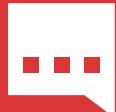


# 2022 Sponsorship Packet



CARNEGIE MELLON  
INTERNATIONAL  
FILM FESTIVAL



## WHAT WE DO

**We promote cultural expression and exchange to the Pittsburgh community through film and more.**

Created by The Humanities Center at Carnegie Mellon University in 2006, the CMU International Film Festival provides a non-academic forum for filmmakers from around the world to present their work to diverse local audiences and for audience members to discuss what they have seen.

The festival takes place every year in the spring and presents a wide spectrum of contemporary world cinema, showing newly made films, not only from North America and Western Europe but also from places as diverse as Peru, Korea, Poland, Kenya, Egypt, China, and Japan. It focuses on a different theme each year under the broad heading of "Faces" (e.g. Faces of Globalization, Faces of Identity). And it serves as a community-building event via components such as Q & A sessions with the films' directors and local academics, artistic performances, and receptions featuring local cuisines.

The festival prides itself on being the only international film festival in the world that is organized and run by students. These come not only from CMU but also from the University of Pittsburgh and other educational institutions across the region. The students seek to reinforce Pittsburgh's current culture and long history of creative interaction across lines of difference by organizing events around films that represent a rich variety of places and perspectives.

The festival is dedicated to Paul Goodman, a world-renowned filmmaker, psychologist, and CMU professor. It mirrors Paul's dedication to global awareness in his teaching and research, and his desire to bring to light important but often overlooked aspects of diversity through the medium of film.



**“One of Pittsburgh’s most unusual and consistently interesting film festivals... ”**

**Michael Machosky**

*Pittsburgh Tribune-Review*

“The CMU IFF is a full-city experience: Catch films at the university as well as various theaters across the city while stopping along the way to sample Pitt’s global cuisine. Experience what’s up-and-coming in student short films and take your festival experience to the next level by participating in discussions with directors, artists, academics, and other industry professionals.”

**Erin Prus**

*Cincinnati Magazine*

“You couldn’t ask for a more diverse, thought-provoking look at cultures and societies in transition, or of cinematic styles, in screenings (at CMU, SouthSide Works and Regent Square Theater) intended to foster debate of the filmmakers’ issues.”

**Barry Paris**

*Pittsburgh Post-Gazette*

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## Contact Us

**Jolanta Lion**

Festival Director

jola@cmu.edu

(412) 268-2212

[www.cmu.edu/faces](http://www.cmu.edu/faces)

## Connect with Us

 [facebook.com/cmufaces](https://facebook.com/cmufaces)

 [@cmu\\_faces](https://twitter.com/cmu_faces)

 [@cmu\\_iff](https://instagram.com/cmu_iff)

 [linkedin.com/company/cmu-international-film-festival](https://linkedin.com/company/cmu-international-film-festival)

# OUR IMPACT



## We promote cultural expression & exchange.

The festival encourages audiences to engage the social and cultural issues raised by the films they have seen by interacting with guest filmmakers or speakers and by attending presentations and performances by diverse

### Past guest artists and speakers include:

**Ai Weiwei**—2021 | Famed Chinese Artist, Activist & filmmaker of *The Rest*

**Lu Oingyi**—2019 | Chinese filmmaker of *Four Springs*

**Steve James**—2017 | Award-winning director of *Abacus*

**Vetrimaaran**—2017 | Indian filmmaker of *Interrogation (Visaranai)*

**Spike Lee**—2016 | Award-winning director of *Do the Right Thing*

**Brenda Myers-Powell**—2016 | Co-Founder & Executive Director of the Dreamcatcher Foundation

**Jonathan Demme**—2015 | Academy Award-winning director of *The Silence of the Lambs*



Director Spike Lee holding a Q&A prior to the screening of his film *Chi-Raq* (2016)



Academy Award-winning directors Jonathan Demme and Peter Fudakowski lead a discussion at 2015 CMU IFF's Opening Night.



Polish director Hanna Polak speaks with the audience following her film *Something Better to Come* (2016)





## We celebrate community & international diversity.

The festival promotes community building via diversity by providing audiences with a space to enjoy lively conversations about the films they have seen and to sample locally produced foods and drinks associated with the particular groups and parts of the world that the films portray.



## We empower local youth.

The festival provides Pittsburgh youth with empowering, hands-on opportunities through collaborations with professional filmmakers, local youth organizations, and schools.

