

20th Edition

**POINTS
NORTH**
pointsnorthinstitute.org

2024 SPONSORSHIP OPPORTUNITIES

Camden International Film Festival & Points North Institute Artist Programs

“A key stop on the awards circuit for doc contenders”

Addie Morfoot, *Variety*



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.

Annually, we receive nearly 2,000 film submissions to CIFF and over 1,100 applications

to Artist Programs. We balance showcasing work from both emerging and established artists and seek to use our platform to amplify the voices of underrepresented 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.



September 12-15, 2024



BLAZING A NEW TRAIL

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 over \$75,000 to more than 200 filmmaking teams.

“An ever-more influential player on the
American nonfiction landscape.”

Filmmaker Magazine

2023 CIFF AT A GLANCE

27

FEATURE FILM SCREENINGS

during Festival weekend

60 from 43
FILMS **COUNTRIES**

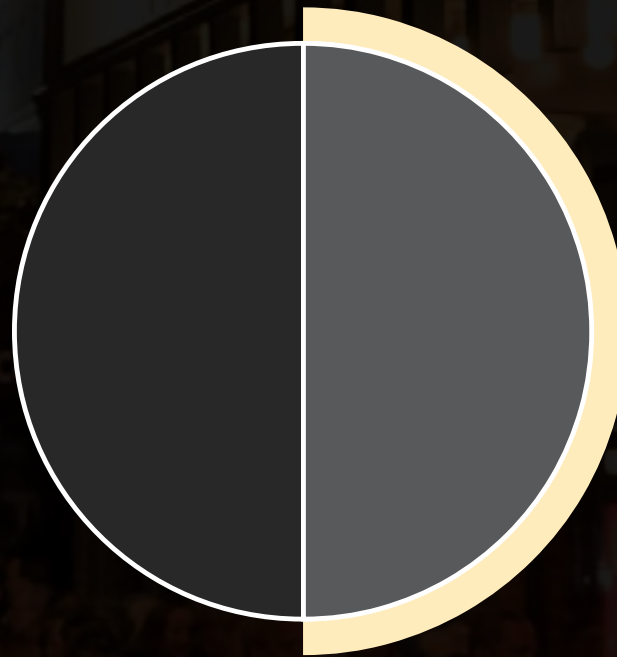
37

**WORLD, NORTH AMERICAN
& U.S. PREMIERES**

64

FILMMAKERS

participating in Q&A or panel
discussions



50%+

FILMS

directed or co-directed by BIPOC
filmmakers

\$15k

DISTRIBUTED

through the CIFF Filmmaker
Solidarity Fund

47%

FILMS

directed or co-directed by women and/or
gender non-conforming



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.

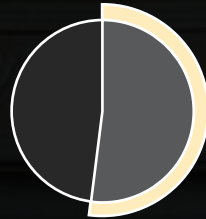
“...an ever-expanding constellation of workshops and residencies, warehouse parties, stunning views of the northern Maine coastline and the intensely convivial, thoughtful and witty confederacy of non-fiction filmmakers, fans and facilitators that make this last-gasp-of-summer gathering a soulful expression of community.”

Steve Dollar

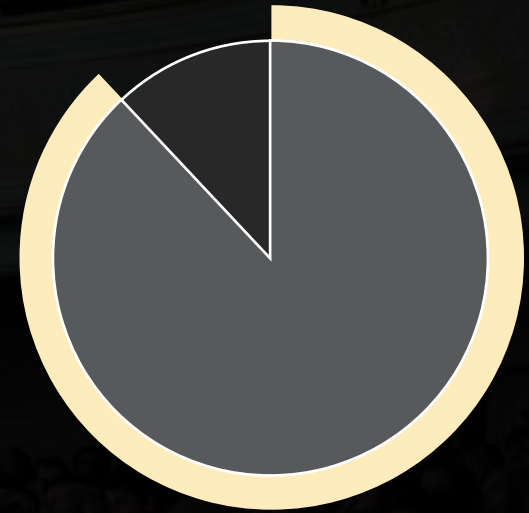
CIFF AUDIENCE DEMOGRAPHICS

EMAIL

16k+
MAILING LIST SUBSCRIBERS



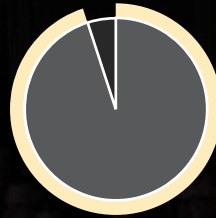
52%
OF ATTENDEES ARE UNDER
THE AGE OF 50



88%
OF ATTENDEES PLAN
TO COME AGAIN

SOCIAL

15.5k+
FACEBOOK FANS

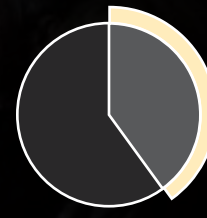


95%
OF ATTENDEES HAVE A
BACHELOR'S DEGREE OR
HIGHER

8.5k+
INSTAGRAM FOLLOWERS



62%
OF ATTENDEES RESIDE
OUTSIDE OF MAINE



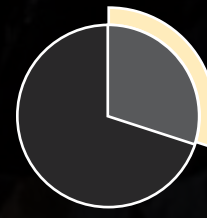
40%
WERE ATTENDING CIFF FOR
THE FIRST TIME

WEB

68.5k+
VISITS TO POINTSNORTHINSTITUTE.ORG



62%
OF ATTENDEES HAVE AN
INCOME OF \$75,000 OR HIGHER



30%
HAVE ATTENDED CIFF FOR 5
OR MORE TIMES

POINTS NORTH FORUM

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.

“One of North America’s foremost nonfiction-specific forums.”

Ashley Clark, Sight & Sound



POINTS NORTH ARTIST PROGRAMS



Since 2020, we have curated and facilitated nearly 2000 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.

