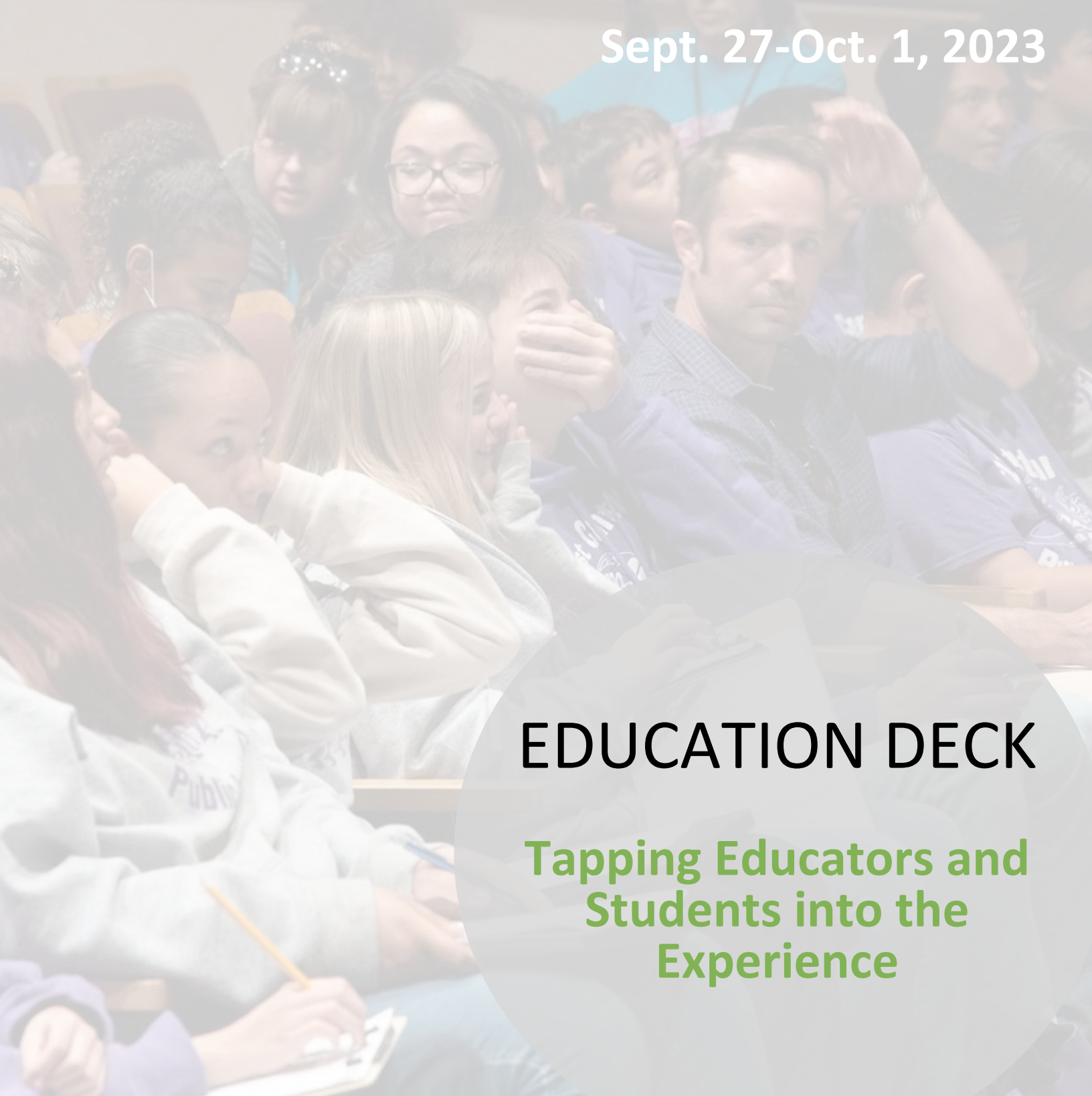




ALBUQUERQUE FILM + MUSIC EXPERIENCE

Sept. 27-Oct. 1, 2023



EDUCATION DECK

**Tapping Educators and
Students into the
Experience**



How We Support Education

Our AFMX September five-day festival of events features a variety of films, music, and events that will appeal to students of all ages. The festival is a valuable experience benefitting students and educators.