### Past youth artists and participants:

**LaTasia Greene**—2019 | a student filmmaker from The Reel Teens of Pittsburgh

**Hanna Polak**—2016 | Polish director of Something Better to Come

**Genevieve Bailey**—2015 | Australian director of I am Eleven

**Scott Hamilton Kennedy**—2013 | Academy Award-nominated director of Fame High

**Jóvenes Sin Nombres (Youth Without Names)**—2011 | A Latino youth arts & education initiative

# PREVIOUS FESTIVALS



**Faces of Home (cont.)**  
2021



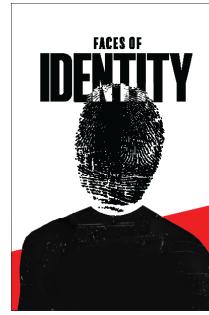
**Faces of Home**  
2020



**Faces of Wo/men**  
2019



**Faces of (In)Equality**  
2018



**Faces of Identity**  
2017



**Faces of Conflict**  
2016



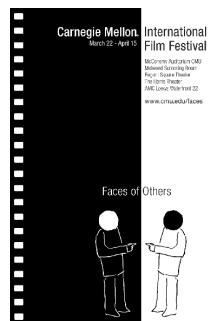
**Faces of Work**  
2015



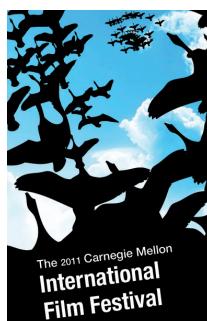
**Faces of Work**  
2014



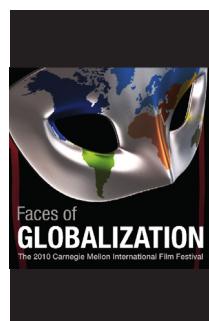
**Faces of Media**  
2013



**Faces of Others**  
2012



**Faces of Migration**  
2011



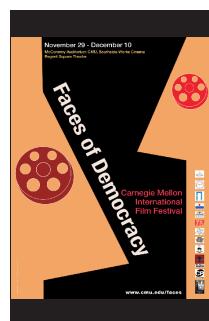
**Faces of Globalization**  
2010



**Faces of Realism**  
2009



**Faces of Mechanization**  
2008



**Faces of Democracy**  
2007



# SCREENING VENUES



## Oakland

- 1 **Mcconomy Auditorium**  
Carnegie Mellon University  
5000 Forbes Avenue

- 2 **Melwood Screening Room**  
477 Melwood Avenue

- 3 **Carlow University**  
3333 Fifth Avenue

## Downtown

- 4 **Point Park University**  
201 Wood Street

- 5 **Harris Theater**  
809 Liberty Ave

## Edgewood

- 6 **Recent Square Theater**  
1035 S. Braddock Ave.

## East Liberty

- 7 **Kelly-Strayhorn Theater**  
5941 Penn Ave

## Homestead

- 8 **AMC Loews Waterfront**  
300 West Waterfront Dr.

## Southside

- 9 **Southside Works Cinema**  
425 Cinema Dr.

## Northside

- 10 **City Of Asylum**  
40 W North Ave

- 11 **The Rangos Giant Cinema**  
Carnegie Science Center  
1 Allegheny Ave

- 12 **Virtual Venue**  
Homes Around The World



# FESTIVAL AUDIENCE DEMOGRAPHICS & STATISTICS

## Our Audiences are:

### Ethnically Diverse

South and Pacific-Asian  
**16.8%**

Eastern European  
**10.3%**

Hispanic or Latino  
**7.2%**

Black or African-American  
**6.5%**

Middle Eastern  
**1.9%**

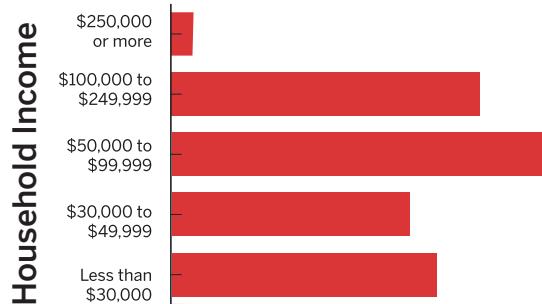
Other White  
**52.8%**

### Locals

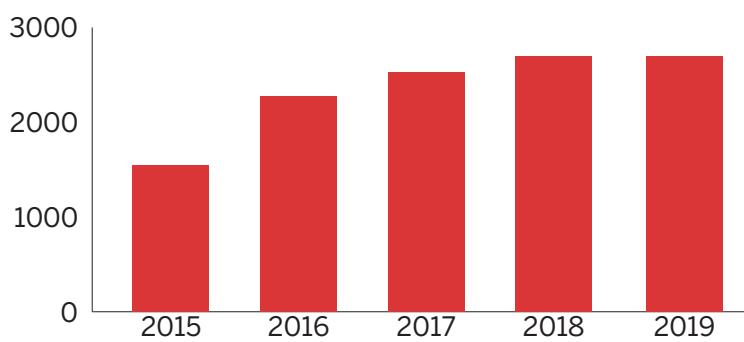
From Pittsburgh Area



### Economically Diverse



### Growing



## Festival Statistics:



**20+ countries are represented by the films each year**

■ In total, the festival has represented 66 countries over the years, represented by this map.

