



ALBUQUERQUE FILM + MUSIC EXPERIENCE

Engage in the Experience SPONSORSHIP OPPORTUNITIES



September 25 - 29, 2024

MOVIES. MUSIC. EDUCATION. CONVERSATION. COLLABORATION.

The AFMX Story

In 2012, a visionary spark ignited in the mind of Executive Director Ivan Wiener - a festival to empower New Mexico's creative community. This dream gained momentum in 2013 with the support and participation of the legendary Robert Redford and Sibylle Szaggars-Redford.

Albuquerque Film + Music Experience isn't just another festival; it's a transformative experience where collaborations abound, and creative careers take flight. Over the past 12 years, AFMX established itself as a creative catalyst that attracted 210,000 attendees and injected over \$12.3 million into the creative economy, establishing itself as a popular and credible festival.

Today, AFMX continues to be a beacon of opportunity and workforce development for aspiring filmmakers, musicians, educators and artists in New Mexico. Each year, thousands of students and creatives find their voices and fuel their talents with:

- Face-to-face encounters with renowned decision-makers, forging connections that spark collaborations and accelerate careers for New Mexicans.
- Workshops, Centerstage Conversations, and 1:1 discussions A-list talent and decision makers to equip participants with the skills and confidence to thrive.
- Diversity, equality, and inclusive programming.

Now in 2024, our team of volunteers, speakers, and presenters is ready to provide creatives even more opportunities to learn, collaborate, and grow. We anticipate over 8,000 individuals joining our year-round events, culminating in our popular spotlight event in September.

Your partnership is critical to our goals to fuel this ambitious vision. By sponsoring AFMX, a non-profit 501(c)(3) organization, you're not just backing an event, but investing in a future brimming with talent, education, collaboration and innovation.

Ready to spark the next generation of artistic brilliance? Contact us today to discuss sponsorship opportunities.

Contact Us Info@afmxnm.com

505-265-7866

Become a Sponsor Today

www.afmxnm.com/donate



Mission

AFMX brings together award-winning and up-and-coming filmmakers, musicians, and creatives from around the world to showcase and celebrate film + music, and provide a platform for education, collaboration, discovery, and the sharing of impactful stories.

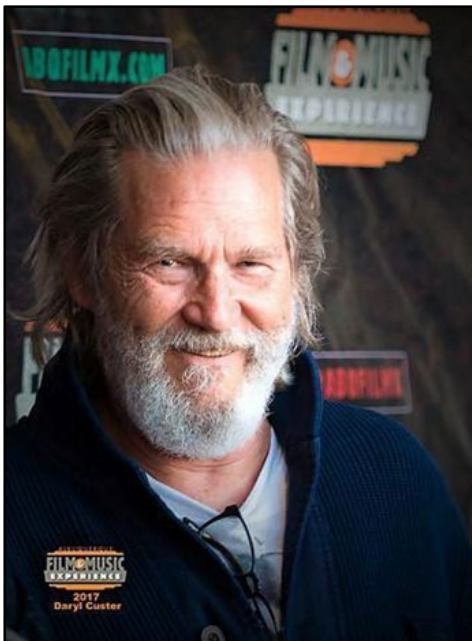
Vision

To enhance cultural richness by integrating film + music programs that provide entertainment and education for the community, contribute to the creative economy, and support Albuquerque as an epicenter for film, music, and the arts.

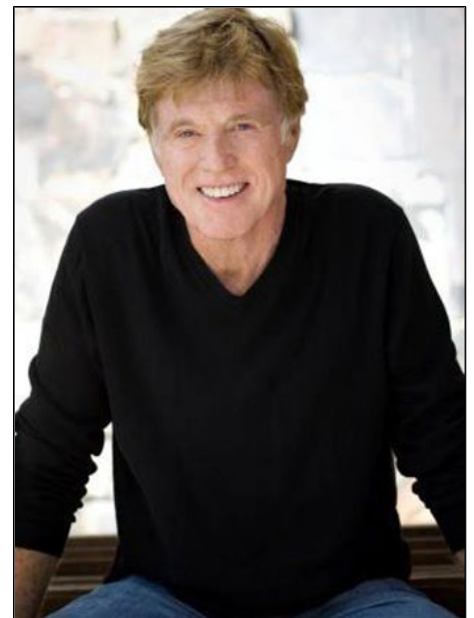


"I am filled with the deepest gratitude. I could not have imagined a more seamless event from beginning to end. This was the moment of a lifetime!" –

