



26th annual

**Full Frame Documentary  
Film Festival**

April 4–7, 2024



## About Full Frame

The Full Frame Documentary Film Festival returns in-person on April 4–7, 2024!

The festival is an internationally recognized, Academy Award® qualifying event that showcases the contemporary work of established and emerging filmmakers.

Each year, thousands of enthusiastic fans come together from around the globe to celebrate documentary film, engage in meaningful conversation, and experience the impact of exceptional nonfiction cinema first hand.

**The Full Frame Documentary Film Festival is a  
program of Duke University's Center for  
Documentary Studies**

# Full Frame Snapshot

4 days

70+ films & events

10k+ attendees

300+ volunteers

26k+ tickets distributed

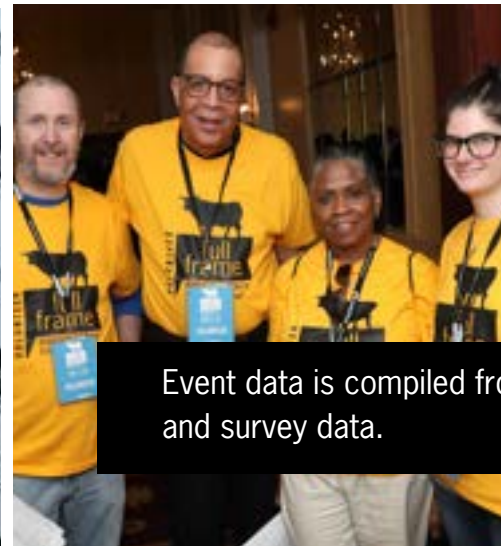
## Economic Impact

As a major cultural event in the region, the annual festival has become an important economic driver for the city of Durham.

Each year from 2016 through 2019, Full Frame generated

**\$2 million+**

for local businesses.



# Our Audience

## Gender



Male  
32%



Female  
67%



Non-binary/  
third gender  
1%

## Age

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

## Income

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

## Location

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

Event data is compiled from 2016-2019 festival ticket and survey data.

# Building Community Through Film

With the support of dedicated partners, Full Frame has produced dozens of impactful programs for highly engaged audiences and students both at the festival and year-round:

**Filmmaker Q&As**

**Panel Discussions**

**Free Community Screenings**

**Parties & Events**

**Fellows Program**



“ Nothing brings me more joy than seeing the power of documentary over audiences and observing people’s perspectives transform from a film. I am honored to be a part of a festival that allows these moments to happen, thrive, and change the world... all within my hometown.

– Jamila Davenport,  
Full Frame volunteer



# Marketing Reach

## On-screen

**200k+**

opportunities for on-screen impressions at the 4 day event

## Online

**290k+** pageviews

**150k+** sessions

 **15k+** newsletter subscribers

## Social Media

**44.5k+**

followers across all platforms

 **14k+**  **5.4k+**

 **23.7k+**  **1.4k+**

**14 million**

impressions across platforms

# Press

Full Frame has been featured in:



**Indiewire**

**VARIETY**

**realscreen**

**FILMMAKER**

**INDY** week

The **News & Observer**



# Sponsorship

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

## Recent Sponsors



“Saladelia and The Mad Hatter’s have been partners with Full Frame for over 20 years and we’ve had the privilege to watch Full Frame transform our city throughout this time, bringing international recognition and breathing new life into Durham’s historic downtown.”

– Fida Ghanem,  
Owner, Saladelia and  
The Mad Hatter’s

“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.

# Advisory Boards

## Triangle

Leon Capetanos  
Bill Hayes  
Eric Johnson  
Nancy Kalow  
Julie Morris  
Barry Poss  
Gregory Rapp  
Benjamin Reese, Jr.  
Kimberley Rehberg  
Tobias Rose  
Wyndham Robertson  
Arthur Rogers  
Michael Schoenfeld  
Jenny Warburg

## National

Martin Scorsese,  
Honorary Chair  
Alan Berliner  
Doug Block  
S. Leo Chiang  
Marshall Curry  
R.J. Cutler  
Chris Hegedus  
Steve James  
Barbara Kopple  
Ross McElwee  
Stephen Nemeth  
Sam Pollard  
Barbra Rothschild  
Bernardo Ruiz  
Toby Shimin  
Andrew Solt  
David Sontag  
Roger Ross Williams

“Full Frame is a festival where there’s  
nothing but the 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



# Let's connect.

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