Specific Benefits for Educators and Students

- Free admission to all events for students. Must present valid ID.
- Educators and student groups receive free admission.
- Educators who provide students with extra credit to attend as part of their curriculum receive a free full festival pass.

Educational Opportunities for Students

- Gain free access to narrative shorts and features, documentaries, and animated shorts (various MPAA ratings).
- Ask questions and join in the discussion during our Center Stage Conversations with well-know and established professionals from the film and music industries
- Attend our popular Perfecting Your Pitch Panel and learn how to create an effective pitch.
- Learn about the art of filmmaking and music production.
- Receive exposure to a variety of different cultures and perspectives.
- Develop critical thinking and problem-solving skills.
- Improve their communication and presentation skills.
- Meet and interact with LA and NY industry professionals.
- Network with other students and professionals in the film and music industries.
- Promote creative and critical thinking skills.
- Grow networking skills.
- Enjoy free live performances from top local working musicians and vocalists (must be over 21 or by prior arrangement).

Contact Us Info@afmxnm.com | 505-265-7866 | afmxnm.com

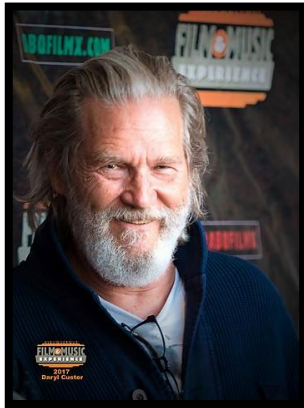
Mission

AFMX brings together award-winning and up-and-coming filmmakers, musicians, and creatives from around the world to showcase and celebrate film + music, and provide a platform for education, collaboration, discovery, and the sharing of impactful stories.

Vision

To enhance cultural richness by integrating film + music programs that provide entertainment and education for the community, contribute to the creative economy, and support Albuquerque as an epicenter for film, music, and the arts.

"I had a great time hangin' with my buddy T Bone Burnett & all the AFMX folks over a four-day period. I love AFMX, man!"
– **Jeff Bridges**



"I am filled with the deepest gratitude. I could not have imagined a more seamless event from beginning to end. This was the moment of a lifetime!" – **Giancarlo Esposito, 2013 Redford Award Recipient**



"I have been to hundreds of festivals over the years, and none compared to the ... genuine experience that AFMX offers."

– **Christopher Lockhart,**
Executive Story Editor,
William Morris Endeavor





Why Engage with AFMX

1. With over 200,000 attendees since our inception 11 years ago, our unique events have made AFMX a recognized brand on a national and international level.
2. AFMX provides students with a rare opportunity to connect and engage with the creative community, film industry, music industry, and other partners.
3. We create programming that complements existing education programs to enhance educational opportunities for student in the film and music industries.
4. AFMX believes mentorships are the key to success for film and music students to engage in their art.
5. We provide life-changing educational/networking opportunities to future generations and students of film, music, and the arts.
6. We invite special VIP guests to participate in our festival to support local schools and their students.
7. AFMX supports local schools, high school and upper education with discount and free pricing for students to all events.
8. Diversity, equality, and inclusion are three values incorporated into our operations, communications, programming, and messaging.
9. AFMX culminates relationships with entertainment industry leaders on a global scale that benefit local talent and creatives while showcasing New Mexico as a viable film and entertainment hub.

