



# ALBUQUERQUE **FILM** + **MUSIC** **EXPERIENCE**

Sept. 27-Oct. 1, 2023



**Engage in the Experience**

**SPONSORSHIP  
OPPORTUNITIES**

# Our Story

**Flashback.** In 2012, Executive Director Ivan Wiener had a vision to create an event that would grow opportunities for students and workforce development for New Mexico creatives in film, music, and the arts. The support and participation of Robert Redford and Sibylle Szaggars-Redford helped launch AFMX in 2013.

**Enter AFMX.** Each year, we make tangible positive impacts on thousands of students and other creatives seeking to achieve growing careers in the entertainment industry. AFMX is a catalyst in providing opportunities for participants to learn from high-level industry decision-makers, including 1:1 facetime with these professionals, resulting in new relationships and future collaborations.

Over the past ten years, AMFX has attracted 204,000 attendees and produced over \$12.1 million in economic growth. Through our intimate and inclusive events and engagement with students, AFMX is now recognized as an international brand.

Diversity, equality, and inclusion are also key components of our programming, because we believe everyone should have a chance to shine.

**Fast-forward to 2023.** Albuquerque Film & Music Experience is celebrating its 11<sup>th</sup> year thanks to our sponsors, volunteers, speakers, presenters, and attendees. We anticipate over 8,000 people to participate in our year-round events and at the main festival in September 2023.

We hope you will support students and creatives in 2023 by becoming a sponsor of AFMX, a non-profit 501(c)(3) organization.

Contact Us

[Info@afmxnm.com](mailto:Info@afmxnm.com)

505-265-7866

[Become a Sponsor Today](#)

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

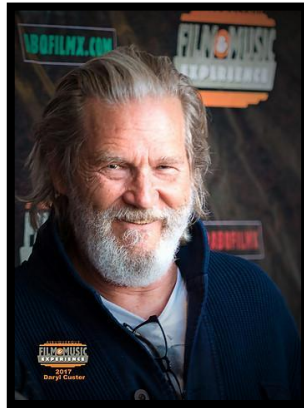
## Mission

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 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**



"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**



# AFMX Spotlight Event

A Five-Day Experience from September 27–October 1, 2023



**Center Stage Conversations**

**Film Workshops**



**Music Workshops**

**Spotlight Feature Films**



**Diverse Film Blocks**

**After Parties**



**Filmmaker Brunch**

**Awards Ceremony**

# Why Sponsor



1. With over 200,000 attendees since our inception 11 years ago, our intimate and unique events have made AFMX a recognized brand on a national and international level.
2. AFMX generates \$12.6 million in PR and media value annually with a reach of 135 million+.
3. AFMX provides sponsors with a unique opportunity to connect and engage with the creative community, film industry, music industry, and other partners.
4. Supporting our non-profit means that you share the same values in providing life-changing educational/networking opportunities to future generations and students of film, music, and the arts.
5. Our supporters enrich AFMX's festival each September and all year-round events for students, filmmakers, musicians, and creative artists in New Mexico and beyond.
6. AFMX and the AFME Foundation have a great track record of supporting sponsors and their businesses through referrals and introductions.
7. Diversity, equality, and inclusion are three values incorporated into our operations, communications, programming, and messaging.
8. Since 2013, AFMX has supported more than 1,000 artists whose work and experience were showcased through our spotlight September festival and year-round programs.
9. AFMX culminates relationships with entertainment industry leaders on a global scale that benefit local talent and creatives while showcasing New Mexico as a viable film and entertainment hub.
10. The return on investment and engagement will increase, and you will have new brand, product, or service loyalty from our audience.

# 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  
Benito Martinez  
Bettina Gilois  
Bob Divney  
Bob Kinkel  
Bobby Shew  
Bokeem Woodbine  
Brad Carvey  
Bryan Cranston  
Buffy Sainte-Marie  
Carl Saunders  
Carmine Rojas  
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 Phillinganes  
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  
Melanie Marden  
Michael Anthony  
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 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.



# AFMX 2022 Impressions

**Media and Public Relations:** AFMX generates over \$12.6 million in PR and media value annually, with a current reach of over 135 million.

**Facebook (June-September 2022):** 119,388 (Impressions); 60,235 (organic reach); 10,658 (paid reach)

**Instagram (June-September 2022):** 29,739 (Impressions), 9,140 (Reach)

**Tik-Tok, Twitter, and LinkedIn Professional accounts** created earlier in 2022; all 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.”

