir. Garrett Bradley)

FULL FRAME PRESIDENT'S AWARD

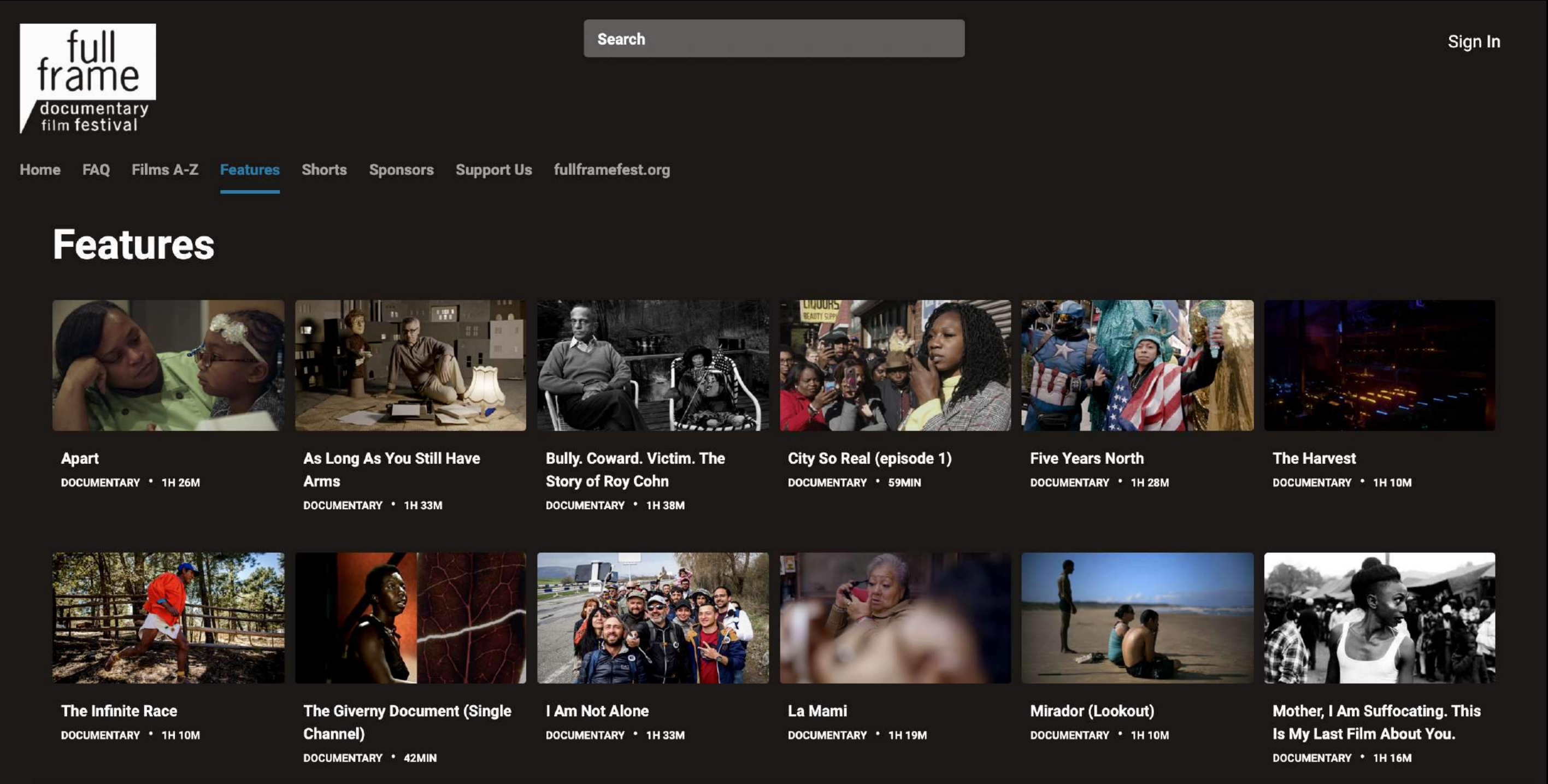
Sponsored by Duke University

Saudade (dir. Denize Galiao)

Going Virtual

After the four-day in-person event was canceled, Full Frame pivoted to an online format with the support of **Shift 72**.

With only five days notice, the virtual festival was offered free of charge to a limited audience.