AFMX Spotlight Event

A Five-Day Experience from September 27–October 1, 2023



Center Stage Conversations

Film Workshops



Music Workshops

Spotlight Feature Films



Diverse Film Blocks

After Parties



Filmmaker Brunch

Awards Ceremony

Past Participants and Speakers

Adam Rubin
Al Goto
Ali MacGraw
Alex Maryol
Alicia Keyes
Andy Fusco
Angelique Midthunder
Ann Lerner
Anne Sward Hansen
Annika Marks
Athena Kottak
Barbara Bentree
Benito Martinez
Bettina Gilois
Bob Divney
Bob Kinkel
Bobby Shew
Bokeem Woodbine
Brad Carvey
Bryan Cranston
Buffy Sainte-Marie
Carl Saunders
Carmine Rojas
Catharine Pilafas
Cecilia Peck
Chacho Taylor
Chad Brummett
Charles Owen
Chet Zar
Chris Eyre
Chris Gero
Chris Schueler
Christopher Lockhart
Chuck Findley
Chuck Palmer
Cindy Joy Goggins
Darrien Gipson
Dave Eggar
Dave Grusin
Don Grusin
David Jean Schweitzer
Deborah Voorhees
Dee Wallace
Dez Baa
Dez Dickerson
Dina Fanai
DJ Flo Fader
Douglas Cardwell

Dyanna Taylor
Elizabeth Gabel
Elizabeth Peña
Emily Best
Emily Katz
Eric Clapton
Erick Avari
Fabian Fontonelle
Faith Hibbs-Clark
Federico Castelluccio
Frances Lee McCain
Frank Donner
Giancarlo Esposito
Greg Phillinganes
Hakim Bellamy
Hannah MacPherson
Harry Wayne Casey
James Glover
James Kottak
Jason Bickerstaff
Jay Schellen
Jeff Bridges
Jeremiah Bitsui
Jeremy R. Valdez
Jessica Helen Lopez
Jimmy Santiago Baca
Jo Edna Boldin
Joaquim de Almeida
Johanna Watts
John Nichols
John Rangel
Jon Marie Mack
Jono Manson
Joshua Friedman
Joshua Michael Stern
Kaaren Ochoa
Karen Criswell
Kathy Brink
Kiira Arai
Kristen Rakes
Larry Mitchell
Leslie Zemeckis
Levi Platero
Lew Temple
Lisa Kristine
Luis Bordonada
Luke Mitchell
Marisa Tomei

Mark Adair
Rios Mark Amin
Mark Margolis
Matt Page
Matthew McDuffie
Mayor Richard Berry
Mayor Tim Keller
Melanie Marden
Michael Anthony
Michael Keaton
Michael McCormick
Micki Free
Mike Inez
Mitch Frohman
Monique Candelaria
Moogie Canazio
Morten Lauridsen
Nathan East
Nawang Kechog
Neil Giraldo
Nick Maniatis
Paul Renteria
Phil Soussan
Pierre Dulaine
Pocket Honore
Raoul Trujillo
Reb Kennedy
Rebecca "Puck" Stair
Rebecca Breeds
Rene Haynes
Rhea Seehorn
Richard Boto
Rickey Medlock
Robert Lynch
Robert Mason
Robert Redford
Samuel L. Jackson
Satya de la Manitou
Sekou Andrews
Sharon Lawrence
Shelley Morningsong
Sibylle Redford
Snuffy Walden
Steve Ferrone
Steven Michael Quezada
Stevie Salas
Stewart Lyons
Sydney Freeland

Sylvia Caminer
T Bone Burnett
Thomas Dolby
Tom Proctor
Tom Schuch
Tracey Reiner
Veronica Diaz
W Earl Brown
Wes Studi
Yjastros!
Yvonne Schaefer
Ziad Seirafi



