

athens
FILM
FESTIVAL

The logo for the Athens Film Festival is centered on the page. It features the word "athens" in a bold, lowercase, sans-serif font. Below it, the word "FILM" is written in a very large, bold, uppercase, sans-serif font, with a film strip graphic integrated into the letter "I". At the bottom, the word "FESTIVAL" is written in a bold, uppercase, sans-serif font. The background is a dark green top half and a yellow bottom half, separated by a white wavy line. A faint, light gray film strip graphic is visible in the background, curving across the white area.

At the 2025 Oscars, the independent film *Anora* made history, winning five awards, including Best Picture, Best Director, Best Actress, Best Original Screenplay, and Best Editing.

Film festivals play a pivotal role in fostering this kind of success. They serve as the platforms where emerging voices gain visibility, where passionate filmmakers connect with audiences and industry professionals, and where the next *Anora* can begin its journey.

By supporting film festivals, you're not just investing in a single event – you're investing in the future of cinema itself. Just as *Anora* captivated the Oscars with its breakthrough success, film festivals are where the next wave of world-class, award-winning films begin to rise.





Chuck Griffin
Executive Director



Lauren Musgrove
Producer & Filmmaker
Liason



Allison Griffin
Festival Producer



Mary Claire Andres
Development



TJ Woodard
PR & Marketing



John Carter
ATHFF Board



Kidd Fielteau
ATHFF Board

Memberships & Affiliations



athensfilm.com/sponsors



ATHENS FILM FESTIVAL

is all things Athens. A grassroots effort dreamed up by locals, the vibe is automatic, eclectic, and inclusive.

"17 Most Beautiful Downtowns in the US," World Atlas, February 2025

"Athens, Georgia: The US South's coolest college town," BBC, September 16, 2024

"The South's Best Cities 2024," Southern Living, March 6, 2024

"The Most Underrated Travel Destinations In The U.S.," Huffpost, December 2024

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ATHFF: YEAR ONE DATA

- Social Media delivered **40,000+ impressions** across **10,000 Organic followers**
- ATHFF Website (athensfilm.com) Delivered **1,500+ impressions** Monthly
- E-Mail List of **1,000+ Patrons**
- On-Screen Branding Reached **2,000+ Patrons**
- Banners, Posters, T-Shirts, Passes and Other Print Media reached an estimated **50,000+** people from Athens to New York, LA, Chicago, Atlanta, Montana and Brazil!
- **Media Partners:** Flagpole, GA Entertainment Magazine, The Red & Black, Georgia Magazine, Atlanta-Journal Constitution, USA Today, Athens Banner-Herald, WUGA

**1,000
Attendees**

**89
Films**

**4
Venues**

**50+
Filmmakers**

**22
Sponsors**

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PRAISE FOR ATHFF



“After 30+ festivals over a year and a half run, the Athens Film Festival was one of the best experiences of the journey. Athens, GA loves a festival!! I was completely and happily shocked at the attendance.”

Jayson Warner Smith
Actor, *The Walking Dead*



“It was an honor to be a part of the Athens Film Festival. The experience attending was amazing. The importance of what ATHFF is doing is tremendous. A festival that truly allows the little guy to shine as well as a big guy.”

Merl St. James
Director, *Edgewick*



“It was such a pleasure to be part of the inaugural year of the festival. The environment was perfect for networking and sharing experiences with others filmmakers! Thank you ATHFF for having my film at the festival!”

Kathia Calil
Director, *How About My Lipstick?*

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-  **FILM SCREENINGS**
-  **WORLD PREMIERES**
-  **Q&A'S**
-  **RED CARPETS**
-  **PARTIES**
-  **BRUNCHES**
-  **NETWORKING**
-  **SECRET SCREENINGS**
-  **WORKSHOPS**
-  **VIRTUAL SCREENINGS**
-  **PITCH COMPETITIONS**
-  **AWARDS**

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TOP INDUSTRIES



**Education &
Healthcare**
35%



**Arts,
Entertainment,
Recreation,
Hotels &
Food Service**
13%



Retail
11%

GA Dept. of
Economic Development

ATHENS BY THE NUMBERS

In 2024, Athens-Clarke County's economy saw notable growth, with the University of Georgia (UGA) contributing significantly, and the hospitality and tourism sectors experiencing record-breaking economic contributions.