32 Films **5** Days **5,066** Streams

Gender

Female: 71.4%
Male: 26.5%
Non-Binary/LGBTQIA+: 1.2%
Prefer not to share: .9%

Age

Under 18: .2% **45-54:** 13.1%
18-24: 1.2% **55-64:** 26.8%
25-34: 5.4% **Over 65:** 41.6%
35-44: 11.7%

Location

Durham: 44%
Southeast: 13%
United States: 43%

Income

Under \$50k: 15%
\$50-75K: 16.2%
\$75-100K: 12.5%
Over \$100K: 32.1%
Prefer not to answer: 24.2%

**Data pulled from our post-festival survey and the streaming platform*



Recognition

Academy Award © Qualifying Festival

Since 2012, the recipient of Full Frame's Grand Jury Award For Best Short has been qualified for Academy Award © nomination for Best Documentary Short Subject.

In 2020, Full Frame became one of just nine Academy Award © qualifying events for Best Documentary Feature.

More than 30 films from the 2020 festival line-up are now eligible to be nominated at next year's Oscars © ceremony.

Select Press

Full Frame receives grant funding from the Academy of Motion Picture Arts and Sciences (***Variety***)

National Endowment for the Arts grants Full Frame funding through the CARES Act (***arts.gov***)

Community Engagement

We strive to engage our community with compelling films all year long.

Full Frame Road Show

Presented by American Tobacco Campus



Throughout the fall and winter, we presented eight exceptional films free of charge for our Triangle community.

FALL: ***Jay Myself, Midnight Family, The Raft, Always in Season, The Proposal***

WINTER: ***The Cave, American Factory, Apollo 11***

Have you read the Full Frame Blog?

Our most popular recent posts include:

7 Jazz Documentaries to Stream At Home

10 Films for #TakeOutTuesday

Full Frame Partners win INDY Week's 'Best of the Triangle'

After the live in-person festival's cancelation, our team realized the need to quickly create, transition, and expand our virtual program offerings. We are proud to offer the following programs:

Virtual Screening Room

Through partnerships with distributors, we offer virtual screenings of past Full Frame programming. Titles have included 2020 festival alums ***Spaceship Earth, The Painter and the Thief, The Fight,*** and ***Boys State!***

Filmmaker Q&As

We connect audiences directly to the filmmakers through our newly launched Filmmaker Q&A series.

***The Fight* Q&A**



***Boys State* Q&A**



A&E INDIEFILMS SPEAKEASY

Catch-up on the 2020 A&E IndieFilms Speakeasy Conversation series, taking place throughout the summer and fall:

Documenting Distress: A Discussion



Online Festival Strategy for Documentary Filmmakers



Education

Full Frame is dedicated to nurturing and diversifying the next generation of documentary filmmakers and fans through our free education programs.

SCHOOL OF DOC

This in-depth hands-on summer camp and after school program teaches high school students all aspects of documentary filmmaking, from camera operation to producing skills.

2019 Program Highlights

Acclaimed filmmaker **Dawn Porter** provided hands-on instruction

5 films produced **2** award-winning films (**2020 Longleaf Film Festival**)

Libertad ▶ **Who I Am | Radha Varadan** ▶

In July 2020, our tenth School of Doc cohort gathered for the program's first virtual edition.

School of Doc is made possible by the generous support of our donors, the Mary Duke Biddle Foundation, the Academy of Motion Picture Arts and Sciences, and Blue Cross and Blue Shield of North Carolina

TEACH THE TEACHERS

This vital media literacy program has experienced immense growth through a new digital format and has now reached:

90+ educators **9** countries

11 U.S. States, including Puerto Rico and Washington D.C.

Dozens of classrooms around the globe

Watch the first of five modules scheduled throughout the 2020-21 school year now:

Using Documentary in the Classroom ▶

Sponsor Impact

***58%** of event-goers feel “**very favorable**” towards sponsors that support canceled or postponed events.

***90%** of event-goers say they are “**very**” or “**somewhat**” likely to do business with brands that continue to support canceled events.

** Provided by the 2020 Return to Live Events Survey by Enigma Research*



The sponsor reel received a total of **5,540 views** throughout the virtual festival.

While nothing can replicate the in-person festival experience, as a dedicated sponsor of the 23rd annual Full Frame Documentary Film Festival, your brand continues to receive recognition on **fullframefest.org**.



See you next year at the
24th Annual Full Frame Documentary Film Festival
June 2–6, 2021

Questions? Contact:

Leesa Moore, Development Manager
919.433.9804 or leesa.moore@fullframefest.org

Thank you for supporting Full Frame!

