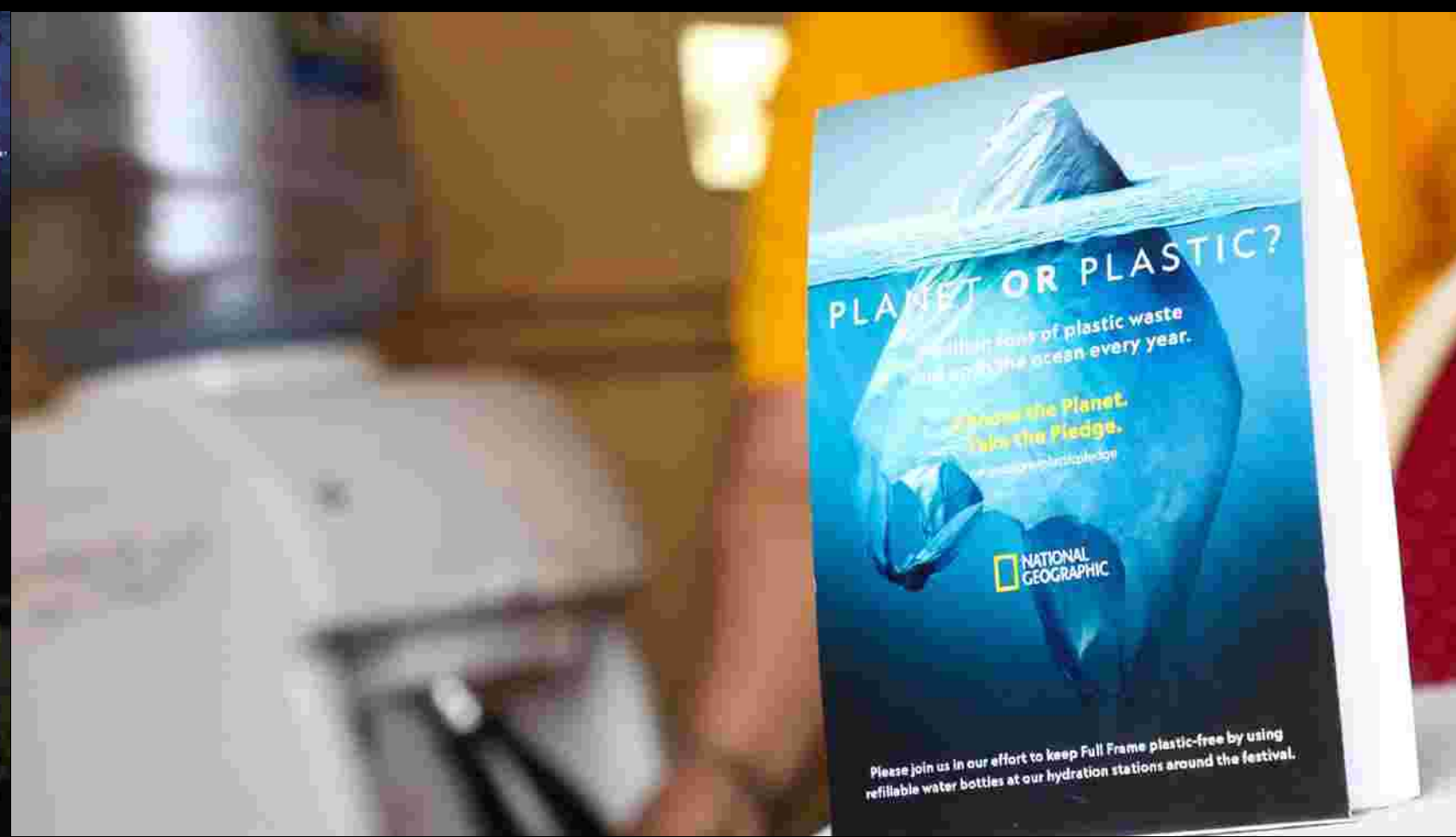




# FULL FRAME DOCUMENTARY FILM FESTIVAL

JUNE 2 – 6, 2021

## SPONSORSHIP OPPORTUNITIES





# About Us



Festival Reel

*Please limit conversations during the A&E IndieFilms Speakeasy panels. Thank you!*

**A&E INDIE FILMS**

**SPEAKEASY**  
AT FULL FRAME



## 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.

# Sponsorship

Customize

**Customize** your sponsorship experience with benefits tailored to your business goals

Align

**Align** your brand with festival events, venues, or parties

Support

**Support** your company's marketing and community outreach

Engage

**Engage** your brand with an enthusiastic, educated, and diverse audience

Provide

**Provide** personalized service and VIP treatment at the festival

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

## Our Sponsors Include:

Duke

NATIONAL ENDOWMENT for the ARTS  
arts.gov

AMERICAN TOBACCO CAMPUS

A&E INDIE FILMS

QUINCE IMAGING

COUNTERCULTURE

THE FOREST AT DUKE  
Redefine retirement.

