CAMDEN INTERNATIONAL FILM FESTIVAL & POINTS NORTH ARTIST PROGRAMS

2022 SPONSORSHIP OPPORTUNITIES

POINTS NORTH

POINTSNORTHINSTITUTE.ORG
“CIFF has carved out an identity characterized by a lack of pretension, deemphasizing the kind of FOMO atmosphere that can rule Sundance. Telluride, which takes place earlier in September, might be called a spiritual cousin; besides beautiful settings, the festivals share an ethos of filmmaker focus, with the artistic possibilities of the medium generating the excitement and energy.”

—Matt Carey, Deadline
Since 2005, the Camden International Film Festival (CIFF) has risen to prominence as one of the most respected and beloved documentary festivals on the planet. We champion artists with bold voices and innovative work that explores, interrogates, and re-maps the boundaries of creative nonfiction storytelling, exhibiting a carefully curated collection of films with diverse perspectives from around the world.

CIFF receives nearly 2,000 submissions each year. We balance showcasing work from both emerging and established artists and seek to use our platform to amplify the voices of underrepresented filmmakers. In 2021, 57% of our program was directed or co-directed by women, and 51% by BIPOC filmmakers. CIFF has been committed to gender parity since 2017.

The festival is Academy-qualifying for the Documentary Short Subject Award and a nominating festival for the Cinema Eye Honors.
“Among CIFF’s many strengths is its homegrown conviviality and collegial informality”

—Steve Dollar, Filmmaker Magazine
Over the past two decades, CIFF has been leading the field in re-imagining the role of film festivals, building solidarity with filmmakers to create more equitable and sustainable conditions for the creation and distribution of documentary films.

In 2020 we launched our Filmmaker Solidarity Fund, one of the most progressive festival revenue-sharing models in existence. The Fund re-distributes 50% of the box office revenue from our Virtual Festival back into the hands of the artists whose work is exhibited at CIFF. Over the past two years we have distributed nearly $50,000 to over 100 filmmaking teams.
“One of North America’s foremost nonfiction-specific forums.”

—Ashley Clarke, Sight & Sound
Each year, the Points North Forum convenes the international documentary film community to reflect on the business, craft and future of nonfiction storytelling while connecting with peers and industry leaders in an intimate, small town setting.

Through masterclasses with acclaimed directors, editors and cinematographers, interactive workshops, one-on-one mentorship, networking events and a public pitch session, the Points North Forum helps independent documentary filmmakers and media artists advance their projects - and their careers - in concrete, meaningful ways.

“CIFF has found a place among the elite of documentary fests.”
—Nick Pinkerton, Art Forum
“It’s the quality of the festival and its continued innovation that has elevated CIFF into an industry player.”

—Boston Globe
Storyforms showcases the work of innovative artists, filmmakers, and journalists who are using new technologies and platforms to transform the ways nonfiction stories can be created and shared in the digital age. It is one of the country's most accessible exhibitions of immersive media and one of the only focused exclusively on nonfiction.

We highlight work that reflects the rapidly changing media landscape and experiments with new tools for digital storytelling -- including virtual (VR), augmented (AR) and mixed reality experiences, artificial intelligence (AI), 360° cinema, participatory and nonlinear films, art installations, sculptures, multimedia websites, data visualizations, mobile apps, live performances, and new genres we haven’t yet imagined.

Through artist talks, panel discussions, and Q&A’s, Storyforms furthers critical dialogue about the possibilities and pitfalls of immersive nonfiction storytelling.
“...an ever-expanding constellation of workshops and residencies, warehouse parties, stunning views of the northern Maine coastline and the intensely convivial, thoughtful and witty confederacy of non-fiction filmmakers, fans and facilitators that make this last-gasp-of-summer gathering a soulful expression of community.”

—Steve Dollar, Filmmaker Magazine
When the film screenings are finished, After Dark begins!

After Dark is one of the not so hidden gems of CIFF: a place where filmmakers, film funders and film lovers of all stripes can forge friendships, dance until dawn, and explore an ever-shifting stage that transforms from night to night.