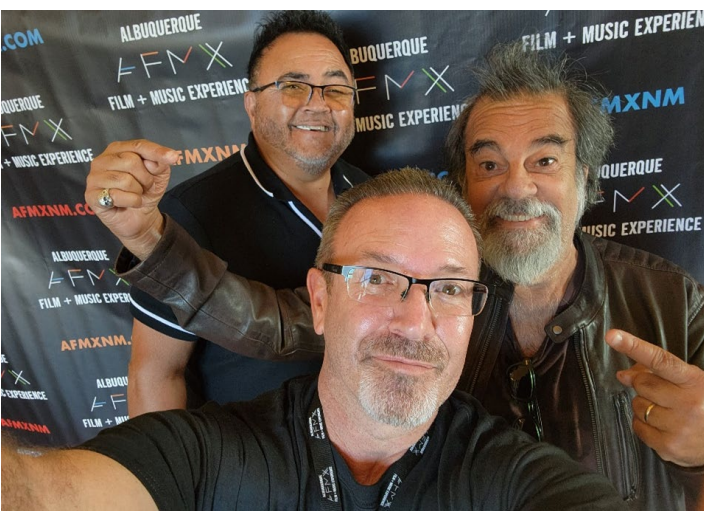
Marisa Tomei & Flordemayo

“We see AFMX
now as the
Cannes of the
Southwest.”
– Richard Berry,
Mayor of
Albuquerque

Comments - AFMX VIPs, Talent, and Filmmakers



“Thank you so much for your world class hospitality at AFMX this year! It truly was one of the best experiences we've had at a festival. Meeting James Glover and Frank Donner and a dozen other filmmakers I'm now connected with is something that I cherish.” – **Mike Freze, Filmmaker**



“...thank you again for the kindness and opportunity to be a part of AFMX 2022! I would love to be a part of any future music discussions. What you have created for the Albuquerque community is so unique and special for filmmakers, musicians, and attendees.” – **Bob Divney, Founder of The Artist Cooperative**



“As I stated on my IG, AFMX was the BEST experience I have had at a festival in a long time! You, your team and all the ABQ locals created such an amazing week. Thank you so much for a very magical time in ABQ at AFMX!!” – **Frank Donner, BLKBX Creative**

Attendees & Demographics



- Filmmakers submitting films (nationally & internationally)
- Local, national, and international filmmakers and musicians
- Industry talent - actors, writers, agents, distributors, above-the-line executives
- Students and staff from middle schools, high schools, universities, and community colleges
- Film & music industry vendors
- General public and supporters of the arts
- AFMX Volunteers
- State, County, and City film offices and elected officials
- AFME Foundation Board and Advisory Board members
- AFMX partners and sponsors

Demographics

- Our target audience is between 18 and 55.
- The majority are at career levels of new, intermediate, or upper-intermediate.
- Over 30% of our audience is students between the ages of 12 and 18.
- Over 90% of our audience are local to Albuquerque and New Mexico.

Surveys (Feedback) (September 2022 Event)

Top Five Reasons for Attending AFMX

1. Industry Pros from LA and NM on panels (50%)
2. Career Development (29%)
3. Networking (53%)
4. Film Screenings (55%)
5. Furthering education and/or career (42%)

A-Listers, VIPs, Talent & Filmmakers (Guest Speakers)

- 100% said they felt supported and heard by AFMX team (agree: 15% and highly agree: 85%).
- 97% of responders felt AFMX team communicated effectively before and throughout the festival experience.
- 92% were engaged enough to want to share ideas for the 2023 September Spotlight event.
- 50% said based on their experiences with AFMX in 2022, they would consider becoming a member of an AFMX board.

Students who want to Volunteer

- 95% of responders are likely to volunteer for AFMX again given their experience.
- 100% of responders rated their overall experience volunteering with AFMX as good (17%) or exceptional (83%).
- 97% were engaged enough to want to share ideas for the 2023 September Spotlight event.
- 50% said based on their experiences with AFMX in 2022, they would consider becoming a member of an AFMX board.



ALBUQUERQUE **FILM** + **MUSIC** **EXPERIENCE**



Group ticketing and more information at info@afmxnm.com



AFMX rated one of 50 top festivals worth the entry fee by Movie Maker Magazine.



AFMX named one of the top 100 best-rated festivals in the world by FilmFreeway.