**Giancarlo Esposito, 2013
Redford Award Recipient**



"I was really pleased to see the reaction that AFMX got because of what they are building here, and what they represent in terms of the arts." – **Robert Redford**



"I had a great time hangin' with my buddy T Bone Burnett & all the AFMX folks over a four-day period. I love AFMX, man!"
– **Jeff Bridges**



Spotlight Event

September 25 – 29, 2024



Center Stage Conversations

Film Workshops

Music Workshops

Spotlight Feature Films

Diverse Film Blocks

After Parties

Filmmaker Brunch

Awards Ceremony

Live Music



Top Reasons to Sponsor AFMX



- 1. Reach a Massive Audience:** Over 210,000 attendees since 2013 and \$12.6 million in annual PR and media value with a reach of 135 million+.
- 2. Engage with Top Creatives:** Connect with renowned filmmakers, musicians, and artists, building valuable relationships within the industry.
- 3. Invest in the Future:** Support educational and networking opportunities for students in film, music, and the arts, fostering the next generation of talent.
- 4. Elevate Your Brand:** Partner with a non-profit recognized for diversity, equality, and inclusion, aligning your values with a respected organization.
- 5. Amplify Your Impact:** Enrichment opportunities extend beyond the festival, impacting artists and communities year-round, both locally and globally.
- 6. Direct Access to Talent:** Discover and recruit skilled filmmakers, musicians, and artists through internships, jobs, and collaborations.
- 7. Boost Brand Loyalty:** Gain significant return on engagement and build brand loyalty with our dedicated and loyal audience.
- 8. Culminate relationships:** Collaboration with entertainment industry leaders, showcase New Mexico as a thriving hub, and solidify your commitment to artistic expression.

By partnering with AFMX, you're not just sponsoring a festival, you're investing in the future of creativity and building lasting connections with a passionate community.

Past Participants and Speakers

Adam Rubin
Al Goto
Ali MacGraw
Alex Maryol
Alicia Keyes
Andy Fusco
Angelique Midthunder
Ann Lerner
Anne Sward Hansen
Annika Marks
Athena Kottak
Barbara Bentree
Ben Yennie
Benito Martinez
Bettina Gilois
Bob Divney
Bob Kinkel
Bobby Shew
Bokeem Woodbine
Brad Carvey
Bryan Cranston
Buffy Sainte-Marie
Carl Saunders
Carmine Rojas
Carissa Mitchell
Catharine Pilafas
Cecilia Peck
Chacho Taylor
Chad Brummett
Charles Owen
Chet Zar
Chris Eyre
Chris Gero
Chris Schueler
Christopher Lockhart
Chuck Findley
Chuck Palmer
Cindy Joy Goggins
Darrien Gipson
Dave Eggar
Dave Grusin
Don Grusin
David Jean Schweitzer
Deborah Voorhees
Dee Wallace
Dez Baa
Dez Dickerson

Dina Fanai
DJ Flo Fader
Douglas Cardwell
Dyanna Taylor
Elizabeth Gabel
Elizabeth Peña
Emily Best
Emily Katz
Eric Clapton
Erick Avari
Fabian Fontonelle
Faith Hibbs-Clark
Federico Castelluccio
Frances Lee McCain
Frank Donner
Giancarlo Esposito
Greg Pillinganes
Hakim Bellamy
Hannah MacPherson
Harry Wayne Casey
James Glover
James Kottak
Jason Bickerstaff
Jay Schellen
Jeff Bridges
Jeremiah Bitsui
Jeremy R. Valdez
Jessica Helen Lopez
Jimmy Santiago Baca
Jo Edna Boldin
Joaquim de Almeida
Johanna Watts
John Nichols
John Rangel
Jon Marie Mack
Jono Manson
Joshua Friedman
Joshua Michael Stern
Kaaren Ochoa
Karen Criswell
Kathy Brink
Kiira Arai
Kristen Rakes
Larry Mitchell
Leslie Zemeckis
Levi Platero

