FULL FRAME DOCUMENTARY FILM FESTIVAL
JUNE 2 – 6, 2021

SPONSORSHIP OPPORTUNITIES
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.

Full Frame Documentary Film Festival

The Full Frame Documentary Film Festival is an internationally recognized, Academy Award® qualifying event that proudly presents the best of nonfiction films on the festival circuit each year.

Based in Durham, North Carolina, the annual festival gathers thousands of enthusiastic fans from around the globe to celebrate the documentary art form, engage in meaningful conversation, and experience the impact exceptional nonfiction cinema first hand.
Our Sponsors Include:

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**Sponsorship**

- **Customize** your sponsorship experience with benefits tailored to your business goals.
- **Align** your brand with festival events, venues, or parties.
- **Support** your company’s marketing and community outreach.
- **Engage** your brand with an enthusiastic, educated, and diverse audience.
- **Provide** personalized service and VIP treatment at the festival.

We have special packages for local Triangle, American Tobacco Campus, and Durham Chamber partners.
By the Numbers

4 days
80+ films
10k+ attendees
6 Speakeasy conversations
26k+ tickets distributed
300+ volunteers
5.5k+ pounds of material recycled and composted

Our Audience

Gender

- Male: 32%
- Female: 67%
- Non-Binary/Third Gender: 1%

Income

- Under $50k: 26%
- $50-100k: 32%
- $100k-250k: 26%
- $250k+: 7%
- Prefer not to answer: 9%

Age

- 65+: 24%
- 51-65: 31%
- 41-50: 16%
- 31-40: 14%
- 18-30: 18%
- Under 18: 2%

Location

- Durham: 43%
- North Carolina: 36%
- United States: 20%
- International: 1%

*Data compiled from 2016–2019 festival ticket and survey data and is reflective of the annual 4 day in-person event.
Less than one month prior to the start of the 2020 festival, the Covid–19 pandemic brought all in-person events to a stop. Undeterred, the Full Frame team pivoted to a virtual platform. This small “experiment” allowed us to see the opportunity, accessibility, and reach of a virtual event.

With only five days’ notice, the virtual festival was successfully launched to a limited audience and averaged 1,000+ streams per day.

*Data compiled from our post-festival survey and the streaming platform
Marketing Reach

Let’s work together to customize a package that is tailored to your marketing and outreach goals.

**On Screen**
- 250k opportunities for on screen impressions at the 4 day in-person event

**Social Media**
- 13.5 million impressions across all platforms
- 37k+ followers
  - 13k+ local
  - 4k+ national
  - 20k+ blog readers

**Online**
- 199k+ web sessions
- 6k+ blog readers
- 265k+ pageviews

**E-News Subscribers**
- 13k+ national
- 6k+ local

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2020 Sponsor Trailer

The Full Frame Documentary Film Festival is a program of the Center for Documentary Studies.
**Testimonials**

"Full Frame is a festival where there's nothing but love of the art and the craft of making movies."
– Roger Ross Williams, Academy Award® winning filmmaker

"Somehow, they've managed something magical here where they have great documentaries and a great vibe. Full Frame is incredibly well done from top to bottom. The films are the best documentaries you're going to see all year."
– Katy Chevigny, Emmy Award® winning filmmaker

"Full Frame has always been one of my absolute favorite festivals because of its devotion to making filmmakers feel loved and appreciated. That love extends from the passionate festivalgoers to Full Frame's incredible staff and programmers."
– Steve James, Emmy Award® winning filmmaker

**Press**

"Full Frame has become one of the most prestigious documentary film festivals in the nonfiction community. Full Frame is a necessary stop for documentary features hoping to reach the awards circuit." – Variety

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**Full Frame featured in:**

- IndieWire
- Variety
- The Hollywood Reporter
- REALSCREEN
- POV documentary
- DURHAM magazine
- The News & Observer
- INDY WEEK
- The Herald-Sun
“Full Frame is as important of an asset to Durham as the Bulls. Full Frame has helped make our city’s point on the map a little bigger and a little brighter for countless visitors.

We are proud to support the world class asset that is Full Frame.”

– Michael Goodmon, Vice President of Real Estate at Capitol Broadcasting Company, Inc.

Durham named one of 10 U.S. cities best positioned to recover from the coronavirus. – Forbes

Bull City Pride

Full Frame is proud to host thousands of local and national guests in downtown Durham each year. As a cornerstone cultural event in the region, the annual festival has become a major economic driver for the city.

Full Frame's Economic Impact

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<tr>
<th>Year</th>
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<td>2017</td>
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Community Engagement

From our annual Road Show screenings, to our recent expansion and development of virtual programming, we strive to engage our community with compelling films and conversation all year long.

Full Frame Road Show
Traditionally, throughout the fall and winter, we present films free of charge for our Triangle community at local venues such as The Carolina Theatre of Durham, Hayti Heritage Center, The Cary Theater, and Alamo Drafthouse Cinema.

Virtual Screening Room
Through partnerships with distributors, we offer free or low-cost virtual screenings of past Full Frame programming.

Filmmaker Q&As
This newly launched virtual Q&A series directly connects audiences to the filmmakers after a screening.

Education Programs

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

School of Doc
This free 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.

Teach the Teachers
This vital media literacy program, offered free of charge, gives educators the tools and resources to incorporate documentary film into their curriculum. Through a new digital format, the program now impacts dozens of classrooms around the globe.

Fellows Program
Designed to educate, motivate, and nurture students interested in the documentary form, Full Frame works with colleges and universities to host students and immerse them in the festival experience.

Watch Full Frame’s virtual programming today
Annually, Full Frame grants over $47,000 in cash prizes through juried awards.

Awards

The Garrett Scott Documentary Development Grant is presented to first time filmmakers and provides them with the invaluable opportunity to attend Full Frame for free. At the festival, recipients screen their works-in-progress and make career-defining connections, where they receive feedback and mentorship from veteran documentary professionals.

This high-profile grant has supported the careers of many award-winning filmmakers, including:

RaMell Ross, Hale County This Morning, This Evening
Bing Liu, Minding The Gap
Lyric R. Cabral, TJERROR
Let’s Connect

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