30 FOR 30



ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

SHOWTIME  
DOCUMENTARY FILMS

Giorgio's  
HOSPITALITY & LIFESTYLE GROUP

MERGE  
RECORDS

MARRIOTT DURHAM CITY CENTER

FULLTEAM



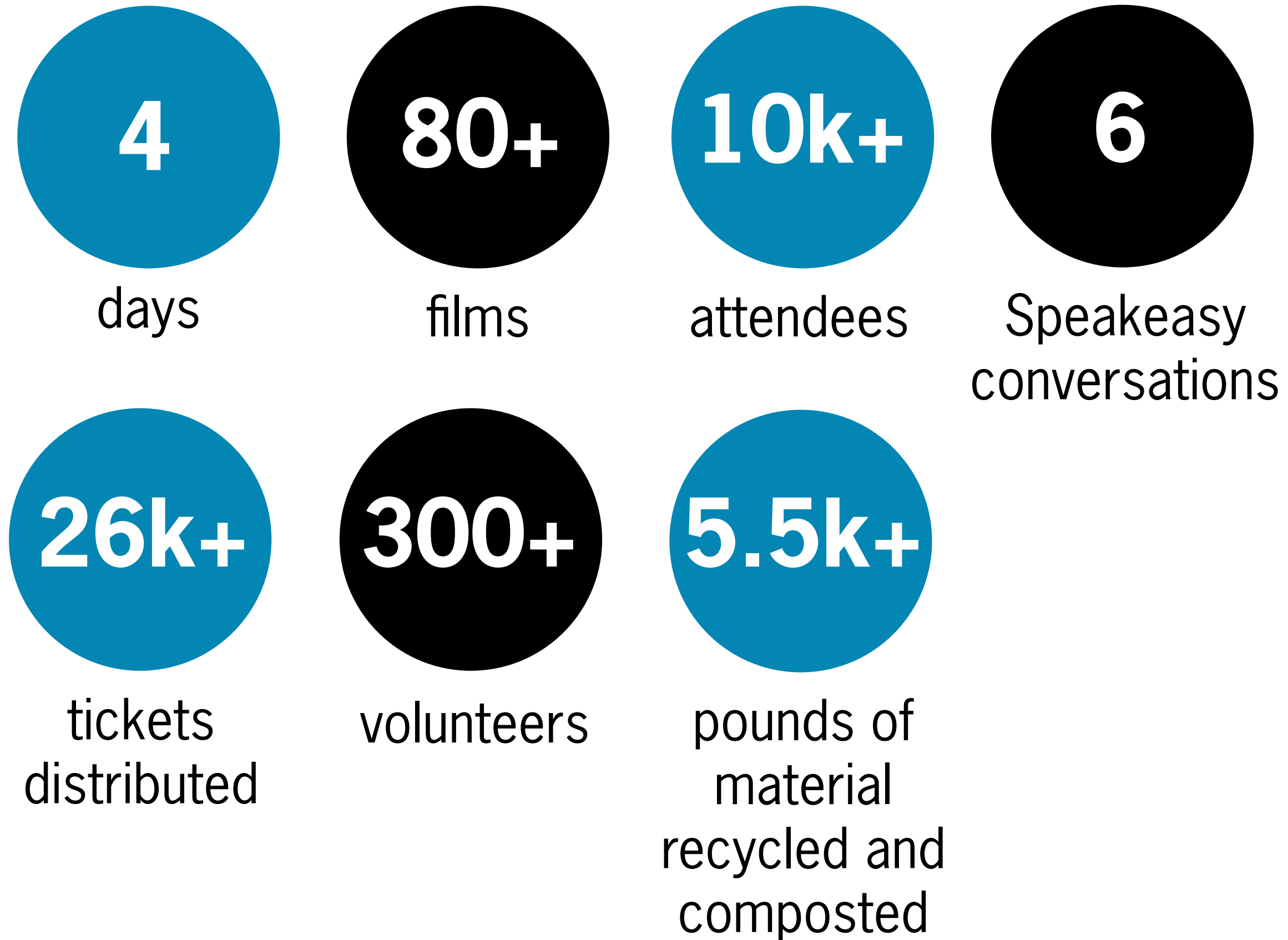
North Carolina Arts Council  
Fifty years of leadership