In 2023, our Artist Programs supported 45 filmmakers through a combination of mentorship and funding. In 2024, we will

distribute over \$400k 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 SEEKING MAVIS BEACON, AGENT OF HAPPINESS, Q, I DIDN'T SEE YOU THERE, THE TUBA THIEVES, MIDNIGHT TRAVELER, MIDNIGHT FAMILY, and MIJA.

2024 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 nearly 500 meetings taking place each year.

Diane Weyermann Fellowship

This program provides \$100k in grants and mentorship to support director/ producer teams making films that highlight stories of moral and ethical urgency.

Pretty Wild Fellowship

A newly launched program providing \$50k in grants and mentorship to support filmmakers making short films that focus on the beauty, grandeur, and vulnerability of the outdoors.

*More details on each program are available.

POINTS NORTH FORUM & ARTIST PROGRAMS AT A GLANCE

45

FILMMAKERS

with projects-in-development

121

INDUSTRY DELEGATES

439

ONE-ON-ONE MEETINGS

\$103k

IN DIRECT GRANTS

PARTICIPANT DEMOGRAPHICS

15%

GENDER NONCONFORMING +
NONBINARY

33%

WHITE

26%

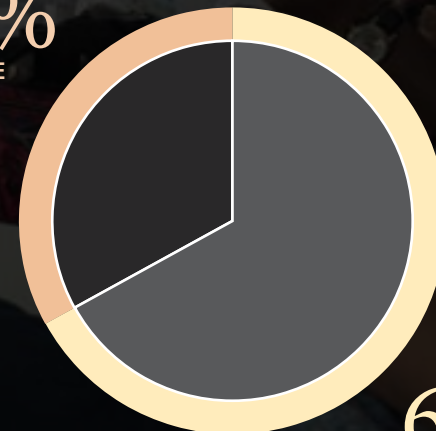
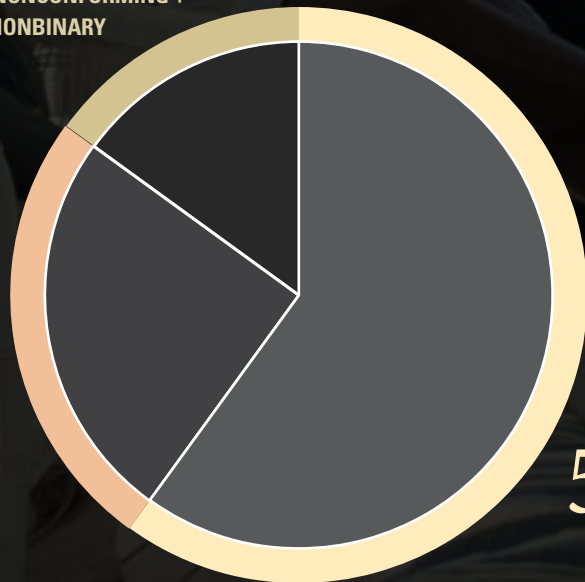
MEN

59%

WOMEN

66%

BIPOC FILMMAKERS



OUR GENEROUS SUPPORTERS

In all Points North programs, we create meaningful relationships and collaborations with our supporters, honoring the shared dedication to the non-fiction community with investment in artful storytelling, thus ensuring that independent non-fiction cinema can continue to thrive.

Our programs culminate in the four-day Camden International Film Festival where a unique audience of attendees, filmmakers, and industry luminaries mingle far into the night discussing films, making connections, and furthering the genre. Please join us!



WE HAVE A HISTORY OF DEDICATED CORPORATE PARTNERS INCLUDING:

 **MSNBC FILMS**

**RANDOM
GOOD**
FOUNDATION

SHOWTIME

YETI


deNovo
INITIATIVE


PARTICIPANT


NATIONAL
GEOGRAPHIC
DOCUMENTARY FILMS


MDOC
MEDIA
COURTHOUSE
DOCUMENTARY
COLLECTIVE


A&E INDIE FILMS


XTR


BRIGHT WEST
ENTERTAINMENT


AMAZON
STUDIOS


NETFLIX


ESPN
FILMS

SPONSORSHIP LEVELS

LEVELS	PRESENTING \$100,000	HEADLINING \$50,000+	TITLE \$25,000+	PREMIER \$10,000+	MAJOR \$5,000+	CONTRIBUTING \$2,500+	FILM \$1,000+	SUPPORTING \$500+
FESTIVAL COLLATERAL								
Ad in Official CIFF Program	SPREAD		FULL PAGE		HALF PAGE		QUARTER PAGE	
Logo in CIFF Program	*	*	*	*	*	*	*	
Logo on Poster	*	*	*	*				
Logo on Postcards	*	*	*	*				
Logo on Passes	*	*	*					
Logo on Official CIFF Tote Bags	*	*						
Logo on Official CIFF T-shirts	*							
MEDIA EXPOSURE								
Logo on Sponsor Page	*	*	*	*	*	*	*	*
Dedicated Social Media Posts	*	*	*					
Mentioned in Press Releases	*	*	*					
Logo on all Festival E-newsletters	*	*						
Recognition on Homepage with Link	*	*						
FESTIVAL EXPOSURE								
Recognition in CIFF Trailer	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LISTING
Item in CIFF Swag Bag	*	*	*	*	*	*		
Special Mention on Stage before Select Screenings	*	*	*	*	*			
Opportunity for Special Marketing at Venues	*	*	*					
Pre-roll Prior to Screenings	*	*	*					
Listing on Theater Marquees	*							
PASSES AND INVITATIONS								
All Access Passes to CIFF	10	8	8	6	4			
Priority Queue Passes at CIFF	2	2	2	2				
Summer Preview Party Tickets	2	2	2	2	2			



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 & Receptions, Awards, and more.



CONTACT

For more information on Sponsorship Opportunities, please contact us:

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