CAMDEN INTERNATIONAL FILM FESTIVAL & POINTS NORTH ARTIST PROGRAMS

2023 SPONSORSHIP OPPORTUNITIES

POINTS NORTH

POINTSNORTHINSTITUTE.ORG
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
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 approximately $60,000 to nearly 200 filmmaking teams.
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
2022 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
- **$15k+** Distributed through the CIFF Filmmaker Solidarity Fund
- **58** Filmmakers Participating in Virtual Q&As or Panel Discussions
- **51%** Films directed or co-directed by female or non-binary filmmakers
- **7.2%** Increase in Festival submissions compared to 2021
- **54%** Films directed or co-directed by BIPOC filmmakers

Points North Forum & Artist Programs

- **407** One-on-one meetings
- **$103k** In direct grants to filmmakers
- **165** Industry Delegates in Attendance
- **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
In 2022, our Artist Programs supported 32 filmmakers through a combination of mentorship and funding. We distribute over $200,000 in direct financial support annually to diverse nonfiction storytellers and artists historically excluded from the film industry. 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**: A ‘break-out’ moment for early- and mid-career filmmakers culminating in a public presentation at the Points North Pitch.

- **North Star Fellowship**: A cornerstone program now in its seventh year, supporting media artists and filmmakers from underrepresented backgrounds.

- **4th World Media Lab**: A unique collaboration with Big Sky Film Festival and Seattle International Film Festival for Indigenous filmmakers.

- **Points North 1:1 Meetings**: A remarkable opportunity for industry and filmmakers to meet face to face, with 400+ meetings taking place each year.

- **Diane Weyermann Fellowship**: A newly launched program providing $100k in non-recoupable grants 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.*
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:
# Sponsorship Levels

## Festival Collateral

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<thead>
<tr>
<th>Level</th>
<th>Presenting</th>
<th>Headlining</th>
<th>Title</th>
<th>Premier</th>
<th>Major</th>
<th>Contributing</th>
<th>Film</th>
<th>Supporting</th>
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## Media Exposure

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<td>Mentioned in Press Releases</td>
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## Festival Exposure

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<td>Special Mention on Stage before Select Screenings</td>
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<td>Opportunity for Special Marketing at Venues</td>
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<td>Pre-roll Prior to Screenings</td>
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## Passes and Invitations

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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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