

CIFF

POINTS NORTH

CIFF
Camden International Film Festival

THE 20TH EDITION
SEPTEMBER 12-15 2024

PRESENTED BY POINTS NORTH

NATIONAL DOCUMENTARY FILM SOCIETY | YETI | deLoro | RANDOM HOUSE
 NATIONAL FILM BOARD | kanopy | Luminate
 NETFLIX | PERSPECTIVE POINTS

2025
SPONSORSHIP
OPPORTUNITIES

POINTS NORTH & CAMDEN INTERNATIONAL FILM FESTIVAL
ARTIST PROGRAMS 21ST EDITION

► POINTS NORTH

Points North is the launching pad for the next generation of nonfiction storytellers. Our programs include the Camden International Film Festival (CIFF) and a suite of year-round artist programs.

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.

“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 nonfiction filmmakers, fans and facilitators that make this last-gasp-of-summer gathering a soulful expression of community.”

STEVE DOLLAR *Filmmaker Magazine*



▶ CAMDEN INTERNATIONAL FILM FESTIVAL

“Camden has become one of the most important all-documentary festivals in the world”

MATT CAREY *Deadline*

Since its founding in 2005, the Camden International Film Festival (CIFF) has grown into one of the world’s most respected and filmmaker-friendly showcases for documentary storytelling.

From our home on the coast of Maine, we champion bold voices and boundary-pushing nonfiction, curating a program that amplifies underrepresented perspectives and redefines the art of documentary.

Each year, CIFF attracts 2,000 film submissions and 1,000 Artist Program applicants, cementing our role as a key hub for the nonfiction community. As an Academy-qualifying festival for the Documentary Short Subject award and a nominating festival for the Cinema Eye Honors, CIFF is a vital platform for groundbreaking work and an essential gathering place for filmmakers shaping the future of the field.



September 11-14, 2025



▶ BLAZING A NEW TRAIL

For over two decades, CIFF has been at the forefront of reimagining the role of film festivals, fostering solidarity with filmmakers, and creating a dynamic, immersive space where artists, industry, and audiences connect and engage.

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

Filmmaker Magazine

We believe we have a major role to play in building more sustainable conditions for the creation and distribution of documentary films.

With a strong dedication to equity, we have prioritized gender parity in our programming since 2017, ensuring a more representative and dynamic selection of voices in the field.

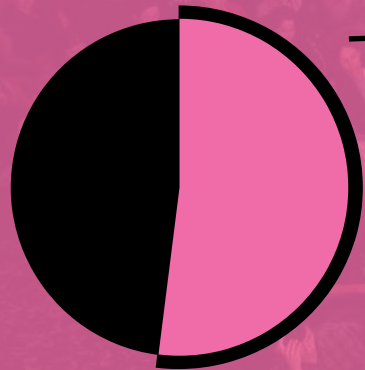
In 2020 we launched our Filmmaker Solidarity Fund. This Fund is our commitment to paying artists for their work, providing a flat honorarium to all feature and short films programmed. Since 2020, we have distributed over \$75,000 to more than 200 filmmaking teams

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

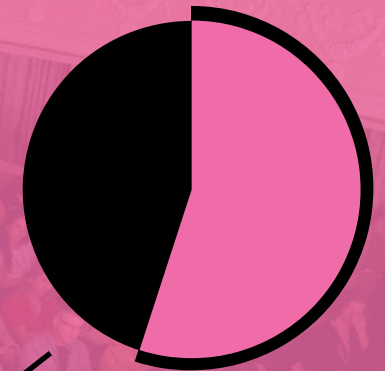
ADDIE MORFOOT *Variety*



2024 CIFF AT A GLANCE



52%+ +4%
FILMS
directed or co-directed by
BIPOC filmmakers



55% +17%
FILMS
directed or co-directed by women
and/or gender non-conforming

32 +19%
**FEATURE FILM
SCREENINGS**

55 *from* **36**
FILMS **COUNTRIES**

27
**WORLD, NORTH AMERICAN
& U.S. PREMIERES**

64
FILMMAKERS
participating in Q&A
or panel discussions

► 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.

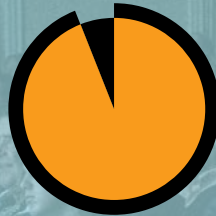
We transform buildings into elaborate sets for CIFF's after-parties, collaborating with installation artists to create a container for some of the festival circuit's most memorable events.



