



**THE DECK**

**ALBUQUERQUE FILM + MUSIC EXPERIENCE**

**10th ANNIVERSARY**

**SEPTEMBER 13-18, 2022**



# INTRODUCTION

ALBUQUERQUE



FILM + MUSIC EXPERIENCE



AFMX CELEBRATES THE MAGIC AND EXTRAORDINARY FUSION OF CINEMATIC AND MUSICAL TALENT THAT MAKES OUR MISSION + VISION UNIQUE AND EXCITING.



WE LOOK FORWARD TO BRINGING TOGETHER A-LIST TALENT WITH STUDENTS, LOCAL FILMMAKERS, MUSICIANS, VISITORS AND THE COMMUNITY TO ENTERTAIN, EDUCATE, AND CONTRIBUTE TO ALBUQUERQUE'S CREATIVE ECONOMY FOR THE TENTH ANNUAL ALBUQUERQUE FILM + MUSIC EXPERIENCE!





## WHO WE ARE

ALBUQUERQUE



FILM + MUSIC EXPERIENCE

### MISSION

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

*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



THERE ARE OVER 8,000 FILM FESTIVALS AROUND THE WORLD. **WHAT SETS US APART?**

AFMX IS ONE OF THE FEW MAJOR FILM FESTIVALS THAT GIVES EQUAL WEIGHT TO **FILM + MUSIC**.

WE PROVIDE ENGAGING PLATFORMS FOR FILMMAKERS, MUSICIANS, ARTISTS, AND ATTENDEES TO SHARE THEIR WORK, BE INSPIRED, AND PROMOTE THEIR WISDOM IN A UNIQUE AND CLOSE-KNIT SETTING.

WE ARE PROUD THAT FILMFREEWAY HAS NAMED US ONE OF THE **TOP 100 BEST-RATED** FILM FESTIVALS IN THE WORLD. WE ARE ALSO **ONE OF FIFTY TOP FESTIVALS** WORTH THE ENTRY FEE, RATED BY MOVIE MAKER MAGAZINE.





# EDUCATION

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## 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.*

*Thank you Ivan, Bryan Cranston, and everyone at AFMX for sharing the art of film with New Mexico's students.*

~ Mr. Jones's 7th Grade 21st Century Public Academy



AFMX IS PROUD TO PARTNER WITH THE UNIVERSITY OF NEW MEXICO TO BRING INDUSTRY PROFESSIONALS AND PROGRAMS ON CAMPUS AND INTO CLASSROOMS WHERE STUDENTS CAN ENGAGE WITH AND BE INSPIRED BY FILMMAKERS + MUSICIANS.

AFMX WILL CONTINUE ITS YEAR-ROUND WORK WITH STUDENTS IN THE FOLLOWING WAYS:

- AFMX FILM PRODUCTIONS AND COMMERCIALS
- INTERNSHIP, MENTORSHIP AND VOLUNTEER OPPORTUNITIES
- FREE PANELS, WORKSHOPS AND EVENTS
- GIFT PASSES TO THE FESTIVAL
- PERSONAL INTRODUCTIONS TO TALENT AND INDUSTRY INSIDERS
- STUDENT FILM SHOWCASE AT AFMX



## ECONOMIC IMPACT

*Netflix and NBC  
Universal's  
announcement to  
invest over one billion  
dollars, and locate their  
production hubs in  
Albuquerque is a  
testament to the  
significance of the  
industry here.  
Other film + music  
industry support  
companies and studios  
are following suit.*

*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

ECONOMIC IMPACT IS A PRIMARY OBJECTIVE OF AFMX. WITH ALBUQUERQUE RANKED BY MOVIEMAKER MAGAZINE AS THE #1 CITY FOR FILM + TELEVISION IN THE NATION, WE HAVE BECOME ONE OF THE MOST EXCITING DESTINATION EVENTS IN THE WORLD.