NETFLIX



# Festival Snapshot

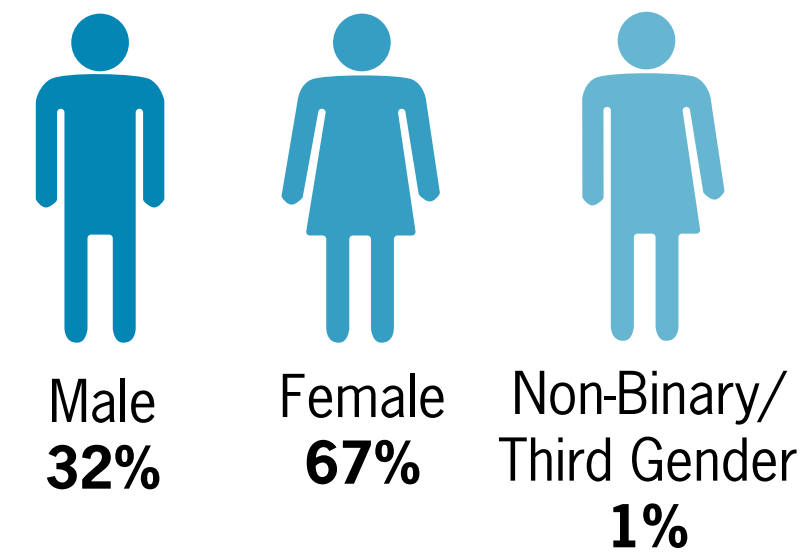
## By the Numbers



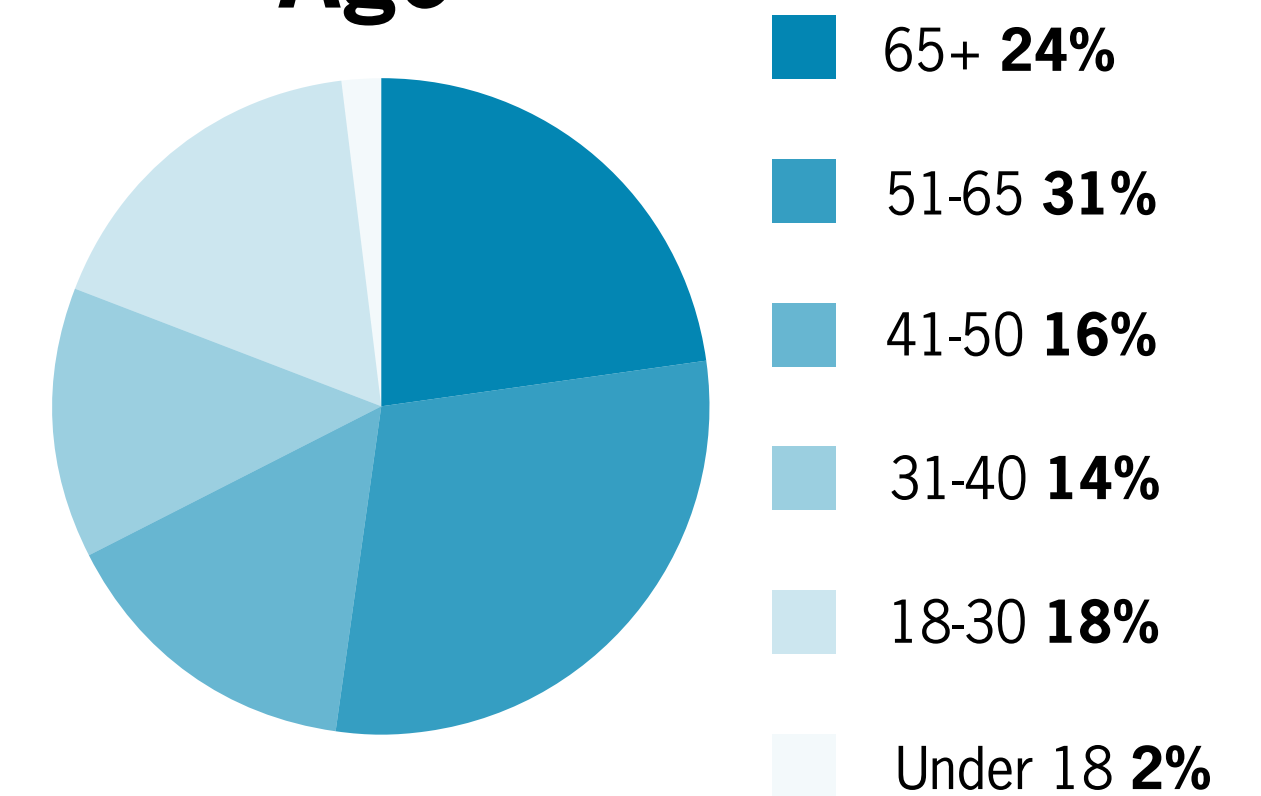
*\*Data compiled from 2016–2019 festival ticket and survey data and is reflective of the annual 4 day in-person event.*