-- Jeffrey Humphreys, Georgia Trend Magazine (2024)

Athens, GA Population (2024)

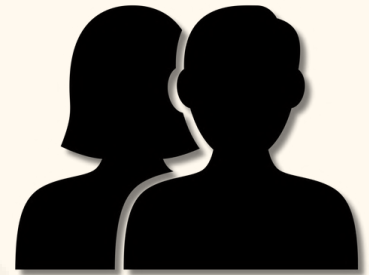
129,000

Median Age: 29.2

Male: 47.7%

Female: 52.3%

Median Household Income:
\$71,919



White: 58.88%

African American: 26.69%

Two or More Nationalities: 6.59%

Asian: 4.15%

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“Trouble With The Curve”



“Filmed in Athens, GA” is a phrase we know well!
A wide variety of independent and major motion pictures feature scenes of ***“The Classic City.”***



“The Elephant 6 Recording Co”



“The Spectacular Now”

UGA’s Film School ranked one of the Top 50 in the nation and Athena Studios - a 200,000 square foot production studio - are evidence of a community that supports the film arts.



**UNIVERSITY OF
GEORGIA**

Master of Fine Arts in Film,
Television and Digital Media



**ATHENA
STUDIOS**

**AFAI
ATHENS FILM
ARTS INSTITUTE**

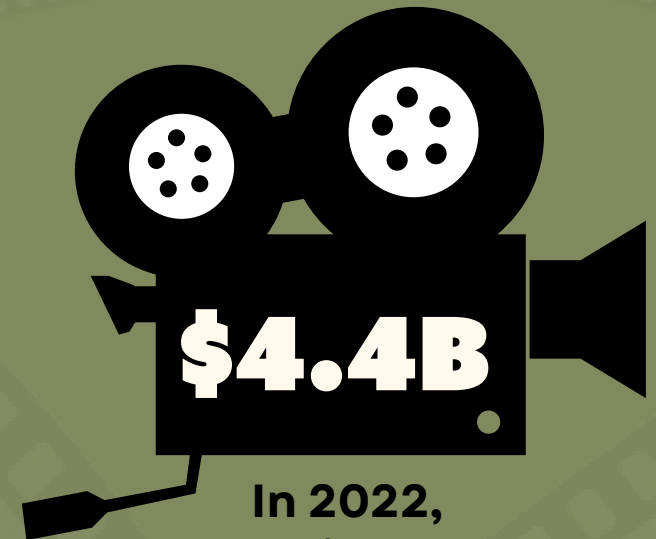
“A city with a world-class film festival will experience year after year economic growth in the areas of: tourism, hospitality, film production, retail, restaurant, and small local business.”
(Y2 Analytics, 2018)



**IN
2022
851,757
FILM
TOURISTS
SPENT
\$172M
IN GEORGIA**



The Georgia Film Industry generated \$2.6 billion in revenue during fiscal year 2024



In 2022, productions spent \$4.4B on goods & services across 412 projects

ATHFF Longterm Impact & Growth

Grants for Filmmakers
Youth-Led Media Coverage
Academy Award Qualifier
AI Filmmaking Panels
Community Involvement
Virtual Festival
Screenwriting Workshops
Editing Competition
Scholarships
Distribution (Netflix, Hulu)



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A film festival that elevates Athens as
the next great haven for independent
film.

SPONSORSHIP PACKAGES

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BRONZE

\$500+

Marketing:

Your logo appears across
Athens and surrounding areas

On the ATHFF website
for 1 Year

In Monthly E-mail Campaigns

Across All Social Media Platforms
for a Collaborative Post

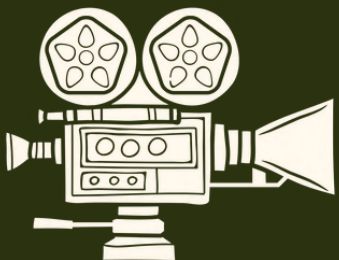
On (50) Promotional Posters in
High-Traffic Areas Across Athens