NETFLIX



SINCE OUR START IN 2013 WITH ROBERT REDFORD, AFMX HAS ATTRACTED 200,000 ATTENDEES AND PRODUCED OVER \$12 MILLION IN ECONOMIC GROWTH. SUNDANCE HAS CREATED OVER \$500 MILLION IN ECONOMIC IMPACT IN FIVE YEARS FOR THE STATE OF UTAH. OUR GOAL IS TO ACHIEVE THE SAME RESULTS FOR THE CITY OF ALBUQUERQUE AND THE STATE OF NEW MEXICO WITH YOU AS OUR PARTNER.



# SCHEDULE OF EVENTS

ALBUQUERQUE



FILM + MUSIC EXPERIENCE



**TUESDAY, SEPTEMBER 13, 2022**  
CENTER STAGE CONVERSATIONS  
OPENING NIGHT VIP RECEPTION  
OPENING NIGHT FILM



**WEDNESDAY, SEPTEMBER 14, 2022**  
CENTER STAGE CONVERSATIONS  
WORKSHOP  
NARRATIVE SHORTS PROGRAM  
FEATURE FILM



**THURSDAY, SEPTEMBER 15, 2022**  
CENTER STAGE CONVERSATIONS  
WORKSHOP  
NARRATIVE SHORTS PROGRAM  
NEW MEXICO FILMS  
FEATURE FILM  
AFTER PARTY WITH LIVE MUSIC



**FRIDAY, SEPTEMBER 16, 2022**  
CENTER STAGE CONVERSATIONS  
WORKSHOP  
DOCUMENTARY SHORTS  
FEATURE DOCUMENTARY  
NATIVE/INDIGENOUS FILMS  
FEATURE FILM  
AFTER PARTY WITH LIVE MUSIC



**SATURDAY, SEPTEMBER 17, 2022**  
FILMMAKER'S BRUNCH WITH SPECIAL GUEST  
CENTER STAGE CONVERSATIONS  
NARRATIVE SHORTS PROGRAM  
FEATURE FILMS  
AFTER PARTY WITH LIVE MUSIC

**SUNDAY, SEPTEMBER 18, 2022**  
CENTER STAGE CONVERSATIONS  
NARRATIVE SHORTS PROGRAM  
FEATURE FILMS  
AFMX AWARDS CEREMONY

Schedule subject to change



## SPONSORSHIP LEVELS

Sponsors enjoy perks and brand exposure commensurate with their level and type of sponsorship. Select from the chart below or from the "a la carte" menu on the following page.

Benefits & Exposure Points	\$7,500+	\$5,000	\$3,000	\$2,500	\$1,000	\$500
Festival Passes	20	10	6	4	2	1
Student Passes gifted by your company	10	6	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 (over 105,000)	✓	✓	✓	✓		
Sponsor of year-round AFMX movies and events included	✓	✓	✓	✓	✓	✓
Select movies & events sponsored by your company	✓	✓				
Company logo on official 2022 poster, print, and online ads	All	Select				
Company commercial to be played before movies & events	✓					
Company logo & link on website home page	✓					
AFMX merchandise swag bag	✓					

Gift passes benefit 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.





## SPONSORSHIPS "A LA CARTE"

ALBUQUERQUE



FILM + MUSIC EXPERIENCE

### SPONSOR STUDENTS AT AFMX

Provides free access to the festival for high school and college students.

- 50 festival passes - \$5,000
- 25 festival passes - \$2,500
- 10 festival passes - \$1,000
- 5 festival passes - \$500

### SPONSOR AN EVENT AT AFMX

- Individual film screening - \$1,000
- Center Stage Conversation with talent - \$1,000
- AFMX After Party - \$1,000

### SPONSOR AFMX/STUDENT FILM PRODUCTION

- Executive Producer - \$4,000
- Producer - \$2,000
- Associate Producer - \$1,000
- Special Thanks - \$500 Sponsor

### SPONSOR AFMX MERCHANDISE

- AFMX T-shirts, hats and other merchandise - \$1,000 or \$500
- Native American pottery for filmmaker awards - \$1000 or \$500

To contribute to AFMX and the AFME Foundation without a sponsorship, please visit [www.afmxnm.com/donate](http://www.afmxnm.com/donate) today.