## Our Audience

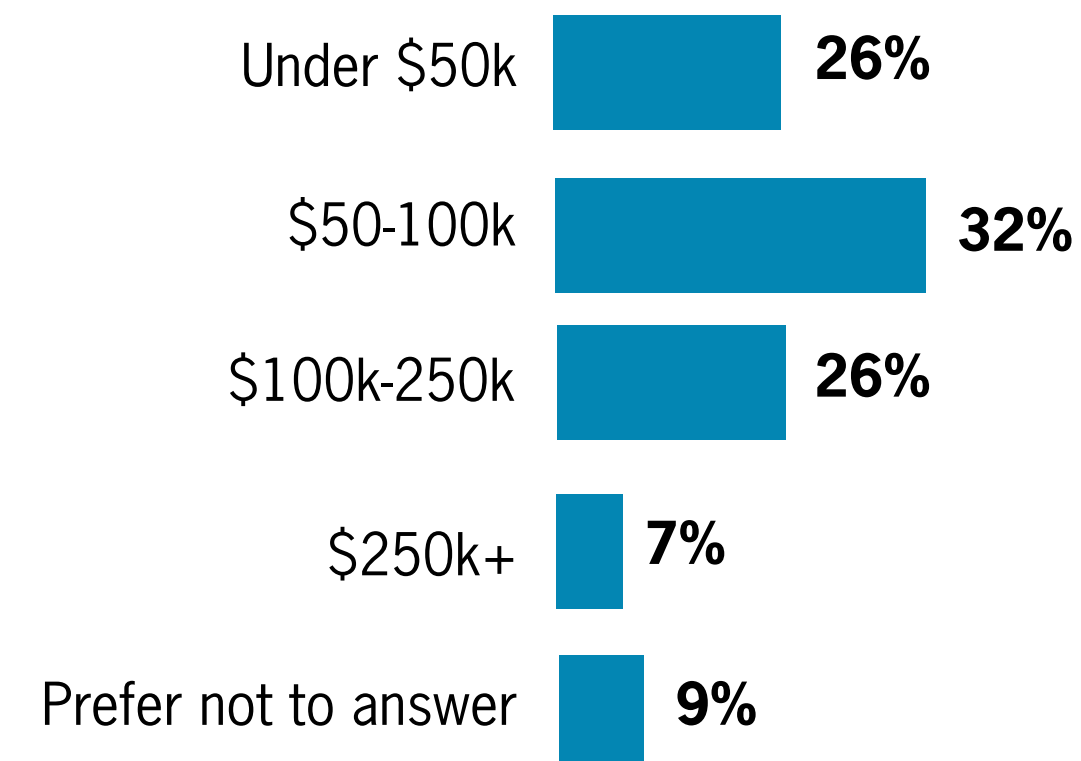
### Gender



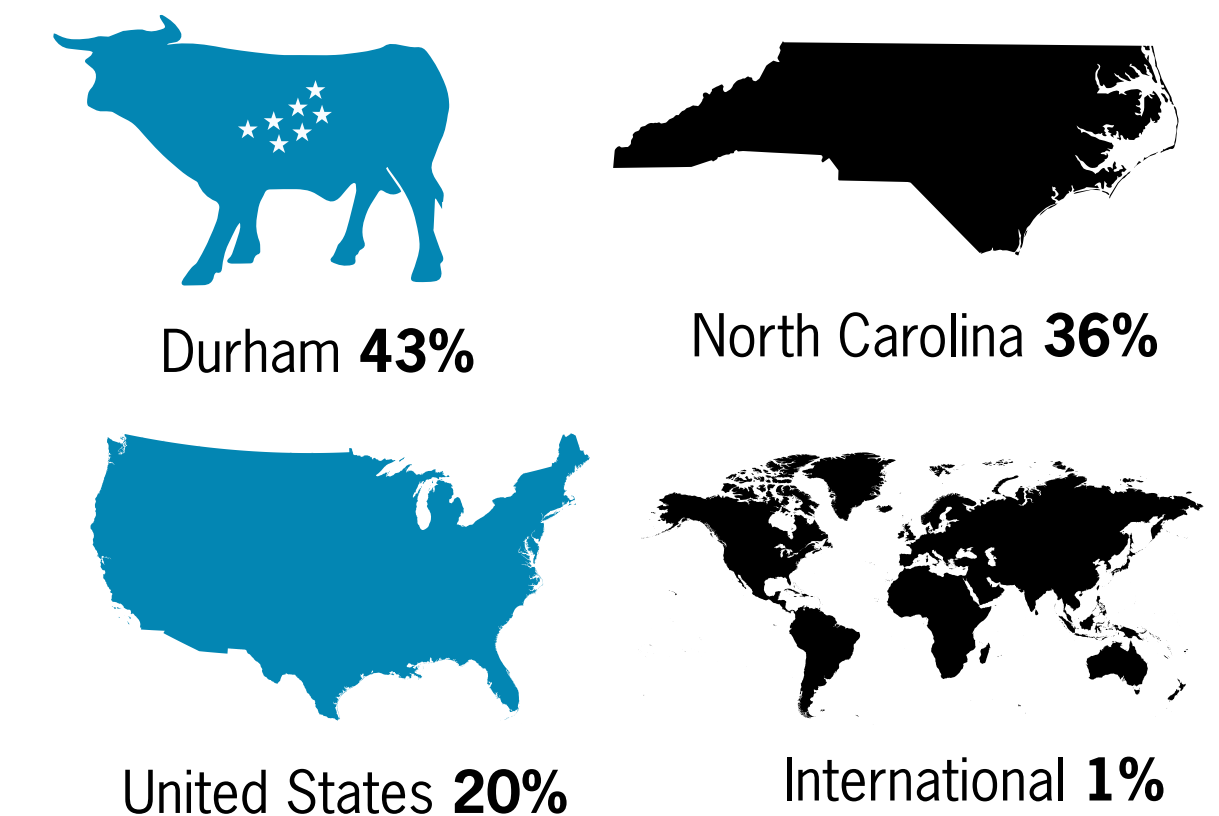
### Age



### Income



