



**CAMDEN INTERNATIONAL FILM FESTIVAL
& POINTS NORTH ARTIST PROGRAMS**

2023 SPONSORSHIP OPPORTUNITIES

**POINTS
NORTH**

[POINTSNORTHINSTITUTE.ORG](https://pointsnorthinstitute.org)

“For documentary filmmakers eager to showcase their work, there’s another important stop to make in September: the Camden International Film Festival in mid-coast Maine.”

—Matt Carey, Deadline



September 14-17, 2023

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 **over 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 2022, **51% of our program was directed or co-directed by women, and 72% 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.

“A small Maine town turned into a mecca for awards-seeking documentary filmmakers”

—Addie Morfoot, Variety



Filmmaker Alex Pritz & Film Participant Bitaté, from "The Territory"
at 2022 Closing Night Reception Sponsored by
National Geographic Documentary Films

BLAZING A NEW TRAIL

*"An ever-more influential player on the
American nonfiction landscape"*

—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 and creating a vibrant and immersive environment for participants to engage with fellow creators, industry, and audiences alike.

We believe we have a major role to play in building more sustainable conditions for the creation and distribution of documentary films. In 2020 we launched our Filmmaker Solidarity Fund. This Fund is our commitment to paying artists for their work, providing a flat honorarium to all feature and short films programmed. Since 2020, **we have distributed nearly \$60,000 to nearly 200 filmmaking teams.**





POINTS NORTH FORUM

*"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

CIFF AFTER DARK

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.

"...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



CIFF AT A GLANCE

Camden International Film Festival

77 Films from 42 Countries

34 World, North American & U.S. Premieres

47 In-person Film Screenings at 4 different venues

6,217 CIFF Virtual Film streams

1,419 Unique audience members to CIFF live events

58 Filmmakers Participating in Virtual Q&As or Panel Discussions

39 Films directed or co-directed by female or non-binary filmmakers

7.2% Increase in Festival submissions compared to 2021

40 Films directed or co-directed by BIPOC filmmakers

Points North Forum & Artist Programs

407 One-on-one meetings

165 Industry delegates in attendance

\$103k In direct grants to filmmakers

32 Filmmakers with projects-in-development supported through all Artist Programs

50% Films directed or co-directed by female or non-binary filmmakers

72% Films directed or co-directed by BIPOC filmmakers

CIFF Audience Demographics

30% of attendees are under the age of 50

97% of attendees have a Bachelor's degree or higher

66% of attendees have primary residence outside of Maine

58% of attendees have an income of \$75,000 or higher

Online Audience

14,000+ Mailing List subscribers

15,600+ Facebook Fans, 6,500+ Instagram Followers, 3,000+ Twitter Followers

68,500 visits to pointsnorthinstitute.org in 2022 (Results taken from Google Analytics)



POINTS NORTH ARTIST PROGRAMS

We work closely with our 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 artists historically excluded from the film industry, and helps them develop a stronger artistic voice.

In 2022, these programs supported **32 filmmakers** through a combination of mentorship and funding. We distribute over **\$200,000 in direct financial support** annually. Recent Fellows supported in our Artist Programs have included *I Didn't See You There*, *Joonam*, *The Tuba Thieves*, *Midnight Family*, *Mija*, and *Midnight Traveler*.

2023 Artist Programs include:

- **Points North Fellowship:** Serves up to 6 filmmaking teams with a two-day pitch training with mentors and culminates with a unique public Pitch in front of a live audience of 500 in Camden.
- **North Star Fellowship:** A week-long residency for early-career filmmakers from underrepresented backgrounds.
- **4th World Media Lab:** A collaboration with Big Sky Film Festival and Seattle International Film Festival which includes a creative residency during CIFF for a cohort of Indigenous filmmakers.
- **Points North 1:1 Meetings:** All Points North Artist Programs participants are offered 20-minute meetings with a selection of industry guests attending CIFF.
- **Diane Weyermann Fellowship:** An 18-month Fellowship which includes significant funding and mentorship to support director/ producer teams making films that highlight stories of moral and ethical urgency.

**Points North Artist Programs Deck available for more details on each program.*



2022 Points North Artist Programs Fellows

OUR GENEROUS SUPPORTERS

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.

Points North has a history of dedicated corporate partners including:



CIFF Guests at the 2022 YETI Industry Lounge

EXCLUSIVE OPPORTUNITIES

We work closely with each of our partners on program-based sponsorship to allow for greater brand exposure and deeper engagement with key target audiences.

These include our Artist Programs, Panels, Dinners & Cocktail gatherings, Awards, and more.



CONTACT

For more information on Sponsorship Opportunities, please contact us.

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