# NAVIGATING A VIRTUAL WORLD

## 2020-2021

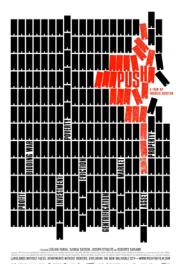
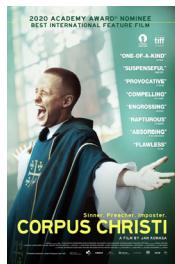
The 2020 year proved to be unprecedented in every way, and the CMUIFF embraced the year's unconventional nature with open arms. The festival quickly transitioned from an entirely in-person experience to a virtual experience, engaging audiences across the globe with film and discussion in a digital forum. While the transition rocked the team at first, the CMUIFF adapted to its new situation, creating novel and innovative ways to bring film to life.

CMUIFF took advantage of existing technologies utilized by the independent film industry, and worked with the Eventive platform to streamline the festival experience. Through Eventive, every part of the virtual experience was made accessible and the festival became the reality we had hoped for.

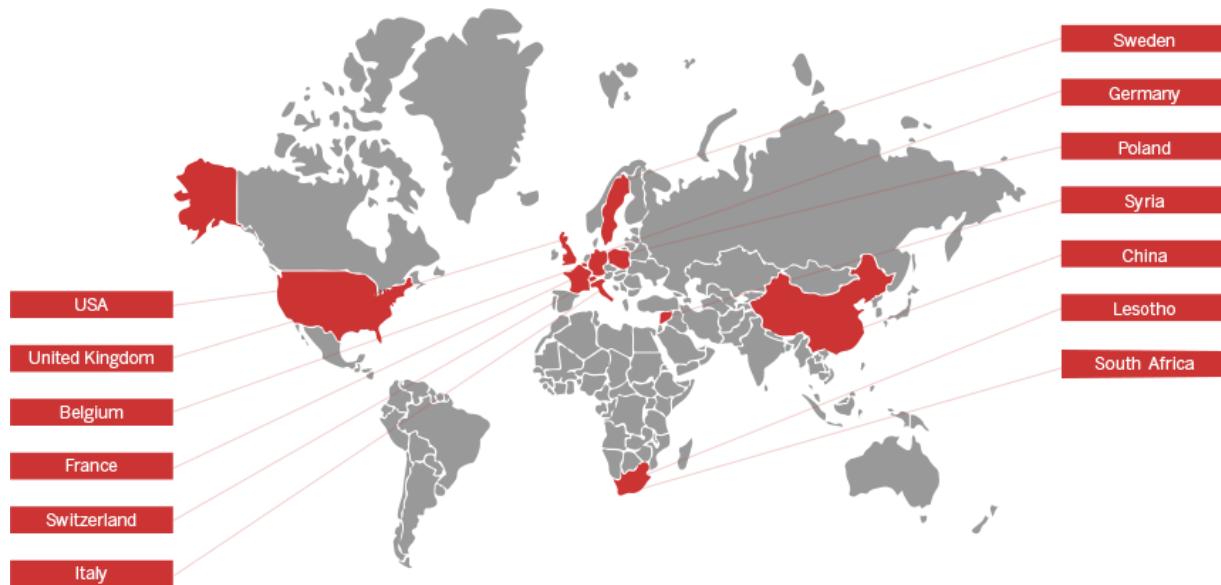
Making a community out of film is more than watching the silver screen. We didn't want to sacrifice the discussion and engagement we had planned with speakers and the filmmakers, actors, and producers of the films we screened. To bring the festival closer to the in-person experience we had initially envisioned, we made use of Zoom technology. We brought discussions to audience homes around the world, ensuring that after a screening we could all come together to discuss the impact of the film.

With our digital technologies in place, we were faced with deciding the best timeline to screen our films and host our events. A six month marathon replaced the traditional six-week schedule.