We transform buildings into elaborate sets for CIFF’s after-parties, collaborating with installation artists to create a container for some of the festival circuit’s most memorable events.
# CIFF AT A GLANCE

“A small-town festival that dreams a bit bigger” —Eric Hynes, Film Comment

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<tr>
<th>ONLINE DEMOGRAPHICS *</th>
<th>AUDIENCE DEMOGRAPHICS **</th>
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<tbody>
<tr>
<td>14,000 Mailing List subscribers</td>
<td>22% of attendees are under the age of 50s</td>
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<td>15,600 Facebook Fans</td>
<td>56% of attendees have a Master’s degree or higher</td>
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<td>3,000+ Twitter Followers</td>
<td>38% of attendees reside outside of Maine</td>
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<td>5,000+ Instagram Followers</td>
<td>52% of attendees have an income of $75,000 or higher</td>
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<td>65,000 website visits in 2021</td>
<td>100% of attendees said they would attend CIFF again</td>
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*Results taken from Google Analytics

**Results taken from 2021 Audience Survey
POINTS NORTH ARTIST PROGRAMS

Headshots from 2021 Points North Artist Program Fellows
ABOUT THE POINTS NORTH ARTIST PROGRAMS

“Points North gave my documentary the kind of introduction to the industry that filmmakers dream of. It was the conduit for relationships with broadcasters, funders, and colleagues that continue to this day.”
—Drew Xanthopoulos, Director, The Sensitives

We believe that a strong community of support is vital for independent filmmakers who are taking creative risks and expanding the possibilities of documentary cinema.

We work with Artist Programs partners to bring together filmmakers, industry leaders and audiences, forming a creative community on the coast of Maine that nurtures the careers of diverse nonfiction storytellers and helps them develop a stronger artistic voice. These programs emphasize support for artists historically excluded from the film industry, including BIPOC, LGBTQ+, filmmakers with disabilities, and women.

Each year these programs support over 65 filmmakers through a combination of mentorship and funding. We have distributed $175,000 in direct financial support since 2020.
POINTS NORTH FELLOWSHIP

Still from *Midnight Traveler* by Hassan Fazili, 2017 Points North Fellow
The Points North Fellowship is a ‘break-out’ moment for six projects each year. The program brings together early- and mid-career filmmakers to accelerate the development of their feature documentary. The program strengthens filmmakers’ artistic voices and propels their careers forward by facilitating new relationships with mentors, collaborators, and funders.

In private workshops, Fellows receive rigorous feedback from mentors and peers as they practice their pitches, strengthen their artistic voices, and develop their funding and distribution strategies. The program culminates at the public presentation of works-in-progress at the Points North Pitch (the only one of its kind in the US), where each team pitches their project to a dozen leading funders, broadcasters, producers, and distributors.

Since 2014, the Points North Fellowship has supported 48 documentary features, many of which have gone on to premiere at festivals like Sundance and Tribeca, and have received support from all major funders.

Alumni include: The Feeling Of Being Watched, Midnight Traveler, and Midnight Family

ABOUT THE POINTS NORTH FELLOWSHIP

“We went into Points North with almost no funding in place, and in the seven months following our pitch we were able to raise over 80% of our budget, most of it from panelists that participated in the pitch. I’ll always be grateful that the Points North team saw the potential in our project and connected us with the influencers who could get our film funded and out into the world.”

—Emelie Mahdavian, 2017 Points North Fellow
The American Stories Documentary Fund is a $50,000 annual fund and residency program that nurtures a new generation of filmmakers from underrepresented backgrounds telling American stories. Created in partnership with CNN Films, each year $10,000 grants are awarded to five documentary filmmakers to continue production or post-production on their films.

The fund evolved out of the Camden/TFI Retreat, a partnership between Points North, Tribeca Film Institute, and CNN that supports feature-length, character-driven portraits of contemporary America, drawn from a variety of different regions, issues, and perspectives. The result is a diverse but intersecting body of films that map the social, cultural, and economic shafts happening in American life today.

Since 2015, the Camden/TFI Retreat and American Stories Doc Fund have supported 35 documentary features.

Alumni include: The Reagan Years, Two Gods, Mucho Mucho Amor, Landfall

“What we found in Camden was a community of filmmakers and film enthusiasts who helped foster creativity, conversation and collaboration, all set against the backdrop of an incredible town.”

—Aman Ali, 2016 Camden/TFI Retreat
ABOUT THE NORTH STAR FELLOWSHIP

“The North Star Fellowship deep cleaned my soul and clarified my vision as a filmmaker. Artists of color deserve spaces like North Star where we can support each other through difficult conversations around survival, representation, and healing.”

—Kristy Choi, 2019 North Star Fellow

The North Star Fellowship supports five filmmakers from diverse backgrounds telling underrepresented stories. In this intimate, focused environment, early-career filmmakers have time to reflect on their artistic process, grow their voices, and build a community of support that will sustain their creative work.

The fellows are joined by a curated group of mentors: accomplished documentary filmmakers, artists, programmers, producers, funders, and other special guests who join the fellows in a series of seminars, workshops, informal discussions, and screenings. Each session is designed to create a safe space for artists to articulate their creative vision and reflect critically on both their own practice and power dynamics in the documentary field.

