



## **THE FILM FESTIVAL GROUP – COMPANY OVERVIEW**

### **The Complete Film Festival Solution**

The Film Festival Group offers a full range of professional consulting and production services to film festivals and distribution companies around the world. In addition to a wide range of specialized offerings, several specific service packages have been developed, including:

### **Starting a Film Festival**

With more than 2000 film festivals currently on the map, it is increasingly important to be distinctive and to design and execute an appropriate mission and growth strategy. To be successful, this endeavor requires a unique combination of experience, access and sponsorship support. The Film Festival Group has a team that well understands this landscape. Having founded or directed numerous festivals, The Film Festival Group principals are well versed in all aspects of launching new events.

### **Strategic Planning**

The Film Festival Group works with festival and community principals to provide a thorough evaluation of a Festival's operational structure, theaters, event venues and local audience demographics. Following an initial evaluation, The Film Festival Group offers a *Festival Blueprint* and support for all departments, and can provide prospective scenarios and templates for all divisions, including: Artistic Direction, Advisory Boards, Sponsorship & Marketing campaigns, Operations, Programming, and Special Events.

### **Programming**

The Film Festival Group helps festivals form their Programming Department and screening structure, from Call for Entries templates to final film selection, and all the review and data systems that fall in between. Proper organization of this department is critical to the success of any film festival. Additionally, we can offer specific programming layouts and offer film recommendations from our programming consultants around the world.

## **Sponsorship**

Companies seeking involvement in the film festival arena look for specific benefits that can be developed for their participation. In order to evaluate and advise a Festival on maximizing its sponsorship potential, The Film Festival Group works with client festivals to carefully consider the audience as well as the specific opportunities for exposure at a particular event. This analysis is essential in creating the most comprehensive Sponsorship Package possible, which in turn will be a Festival's most important sales tool in attracting both cash and in-kind partners. The Film Festival Group guides its clients in developing the most compelling presentation for cementing ongoing sponsor partnerships.

## **Marketing**

The Film Festival Group works with festivals to maximize their outreach potential to filmmakers, local and extended audiences, the press and the entertainment industry. With an understanding that film festivals function with tight budget restrictions, it is important to utilize creative grass roots approaches as well as traditional media. After an evaluation of audience and local demographics, The Film Festival Group will develop an outreach and marketing plan with the client, combining desired audience goals with marketing opportunities, along with suggested timelines and fees.

## **Production**

The Film Festival Group offers a full range of technical and production services for film festivals. We provide consulting, screening, stage, production and technical management for any festival event, big or small. Scope of service includes projection, staging, lighting, sound and other areas of theatrical, audio/visual and multi-media production. Quality presentation is essential to offering a positive experience for audiences, filmmakers and sponsors alike.

## **Industry Relations**

The Film Festival Group has extensive relationships in the film industry and can provide support for all programs linked to the talent, studio and filmmaker arenas. From tributes, panel discussions and jury development to agency and studio relations, The Film Festival Group works with festivals to deliver the talent and industry professionals to fully realize each program.

## **Executive Recruiting**

The Film Festival Group can assist a Board of Directors, Search Committee or other festival principals locate, interview, recruit and present potential candidates for permanent senior staff positions, including Executive/Artistic Directors, Producing/Managing Directors, Directors of Programming, Directors of Development and others. Our extensive network of contacts within the festival and entertainment community gives us a unique vantage to find and assess festival leadership candidates both domestically and worldwide.

## **Operations**

The Film Festival Group offers its clients complete consulting and servicing on all aspects of film festival administration and operation. Areas of support include administration, staffing, departmental organization, budgeting, timelines, databases and box office systems.

## **Special Events**

After programming, special events are what audiences remember most about their festival experiences. The more distinctive and impressive, the more impact these events will have. For sponsors, special events are often the most important aspect of the festival. The Film Festival Group offers a full range of planning, design and production services, as client festivals conceive their event lineups.

## **Website Design**

Having led and consulted with numerous festivals, organizations, The Film Festival Group fully understands the significance of a strong web presence. We work with festivals from concept through execution and hosting. Web presentation is a branding opportunity for any festival, as well as a resource for audiences, participating filmmakers and members of the film community.

## **Clients**

The Film Festival Group's current and recent clients include the Toronto International Film Festival Group, Film Circuit, Film Independent, Los Angeles Film Festival, American Film Institute, AFI Fest, Puerto Vallarta Film Festival, Guanajuato Festival Internacional de Cine Expresión en Corto, Newport Beach Film Festival, Orlando Film Festival, Solstice Film Festival, Bahamas International Film Festival, Sarasota Film Festival, New York International Documentary Film Festival, Golden Star Shorts Fest, Tahoe/Reno Film Festival, Sedona Film Festival, Sarajevo Film Festival, the Eugene O'Neill Theater Center, the Global Peace Film Festival and the Festival Internazionale di San Marino.

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