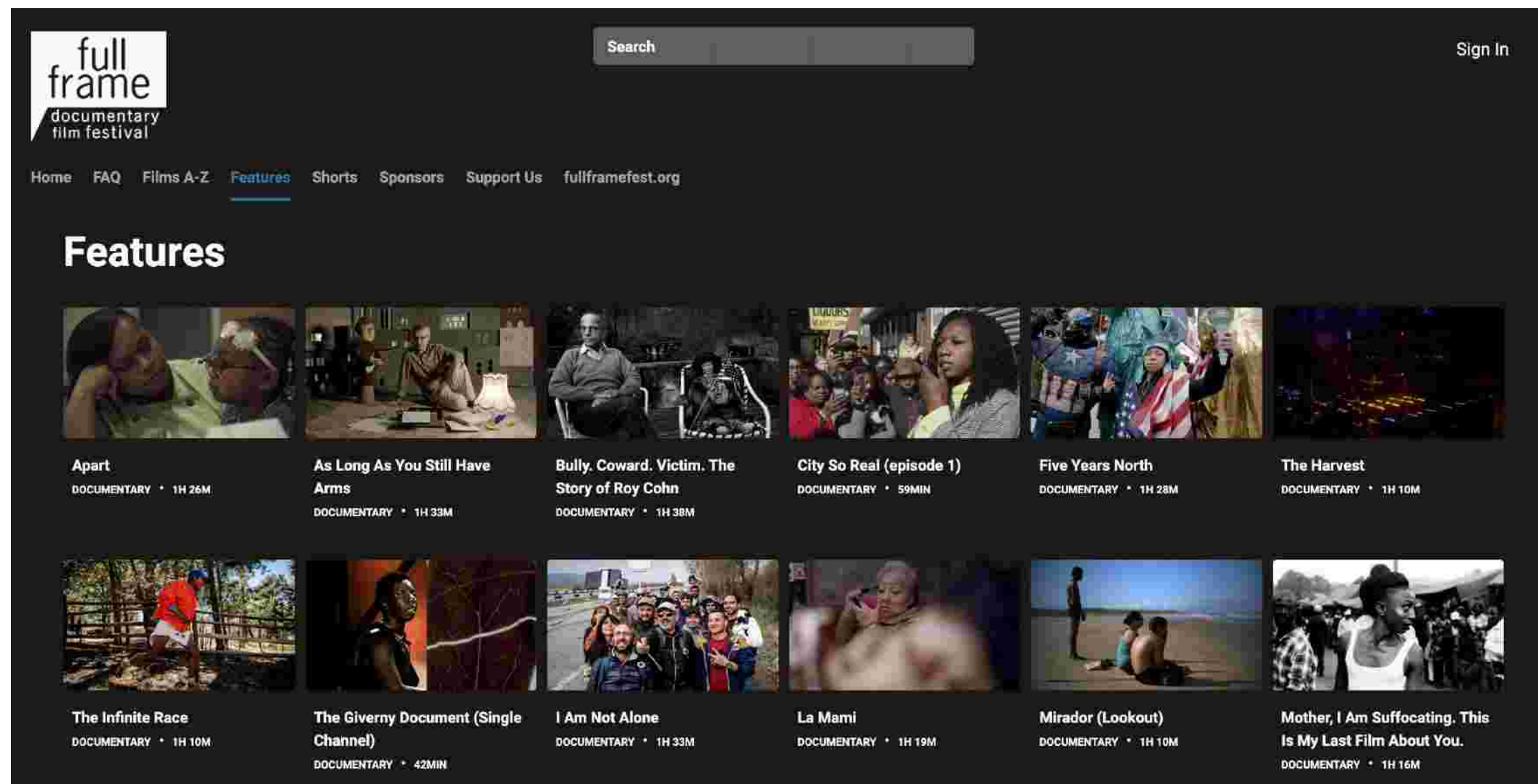
### Location



# Virtual Festival Snapshot

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.