Lew Temple
Lisa Kristine
Luis Bordonada
Luke Mitchell
Marisa Tomei
Mark Adair
Rios Mark Amin
Mark Margolis
Matt Page
Matthew McDuffie
Mayor Richard Berry
Mayor Tim Keller
Marie McMaster
Melanie Marden
Michael Anthony
Michael Helfant
Michael Keaton
Michael McCormick
Micki Free
Mike Inez
Mitch Frohman
Monique Candelaria
Moogie Canazio
Morten Lauridsen
Nathan East
Nawang Kechog
Neil Giraldo
Nick Maniatis
Paul Renteria
Phil Soussan
Pierre Dulaine
Pocket Honore
Raoul Trujillo
Reb Kennedy
Rebecca "Puck" Stair
Rebecca Breeds
Rene Haynes
Rhea Seehorn
Richard Boto
Rickey Medlock
Robert Lynch
Robert Mason
Robert Redford
Samuel L. Jackson
Satya de la Manitou
Sekou Andrews
Sharon Lawrence

Shelley Morningsong
Sibylle Redford
Snuffy Walden
Steve Ferrone
Steven Michael Quezada
Stevie Salas
Stewart Lyons
Sydney Freeland
Sylvia Caminer
T Bone Burnett
Thomas Dolby
Tom Proctor
Tom Schuch
Tracey Reiner
Veronica Diaz
W Earl Brown
Wes Studi Yjastros!
Yvonne Schaefer
Ziad Seirafi



Marisa Tomei & Flordemayo

“We see AFMX now
as the Cannes of the
Southwest.”

– Richard Berry,
Mayor of Albuquerque

AFMX Sponsor Benefits

Benefits & Exposure Points	\$10,000+	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Festival Passes	20	10	6	4	2	1
Student Passes and tickets gifted by your company	10	5	4	3	2	1
Company logo/name on-screen before movie blocks and events	Logo	Logo	Name	Name	Name	Name
Company logo & link on website sponsor page	√	√	√	√	√	√
Company promoted on AFMX social media	√	√	√	√		
Sponsor of year-round AFMX movies and events	√	√	√	√	√	√
Select movies & events sponsored by your company	√	√				
Company logo on the official poster and marketing materials	All	Select				
Company logo & link on website home page	√	√				
Company commercial played before film blocks	√					
AFMX merchandise swag bag	√					

Student passes benefit middle school, high school, and college students studying film, music, and the arts, and arts organizations. The passes can be allocated to students and schools of your choice, or we will assign as a contribution in your name.

AFMX is happy to customize a sponsorship package should you want to support individual programs or events.

Attendees & Demographics



- Filmmakers submitting films (nationally & internationally)
- Local, national, and international filmmakers and musicians
- Industry talent - actors, writers, agents, distributors, above-the-line executives
- Students and staff from high schools, universities, and community colleges
- Film & music industry vendors
- General public and supporters of the arts
- AFMX Volunteers
- State, County, and City film offices and elected officials
- AFME Foundation Board and Advisory Board members
- AFMX partners and sponsors

Demographics

- Our target audience is between 18 and 55.
- The majority are at career levels of new, intermediate, or upper-intermediate.
- Over 30% of our audience is students between the ages of 12 and 18.
- Over 90% of our audience are local to Albuquerque and New Mexico.

Media and Public Relations: AFMX generated over \$2.7 million in PR and media value in 2023, with a current reach of over 294 million people.

Facebook (June-September 2023): 404,937 (Impressions); 166,972 (organic reach); 123,557 (paid reach)

Instagram (June-September 2023): 179,282 (Impressions), 89,157 (Reach)

Tik-Tok, Twitter, and LinkedIn Professional accounts are growing at a rate of over 10% per month.