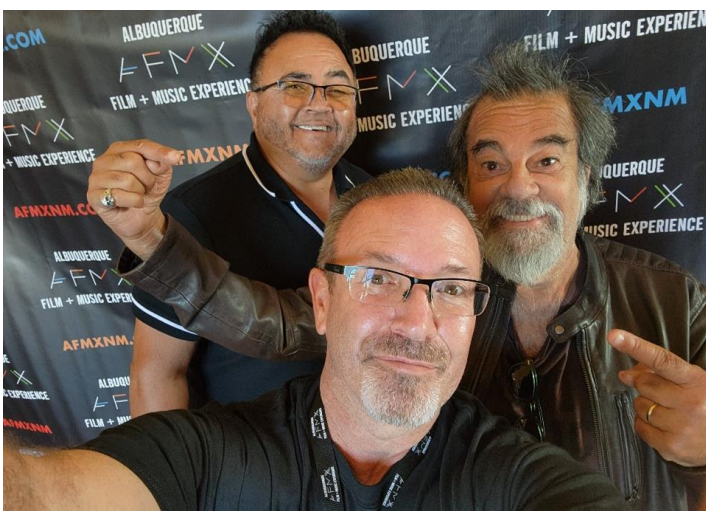
– **Christopher Lockhart**,  
Executive Story Editor,  
William Morris Endeavor



# Comments - AFMX VIPs, Talent, and 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 I stated on my IG, AFMX was the BEST experience I have had at a festival in a long time! You, your team and all the ABQ locals created such an amazing week. Thank you so much for a very magical time in ABQ at AFMX!!” – **Frank Donner, BLKBX Creative**


# Comments on FilmFreeway (AFMX=5-Star Rating)


56 Reviews   Overall Rating 

Overall Rating		Communication	
Quality		Hospitality	
Value		Networking	


  
**Jim McQuaid**

One of the best organized festivals I've been screened at in 20 years! Also the way Q&A was managed for shorts programs was fabulous! And for locals, the festival makes real contact with the industry in NM.


September 2022 


  
**Sean Mallory**

Thank you, Ivan, Kira, and the team! It was an honor to be selected to screen in such a high-profile event. From networking to workshops, this festival had it all! I hope to be back in the future.

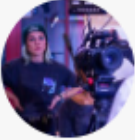
  
**Tom Struckhoff**

This was a great film festival. I really enjoyed all the great communication and follow up. Even though I couldn't attend in person this year, I will be sure to come back for future festivals. Outstanding management staff. I highly recommend submitting here.


September 2022 

  
**Hannah Timmons**

We were unable to attend in person but every step of the way there was excellent communication and a real positive and welcoming vibe. And we were incredibly honored to be awarded 2nd runner up in the Short Documentary category. I really hope we can attend with a future project and get to experience what looks to be an awesome celebration of the arts.

  
**Emma Swider**

AFMX is one of my favorite festivals to attend! They really go above and beyond to make their filmmakers feel welcomed, connected, & special. With lots of great networking opportunities, cool venues, and their absolutely wonderful festival organizers + staff, AFMX is seriously one of the best festivals to be in!

September 2022 

# Surveys (post September 2022 Spotlight Event)

## Event Attendees

- Over 78% of event goers attended up to four screenings and almost 20% attended up to six screenings.
- Over 96% of event goers attended up to four Center Stage Conversations, and another 6.7% attended up to six (proving the educational conversations/presentations are in demand).
- The top five reasons for interest in AFMX:
  1. Industry Pros from LA and NM on panels (50%)
  2. Career Development (29%)
  3. Networking (53%)
  4. Film Screenings (55%)
  5. Furthering education and/or career (42%)

## A-Listers, VIPs, Talent & Filmmakers

- 100% said they felt supported and heard by AFMX team (agree: 15% and highly agree: 85%).
- 97% of responders felt AFMX team communicated effectively before and throughout the festival experience.
- 92% were engaged enough to want to share ideas for the 2023 September Spotlight event.
- 50% said based on their experiences with AFMX in 2022, they would consider becoming a member of an AFMX board.

## Volunteers

- 95% of responders are likely to volunteer for AFMX again given their experience.
- 100% of responders rated their overall experience volunteering with AFMX as good (17%) or exceptional (83%).
- 97% were engaged enough to want to share ideas for the 2023 September Spotlight event.
- 50% said based on their experiences with AFMX in 2022, they would consider becoming a member of an AFMX board.

# Be Part of the Experience!

Your generosity powers our work at AFMX, increases workforce development opportunities for students and other local creatives, and strengthens our communities.



Jouska Road Productions



SPONSORED BY:  
Steven Michael Quezada  
Bernalillo County Commissioner  
District 2



ALBUQUERQUE



FILM + MUSIC EXPERIENCE



Thank You

Immediate contributions can be made at [www.afmxnm.com/donate](http://www.afmxnm.com/donate)

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

**AMFX Sponsorship**  
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**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 to be claimed.