2024 CIFF AUDIENCE DEMOGRAPHICS



90%
OF ATTENDEES PLAN
TO COME AGAIN



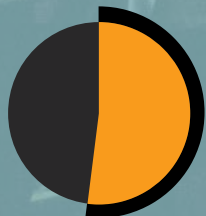
94%
OF ATTENDEES HAVE A
BACHELOR'S DEGREE OR
HIGHER



57%
OF ATTENDEES RESIDE
OUTSIDE OF MAINE



33%
WERE ATTENDING CIFF FOR
THE FIRST TIME



52%
HAVE AN INCOME OF
\$75,000 OR HIGHER



32%
HAVE ATTENDED CIFF FOR
5 OR MORE TIMES

ONLINE AUDIENCE

17k+

MAILING LIST SUBSCRIBERS

15.6k+

FACEBOOK FANS

10k+

INSTAGRAM FOLLOWERS

62k

VISITS TO
POINTSOUTHINSTITUTE.ORG

► POINTS NORTH FORUM

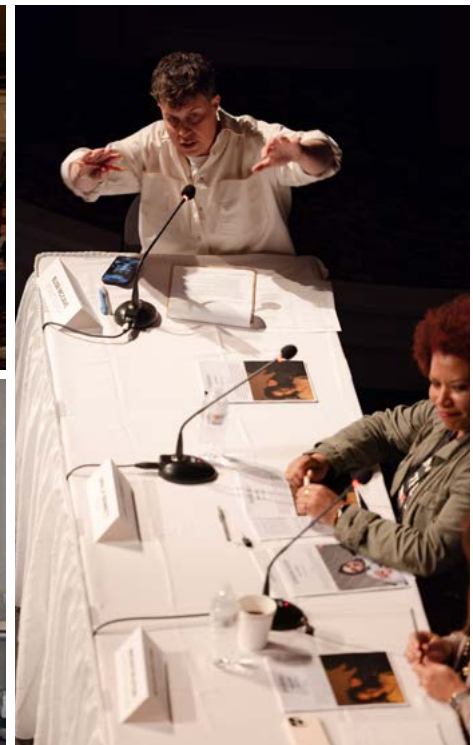
“One of North America’s foremost nonfiction-specific forums.”

ASHLEY CLARK *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.

Points North Forum convenes the international documentary film community to reflect on the business, craft, and future of nonfiction storytelling.





2024 ARTIST PROGRAMS FELLOWS

▶ POINTS NORTH ARTIST PROGRAMS

Our Artist Programs help filmmakers expand their networks and gain momentum at key stages in their careers. Since 2020, we have facilitated nearly 2,000 curated meetings between our Fellows and hundreds of funders, distributors, and producers.

In 2024, we championed 48 film projects through mentorship, tailored industry meetings and funding. In 2025, we will distribute over \$300k in direct financial support to a diverse slate of nonfiction storytellers and artists. Recent projects supported have included *Seeds*, *Seeking Mavis Beacon*, *Agent of Happiness*, *Q*, *I Didn't See You There*, *Midnight Family*, *Mija*, *Remaining Native* and *Night Fight*.

▶ OUR 2025 ARTIST PROGRAMS

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.

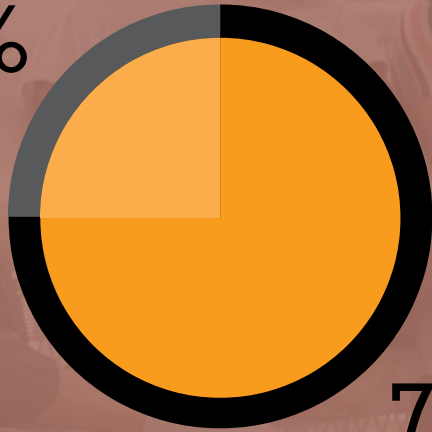


2024

POINTS NORTH FORUM

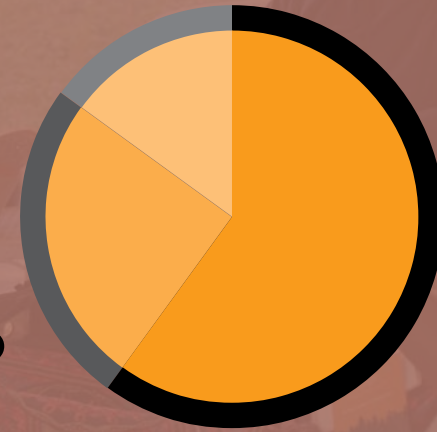
& ARTISTS PROGRAMS IN 2024

25%
WHITE



PARTICIPANT DEMOGRAPHICS

15%
GENDER NONCONFORMING +
NONBINARY



26%
MEN

75%
BIPOC FILMMAKERS

59%
WOMEN

48

FILM PROJECTS
in development supported

119

INDUSTRY
DELEGATES IN
ATTENDANCE

Over
500
ONE-ON-ONE
MEETINGS

\$103k
IN DIRECT GRANTS TO
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!

OUR DEDICATED CORPORATE PARTNERS INCLUDE:



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	LISTING	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.





For more information on
Sponsorship Opportunities,
please contact us:

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**POINTS
NORTH**

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