AFMX rated one of 50 top festivals worth the entry fee by Movie Maker Magazine.



AFMX named one of the top 100 best-rated festivals in the world by FilmFreeway.

“I have been to hundreds of festivals over the years, and none compared to the intimate and genuine experience that AFMX offers.”

– **Christopher Lockhart**,
Executive Story Editor,
William Morris Endeavor



Comments - VIPs, Talent & Filmmakers



“Thank you so much for your world class hospitality at AFMX this year! It truly was one of the best experiences we've had at a festival. Meeting James Glover and Frank Donner and a dozen other filmmakers I'm now connected with is something that I cherish.” – **Mike Freze, Filmmaker**



“...thank you again for the kindness and opportunity to be a part of AFMX 2022! I would love to be a part of any future music discussions. What you have created for the Albuquerque community is so unique and special for filmmakers, musicians, and attendees.” – **Bob Divney, Founder of The Artist Cooperative**



“As an active musician/live performer, songwriter and recording artist, who also has a huge general love of music, film, and the arts, I've been blessed by the opportunity to participate in AFMX. Meeting like-minded people, making helpful contacts, and building lasting relationships while celebrating these beautiful art forms is what AFMX is all about!” - **Robert Mason, Warrant**

Comments on FilmFreeway

(AFMX=5-Star Rating)

66 Reviews ★★★★★

Review Festival

Overall Rating



Communication



Quality



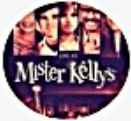
Hospitality



Value



Networking



David Marienthal

Five Stars for Ivan, Kira, and Team. The combination of film and music is awesome. The quality and enthusiasm of participants and volunteers is amazing. We thoroughly enjoyed the experience and appreciate the opportunity.

October 2023

Helpful



Rudy Childs

After attending this years festival I was amazed with the outstanding films that were screened. I felt privileged and honor to be programmed along side with such great films. The networking was great and meeting such top level producers will only help me grow my craft. Thank you to all the staff and volunteers for doing such a great job.

October 2023

Helpful



Jane Rosemont

Few film festivals pay as much attention to detail as AFMX. They clearly Love their filmmakers. You'd be surprised at how many do not. The film festival showed much respect to everyone involved, looked after their guests, provided helpful daily posts on social media, and in general made sure everyone had a rocking good time.

October 2023

Helpful



Larry Sheffield

Such a great film Festival with wonderful acceptance and hospitality!
Beautiful venues and lots of energy!

October 2023

Helpful



Sharieff walters

Everyone was great . Super friendly and supportive

October 2023

Helpful

Surveys 2023



Event Attendees

- Over 94% of event goers attended up to four screenings.
- Over 99% of event goers attended up to four Center Stage Conversations, and another 10% attended up to six.
- The top five reasons for interest in AFMX:
 1. Networking (65%)
 2. Film Screenings (65%)
 3. Working industry pros and decision-makers on panels (60%)
 4. Career Development (39%)
 5. Furthering education and/or career (39%)

A-Listers, VIPs, Talent & Filmmakers

- 100% said they felt supported and heard by AFMX team (agree: 8% and highly agree: 92%).
- 100% of responders felt AFMX team communicated effectively before and throughout the festival experience.
- 100% of VIPs and talent said they want to be asked back again.

Volunteers

- 95% of responders are likely to volunteer for AFMX again given their experience.
- 95% of responders rated their overall experience volunteering with AFMX as good or exceptional.
- New volunteers increased in 2023 by **XXX**.

Engage in the Experience

Your generosity powers our work to escalate careers and increase workforce development opportunities for students and other local creatives while strengthening our communities.



Jouska Road Productions





[Donate Online \(www.afmxnm.com/donate\)](http://www.afmxnm.com/donate)

For additional questions on how to become a sponsor or donate, please contact:

[AMFX Sponsorship \(Info@afmxnm.com\)](mailto:Info@afmxnm.com) | 505-265-RT66 (7866)

AFME Foundation gladly accepts cash, check, credit card and online payments. Payment plans available. Please contact your tax advisor for the amount claimed.