During the fellowship, filmmakers collectively explore the Camden International Film Festival program, attending screenings, conference sessions, networking events, and one-on-one meetings with funders and other industry representatives.

Since 2017, the North Star Fellowship has supported 25 filmmakers. Alumni have gone on to receive support from ITVS, Sundance Institute, IDA, Firelight Media, and other major film institutions.
4TH WORLD INDIGENOUS MEDIA LAB

Still from *Fruits of Labor* by Emily Cohen Ibañez, 2020 4th World Fellow
The 4th World Indigenous Media Lab is a year-long fellowship for emerging and mid-career Indigenous filmmakers, providing opportunities to develop filmmaking skills and networks through festival participation, hands-on training, masterclasses, workshopping projects in development, pitch activities, and meetings with funders and other industry decision-makers.

The program is developed in partnership with Nia Tero Foundation, Big Sky Film Institute and Indigenous Showcase.

Since 2019, the 4th World Indigenous Media Lab has supported 16 filmmakers. Alumni have gone on to receive support from Field of Vision, Firelight, ITVS and Sundance Institute.

ABOUT THE 4TH WORLD INDIGENOUS MEDIA LAB

“4th World at CIFF empowered me to make space in an industry that hadn’t made space for me. CIFF and the Points North Institute are taking genuine, visible steps to center and honor Indigenous storytellers at every stage.”

—Shaawanobinesiik Cleo Keahna Warrior
Diane Weyermann made an extraordinary impact on the world of documentary filmmaking. Her work with the Open Society Institute, Sundance Institute, and Participant has profoundly shaped the landscape, both in the films she championed and the way audiences appreciate them.

In partnership with the Skoll Foundation and Participant, Points North has established the Diane Weyermann Memorial Fund to honor her legacy. The Fund will be launched in 2022 and will underwrite efforts to support emerging, innovative, and creative documentary filmmakers across the globe telling stories of moral and ethical urgency, a mission that Diane fervently believed in.

ABOUT THE DIANE WEYERMANN MEMORIAL FUND

“When we talk about the vibrant state of documentary film, we should really be talking about Diane. She had a hand in putting together so many pieces that made the success of documentaries today possible.”

—Academy Award-winning director Morgan Neville

Diane Weyermann made an extraordinary impact on the world of documentary filmmaking. Her work with the Open Society Institute, Sundance Institute, and Participant has profoundly shaped the landscape, both in the films she championed and the way audiences appreciate them.

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The Points North Institute is the launching pad for the next generation of nonfiction storytellers. We build creative communities of media artists and audiences, forming a hub where stories and talent are discovered, collaborations are born, and the future of nonfiction is shaped. Our programs include the Camden International Film Festival (CIFF) and year-round artist support initiatives that nurture the careers of diverse nonfiction storytellers and help them develop a stronger artistic voice.

Since its founding in 2005, CIFF has risen to prominence as one of the most filmmaker-friendly, innovative, and unique documentary festivals on the planet. We champion innovative work that explores the boundaries of nonfiction storytelling through a carefully curated collection of films and immersive media artworks from around the world. We balance showcasing work from both emerging and established artists and seek to use our platform to amplify the voices of underrepresented filmmakers.
A MARKETPLACE OF STORIES

Since 2020, we have curated and facilitated nearly 1,000 meetings between our Artist Programs fellows and hundreds of funders, distributors, and producers—helping filmmakers expand their networks and build momentum at a critical time.
## Sponsorship Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Presenting</th>
<th>Headlining</th>
<th>Title</th>
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EXCLUSIVE OPPORTUNITIES

In addition to our sponsorship benefit levels, we offer several opportunities for program-based sponsorship, which allow for greater brand exposure and deeper engagement with key target audiences.

ARTIST PROGRAMS
$10,000–$100,000
General Support For ALL Artist Programs
Points North Fellowship
North Star Fellowship
American Stories Documentary Fund
1:1 Filmmaker / Industry Meetings

FESTIVAL & PROGRAM NAMING OPPORTUNITIES
$10,000–$50,000
Filmmaker Solidarity Fund
Accessibility Sponsor
CIFF Industry Lounge
Storyforms Educational Sponsor
Points North Campus Sponsor

SPECIAL SCREENINGS & EVENTS
$5,000–$25,000
Storyforms
Opening Night
Closing Night
Points North Fellows Champagne Reception
Points North Forum Expanded
(Pitch, masterclasses, and panels)
Points North Pitch
Shorts First
Dirigo Docs Showcase
Points North Masterclass
Points North Panel

AWARDS
$10,000–NAMING OPPORTUNITY
Grand Jury Award
Audience Award
Cinematic Vision Award
Storyforms Nonfiction Frontier Award
CONTACT

For more information on Sponsorship Opportunities, please contact us.

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