## OFFICIAL SELECTION



## THE FILMS SHOWCASED AT THE IFF WERE SUBMITTED BY FILMMAKERS FROM THE FOLLOWING COUNTRIES



## OUR AUDIENCE STATISTICS

Tickets sold

**864**

Festival Passes

**41**

Live Discussion Participants

**454**

## LOOKING TO THE FUTURE

This year, as we are better able to maneuver the pandemic and the IFF team's options expand, we hope to offer audiences the well-loved in-person format once again. We are ecstatic to see audiences together, experiencing film and what it has to offer as a group. Moving beyond the limitations of a virtual format is one of the most exciting parts of this year's film festival, and hosting events at different Pittsburgh venues allows our team to engage with local business and cultural communities around the city. We are clear in our mission to bring both film lovers and the Pittsburgh community together to appreciate film and to foster our own cultural city life.

The Virtual CMUIFF proved to be, in more ways than one, a valuable and effective way to bring together people in their love of film. While we hope to bring the festival back to city streets and local venues, we know that not everyone can make it back to Pittsburgh and experience it in its full capacity. Thus, we are working to merge both formats in a seamless experience, spreading the joy of film to the largest possible audience. Once just a Pittsburgh affair, this film festival now has the opportunity to bring together people from the Thames to the Nile, uniting them at the heart of the Three Rivers.

# SPONSORSHIP LEVELS

## Support Our Festival

### Benefits

Invitation to private lunch or dinner with featured guest Director/s and staff

Opportunity for product or brochure display at all Festival venues and receptions

Acknowledgment in all press releases

Logo in Festival trailer featured prior to all film screenings

30-second company trailer (provided by sponsor) featured at all Festival screenings and events

Name/logo on printed and digital marketing materials including select posters, postcards, newsletters, etc.

Name/logo in program booklet and on Festival website with link to company's website

Acknowledgement in program booklet (distributed to all attendees)

A film screening event relevant to your mission is presented in conjunction with your department/institution

**Gold Reel  
Sponsor**

\$25,000

**Silver Reel  
Sponsor**

\$10,000

Full Page (Inside cover)	Full Page

### Tickets

VIP All-Access Festival Pass  
(Does not include Opening Night event)

Opening Night screening & after-party

General Tickets  
(Does not include Opening Night event)

7

2

10

6



Festival Producer	Festival Director	Festival Celebrity	Festival Aficionado	Presenting Partner	In-Kind Supporter
\$5,000	\$2,500	\$1,000	\$500	\$1,500	

●					
●					
●	●				
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1/2 Page	1/4 Page	1/8 Page	Name Listed	Name Listed	Name Listed
				●	

1					
1					
3	5	2	1	3	

All sponsors will receive official CMU International Film Festival programs, posters, and other festival memorabilia.

Contact Festival Director Jolanta Lion at (412) 268-2212 or [jola@cmu.edu](mailto:jola@cmu.edu) to discuss levels of support. Custom packages are also available.

# SHORT FILM COMPETITION



Attendees to the 2017 SFC Screening & Networking Event at Pittsburgh Filmmakers' Melwood Screening Room.

The festival's annual Short Film Competition presents independent filmmakers with the opportunity to submit short pieces they have made and potentially have their work appear at festival events. The competition brings in works not just from the Pittsburgh film community, but from around the world. One night during the festival is dedicated to screening selected film submissions and to announcing the awards.

Your support will help build the 2022 version of the competition: its marketing campaign, the renting of the venue, and the accompanying gala where attendees celebrate the filmmakers' success and network with people in the area's film industry.

The competition has previously been sponsored by Highmark, The Sprout Fund, Point Park University, 31st Street Studios, AmericanArk Films, and StudioME.

## The following awards will be presented:

**1** 1st Place  
Grand Prize Awarded  
**\$1,000**

**2** 2nd Place  
Second Prize Awarded  
**\$500**

**3** 3rd Place  
Third Prize awarded  
**\$250**

People's Choice Award  
**Prize of \$250**



# SHORT FILM SPONSORSHIP LEVELS

	Grand Prize Sponsor*	Second Prize Sponsor*	Third Prize Sponsor*	People's Choice Sponsor*	Competition Development Sponsor**
	\$1,000	\$500	\$250	\$250	\$250

## Benefits

Name/logo on printed and digital marketing materials including select posters, postcards, newsletters, etc.