## PAST PARTICIPANTS

ALBUQUERQUE



FILM + MUSIC EXPERIENCE

Adam Rubin	Cindy Joy Goggins	Jeremy R. Valdez	Michael McCormick	Steve Ferrone
Al Goto	Darrien Gipson	Jessica Helen Lopez	Micki Free	Steven Michael Quezada
Ali MacGraw	Dave Eggar	Jimmy Santiago Baca	Mike Inez	Stevie Salas
Alex Maryol	Dave Grusin	Jo Edna Boldin	Mitch Frohman	Stewart Lyons
Alicia Keyes	Don Grusin	Joaquim de Almeida	Morten Lauridsen	Sydney Freeland
Andy Fusco	David Jean Schweitzer	Johanna Watts	Nathan East	Sylvia Caminer
Angelique Midthunder	Dez Dickerson	John Nichols	Nawang Kechog	T Bone Burnett
Ann Lerner	Dina Fanai	Jon Marie Mack	Neil Giraldo	Thomas Dolby
Anne Sward Hansen	DJ Flo Fader	Jono Manson	Nick Maniatis	Tom Proctor
Annika Marks	Douglas Cardwell	Joshua Michael Stern	Paul Renteria	Tom Schuch
Athena Kottak	Dyanna Taylor	Kaaren Ochoa	Phil Soussan	Tracey Reiner
Barbara Bentree	Elizabeth Gabel	Kathy Brink	Pierre Dulaine	Veronica Diaz
Benito Martinez	Elizabeth Peña	Kiira Arai	Pocket Honore	W Earl Brown
Bettina Gilois	Emily Best	Kristen Rakes	Raoul Trujillo	Wes Studi
Bob Kinkel	Emily Katz	Larry Mitchell	Reb Kennedy	Yjastros!
Bobby Shew	Eric Clapton	Leslie Zemeckis	Rebecca "Puck" Stair	Yvonne Schaefer
Bokeem Woodbine	Erick Avari	Levi Platero	Rebecca Breeds	Ziad Seirafi
Brad Carvey	Fabian Fontonelle	Lew Temple	Rene Haynes	
Bryan Cranston	Faith Hibbs-Clark	Lisa Kristine	Rhea Seehorn	
Buffy Sainte-Marie	Federico Castelluccio	Luis Bordonada	Richard Boto	
Carl Saunders	Frances Lee McCain	Luke Mitchell	Rickey Medlock	
Carmine Rojas	Giancarlo Esposito	Marisa Tomei	Robert Lynch	
Catharine Pilafas	Greg Phillinganes	Mark Adair Rios	Robert Mason	
Cecilia Peck	Hakim Bellamy	Mark Amin	Robert Redford	
Chacho Taylor C	Hannah MacPherson	Mark Margolis	Samuel L. Jackson	
had Brummett	Harry Wayne Casey	Matt Page	Satya de la Manitous	
Charles Owen	James Kottak	Mayor Richard Berry	Sekou Andrews	
Chet Zar	Jason Bickerstaff	Mayor Tim Keller	Sharon Lawrence	
Chris Gero	Jay Schellen	Melanie Marden	Shelley Morningsong	
Chuck Findley	Jeff Bridges	Michael Anthony	Sibylle Redford	
Chuck Palmer	Jeremiah Bitsui	Michael Keaton	Snuffy Walden	

*What AFMX pulled off for the city of Albuquerque is more than a coup! It takes many events ten years to produce what has been done here in the first few years. We see AFMX now as the Cannes of the Southwest.*

*- Mayor of Albuquerque*



# THANK YOU FOR YOUR SUPPORT

ALBUQUERQUE  
AFMX  
FILM + MUSIC EXPERIENCE



## THANK YOU

FOR ADDITIONAL QUESTIONS ON HOW TO BECOME A  
SPONSOR OR DONATE, PLEASE CONTACT:

**AFMX SPONSORSHIP**

**INFO@AFMXNM.COM**

**505-265-RT66 (7866)**

AFME FOUNDATION GLADLY ACCEPTS

CASH, CHECK, CREDIT CARD AND ONLINE PAYMENTS.

PAYMENT PLANS AVAILABLE.

IMMEDIATE CONTRIBUTIONS CAN BE MADE AT

[WWW.AFMXNM.COM/DONATE](http://WWW.AFMXNM.COM/DONATE)