32  
films

5  
days

5,066  
streams

## Virtual Audience

### Gender



Male  
26.5%



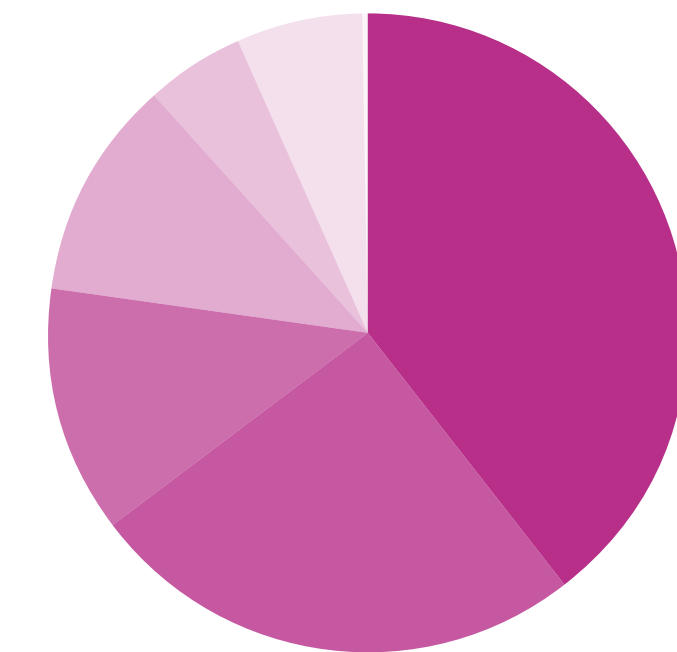
Female  
71.4%



Non-Binary/  
Third Gender  
1.2%

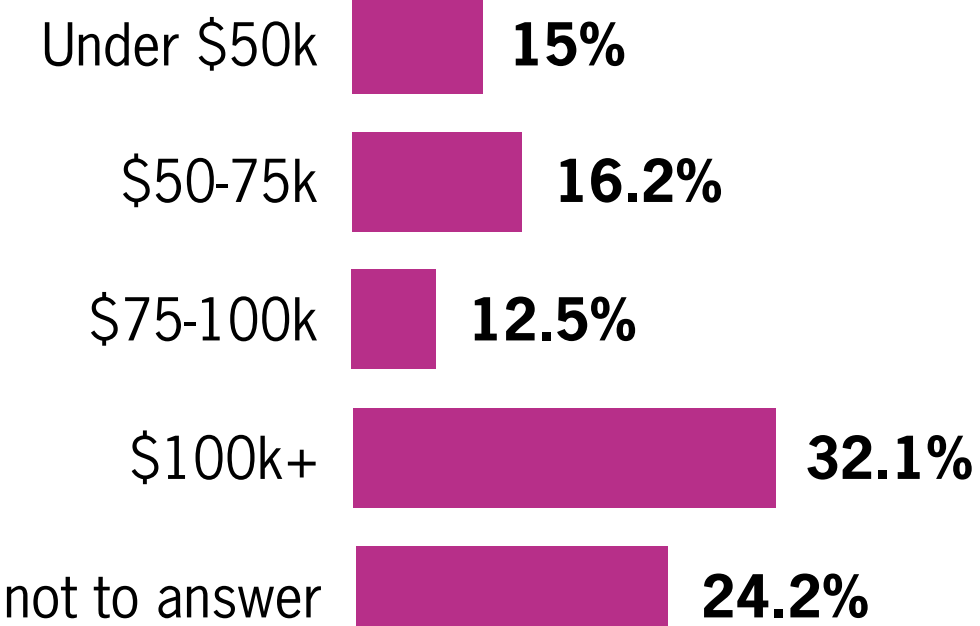
.9% prefer not to answer

### Age

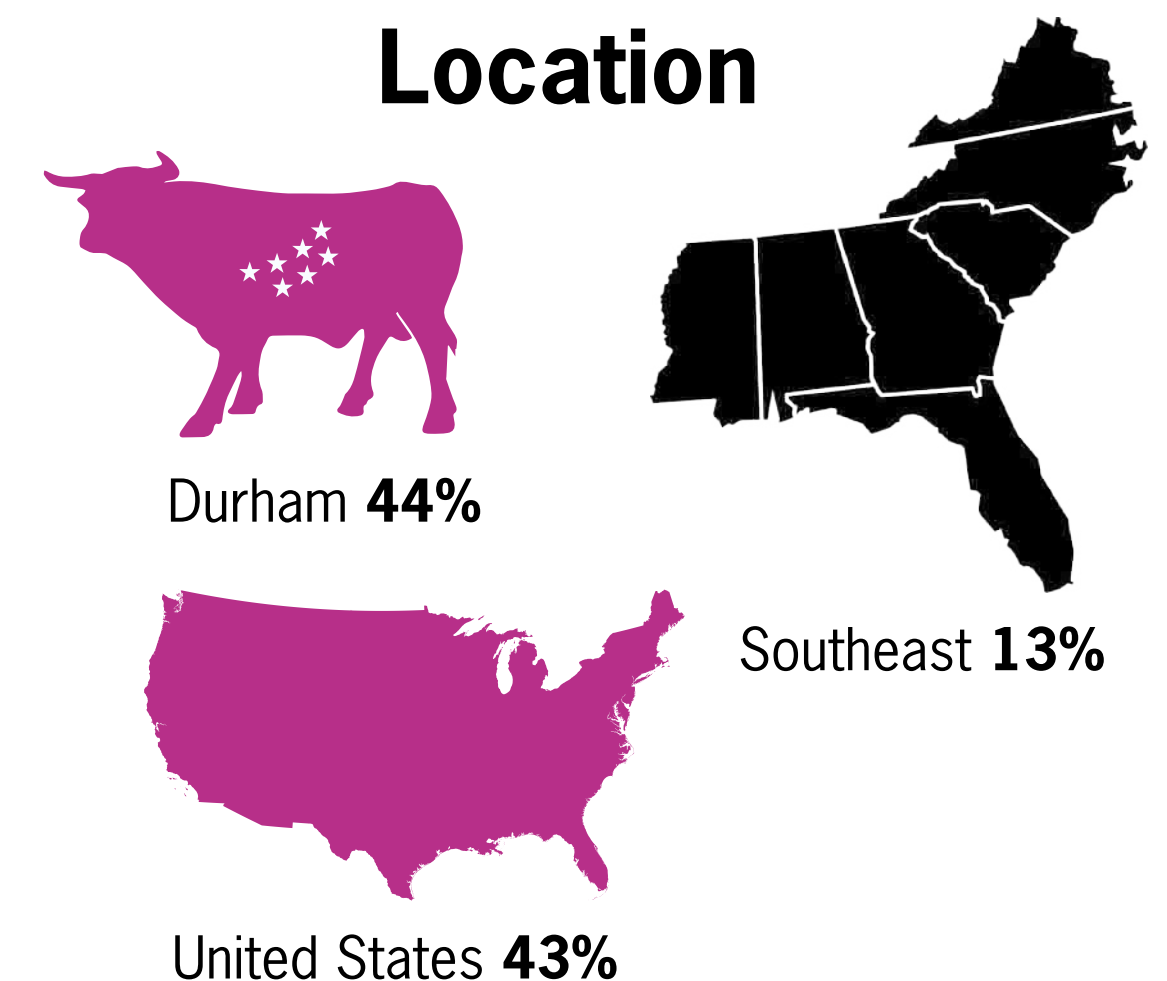


65+ **41.6%**  
55-64 **26.8%**  
45-54 **13.1%**  
35-44 **11.7%**  
18-34 **6.6%**  
Under 18 **.2%**

### Income



### Location



\*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+



4k+



20k+

## 2020 Sponsor Trailer



## Online

199k+  
web sessions

6k+