Logo on the Short Film Competition red-carpet wall

Logo included in Short Film Competition promotion video

Award Presenter

Name/logo in program booklet and on Festival website with link to company's website

	●				
	●	●			
	●	●	●	●	
	Grand Prize Award	Second Prize Award	Third Prize Award	People's Choice Award	
	●	●	●	●	●

## Tickets

Competition Screening Ticket

Opening Night Screening & After-party

General Tickets  
(Does not include opening night event)

3	2	1	1	1
2	1	1	1	1
2	1	1	1	1

\*Limited to one sponsor

\*\*Limited to three sponsors

# PREVIOUS SPONSORS

## Gold Reel



National  
Endowment  
for the Arts  
[arts.gov](http://arts.gov)



THE HEINZ ENDOWMENTS  
HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

## Silver Reel



## Festival Producers

Carnegie Mellon University

*Center for the Arts in Society*

*Division of Student Affairs*

*Master of Entertainment Industry Management*

*School of Art*

*Student Dormitory Council*

*Tepper Business School*

*University Lecture Series*

**Consulate General of the Republic of Poland in New York**

**J Street Pittsburgh**

**Penn Film Group**

## Festival Directors

Carnegie Mellon University

*Center for African-American Urban Studies & the Economy*

*Entertainment Technology Center*

*Osher Lifelong Learning Institute*

*School of Computer Science*

**Disney Research**

**German Consulate New York**

**University of Pittsburgh**

*Department of German*

*Global Studies Center*

*Film & Media Studies*

**Screenshot Asia**

**Vibrant Pittsburgh**

**Women and Girls Foundation**

## Festival Celebrities

**Carnegie Mellon University**

*Chinese Students and Scholars Association*

*Graduate Student Assembly*

*Master of Arts Management*

**Highbmark**

**Armina Stone**

**Polish Falcons**

**Sembène Film Festival**

**The Sprout Fund**

**Steeltown Entertainment Project**

**University of Pittsburgh**

*Asian Studies Center*

*Africana Studies Program*

*Slavic Department of Languages and Literatures*

*Film Studies Program*

*University Center for International Studies*

*Center for Creativity*

*Department for English*



# Festival Aficionados

Carnegie Mellon University  
*Black Graduate Student Organization*  
*Center For Diversity & Inclusion*  
*Dept. of Modern Languages*  
*FORGE*  
*Steinbrenner Institute*  
Consulate General of the Czech Republic in New York  
Liberty in North Korea  
Organization of Chinese Americans  
University of Pittsburgh  
*Center for Latin American Studies*  
*Sociology Department*  
*Urban Studies Program*  
*Cultural Studies Program*  
Remake Learning  
New Voices Pittsburgh  
Documentary Salon

# Presenting Partners

American Hellenic Foundation  
Art Institute of Pittsburgh  
Carnegie Nexus  
Carlow University  
Duquesne University  
Pittsburgh Cultural Trust  
Pittsburgh Creative and Performing Arts School  
Pittsburgh Humanities Festival  
Point Park University  
Reel Q LGBT Film Festival  
Robert Morris University  
Romero Lives!  
Studio AM  
Femme at CMU

# Media Partners

Einhorn Media Group  
Hollyburgh  
Lit Pitt  
Pittsburgh City Paper  
Steel Cinema  
Trans-Q Television  
WESA  
WPTS  
City Paper

# Reception & Venue Partners

Aladdin's Eatery  
Ali Baba  
Allegro Hearth Bakery  
Butterwood Bake Consortium  
Carnegie Science Center  
Chengdu Gourmet  
City of Asylum  
Conflict Kitchen  
Dave & Andy's  
East End Food Co-Op  
Green Pepper  
Harris Theater  
Manor Theater  
Row house Cinema  
Cinematheque @ Carnegie Museum of Art  
Regent Square Theater  
Kelly-Strayhorn Theater  
La Gourmandine Bakery  
La Palapa  
Margaret's Fine Imports  
Pittsburgh Filmmakers  
Quelcy Styling & Creative Works  
Red Star Kombucha  
S&D Polish Deli  
Tamarind  
Tana Ethiopian Cuisine

# Hotel Partners

Mansions on Fifth  
Shadyside Inn

# In-kind Supporters

JFCS Refugee and Immigrant Services  
Pittsburgh Human Rights City Alliance



TeleTracking Technology's Vice President of Marketing, Kris Kaneta, speaks in front of 2016 CMU IFF's Opening Night audience.

## Contact Us

**Jolanta Lion**

Festival Director

jola@cmu.edu

(412) 268-2212

[www.cmu.edu/faces](http://www.cmu.edu/faces)

## Connect with Us

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 [linkedin.com/company/cmu-international-film-festival](https://linkedin.com/company/cmu-international-film-festival)