Festival Access:

(2) “All-Access Passes” (\$250
value) to the Athens Film
Festival

Merch Bundle

Invitation to Secret Screening



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SILVER

\$1,000+

Marketing: All Benefits of the Bronze+

Your logo appears the back of the “All Access Pass”

On (5) banners at festival venues throughout downtown Athens

On local and regional press releases as a Silver Level Sponsor

On Theater Screens Before Films Begin

Inclusion on stand-alone All-Sponsor displays placed throughout the festival

(2) Monthly E-Mail Campaigns
(2) Social Media Posts

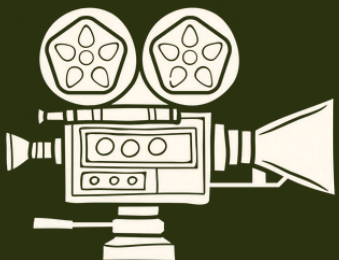
Festival Access:

(4) “All-Access Passes” (\$500 Value)

Merch Bundle

Invitation to Secret Screening

(2) Tickets to the Exclusive Sponsors Networking Event with your logo on continuous digital display



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GOLD

\$3,000+

Marketing: All Benefits of the SILVER+

A one-color logo appears on the back of festival shirts

Highlighted Section in 1 E-Mail Campaign with a Personal Word from Your Company to Festival Supporters

One Tabling Opportunity at an ATHFF Networking Event

Festival Access:

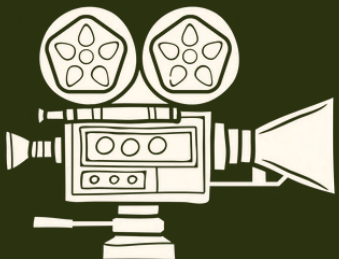
(4) “All-Access Passes”
(\$500 Value)

Merch Bundle

Invitation to Secret Screening

(2) Tickets to the Exclusive Sponsors Networking Event with your logo on continuous digital display

(2) Tickets to the VIP Lounge



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PLATINUM - TITLE SPONSORSHIP

\$4,500+

**Marketing:
All Benefits of the GOLD+**

Title Sponsorship & Naming Rights (Select One):

Horror Shorts Showcase
Filmmaker Brunch
Women in Film
Animation
Reel Peaches (Georgia Films)
Best in the Globe (International)
Box Office
Closed Captioning

Festival Access:

(6) "All-Access Passes"
(\$500 Value)

Merch Bundle

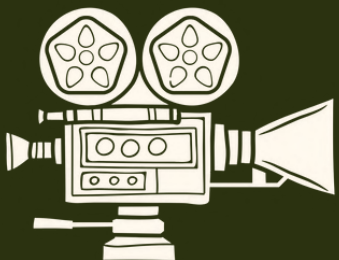
Invitation to Secret Screening

(6) Tickets to the Exclusive
Sponsors Networking Event with
your logo on continuous digital
display.

(3) Tickets to the VIP Lounge



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DIAMOND - PRESENTING SPONSOR **\$7,500+**

Marketing: All Benefits of the **GOLD+**

Your logo will appear on the red carpet “Step and Repeat” backdrop, and entitled on one of the following events:

- Awards Ceremony
- Opening Night - Red Carpet
- Closing Night Party
- Filmmaker Lounge
- VIP Secret Screening
- Virtual Festival (Online)
- Afterglow - Late Night Party
- Filmmaker Happy Hour

Exclusivity as the sole sponsor in your category & 15 second commercial before feature films

Festival Access:

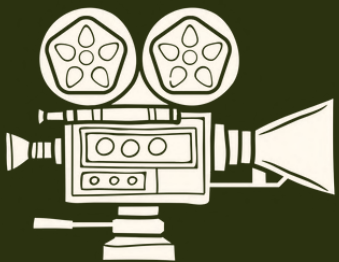
(8) “All-Access Passes”
(\$1,000 Value)

Merch Bundle

Invitation to Secret Screening

(8) Tickets to the Exclusive
Sponsors Networking Event with
your logo on continuous digital
display

(8) Tickets to the VIP Lounge



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Our 2024 Partners



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MCA Events

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