blog readers

265k+

pageviews

## E-News Subscribers



13k+ national  
6k+ local



# 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**

**Full Frame featured in:**

**IndieWire**

**VARIETY**

**THE HOLLYWOOD  
REPORTER**

**POV**

**documentary**

**REALSCREEN**

**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 Goodman**, 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





# — 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.

**Watch Full Frame's  
virtual programming today** 

# — 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.



# Filmmaker Support



## Awards

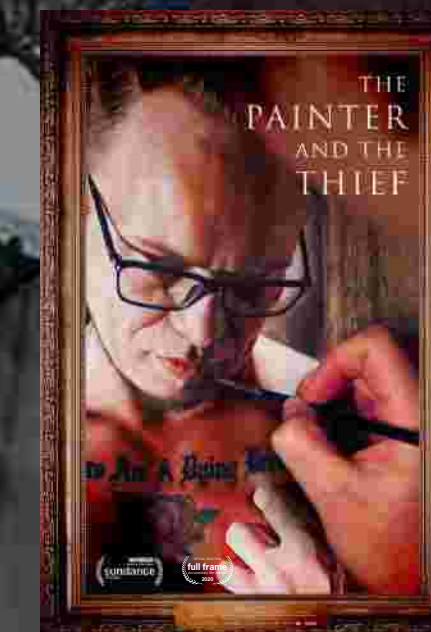
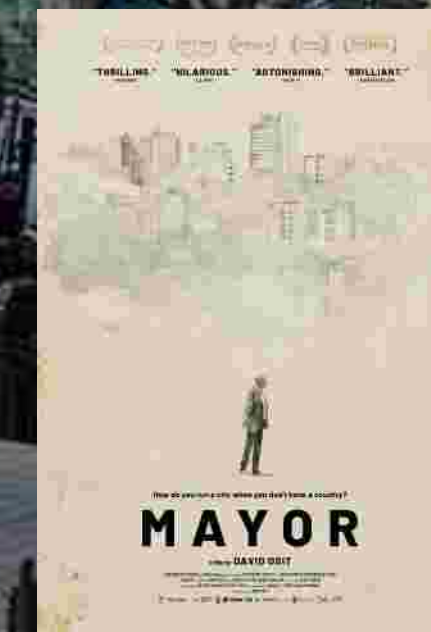
Annually, Full Frame grants over **\$47,000 in cash** prizes through juried awards.

## Garrett Scott Documentary Development Grant

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**, *(T)ERROR*





# Let's Connect

## Full Frame Development Office:

Leesa Moore, Development Manager

919.433.9804

[leesa.moore@fullframefest.org](mailto:leesa.moore@fullframefest.org)

[fullframefest.org](http://fullframefest.org)

  @fullframefest  @fullframe