“I was really pleased to see the reaction that AFMX got because of what they are building here, and what they represent in terms of the arts.” – **Robert Redford**



AFMX Spotlight Event

A Five-Day Experience from September 27–October 1, 2023

Event Date	Event Time	Block #	Event	Venue Location
Wed., Sept. 27	12:00pm - 2:00pm	CSC #1	Center Stage Conversation #1: Entertainment Law with Michael Helfant	Lobo Theater
Wed., Sept. 27	2:00pm - 4:00pm	#1	Student Shorts: Sincerely, Jonah, Dear Nana, Nocturnal, McCormick, Backlog, Wei Lai, Daddy	Lobo Theater
Wed., Sept. 27	5:00pm - 7:00pm		Opening Night Reception and Feature Film: Burst the Silence	Lobo Theater
Wed., Sept. 27	7:00pm - 9:00pm	#2	Opening Film - Narrative Feature: Burst the Silence	Lobo Theater
Wed., Sept. 27	9:00pm - 11:00pm		M'Tucci's Opening Night After Party with Musical Guests Grace Marks, Cat Bell, Robbie Schaefer from Burst from Silence	M'Tucci's Bar Roma
Thu., Sept. 28	11:00am - 1:00pm	CSC #2	Center Stage Conversation #2: The Casting Call with Angelique Midthunder and Amanda Richards	Lobo Theater
Thu., Sept. 28	11:00am - 1:00pm	#3	Animated Shorts: Shakespeare for all ages, D is for Drama!, Moirai, Thread of Life, Night, Emergence, Yellow Dove Aftermath, Histoires Naturalles	Guild Cinema
Thu., Sept. 28	1:30pm - 3:30pm	#4	Narrative Shorts: Valkyrie's Lantern, The Silent Smile, The Faint Goodbye, Little Mouse, No Words A Life in Technicolor, Earthrise	Lobo Theater
Thu., Sept. 28	1:30pm - 3:30pm	#5	Documentary Feature: Into The Spotlight	Guild Cinema
Thu., Sept. 28	4:00pm - 6:00pm	#6	Music Videos and Bands of Enchantment Block: The Summer Set, My Lady, Death of A Hero, Mezolozzyde - The Call 2077, Paul Roux-Bapteme, Myth, Dirt Don't Hurt, Dreaming of You(th), Fuck Your Face, Eaten, Timeless, Control, Interracial Couple in a Cheerios Ad, Bands of Enchantment	Lobo Theater
Thu., Sept. 28	4:00pm - 6:00pm	#7	Special Screening: Invisible Corps by Filmmaker Christopher Schueler	UNM Dominici Health Center
Thu., Sept. 28	4:30pm - 6:00pm		Media Makers - A Festival Networking Experience Presented by AFMX & AFMI	M'Tucci's Bar Roma
Thu., Sept. 28	7:00pm - 9:00pm	#8	Documentary Feature: Live at Mister Kelly's	Lobo Theater
Thu., Sept. 28	7:00pm - 9:00pm	#9	Native American/Indigenous Shorts: Wallowing Bull, Indigenous Resistance, MITLA/Underworld, Kamata, Can I Love You?, Dating Indian	Guild Cinema
Thu., Sept. 28	9:00pm - 11:00pm		Tractor Brewery After Party with Musical Guests Kevin Herig & Chris Dracup	Tractor Brewery Nob Hill
Fri., Sept. 29	11:00am - 1:00pm	CSC #3	Center Stage Conversation #3: Distributing Your Film with Ben Yennie	Guild Cinema
Fri., Sept. 29	11:00am - 1:00pm	#10	Documentary Shorts: Every Day After & Oppenheimer After Trinity	Lobo Theater
Fri., Sept. 29	1:30pm - 3:30pm	#11	Narrative Shorts: Party Foul, Mia & The Skeletons' Night From Hell, Big AI, A Bad Romance, The Forgotten Place, Cardiff, The Word	Lobo Theater
Fri., Sept. 29	1:30pm - 3:30pm	#12	Documentary Feature: The Dogmatics: A Dogumentary	Guild Cinema
Fri., Sept. 29	4:00pm - 6:00pm	#13	Documentary Feature: Acting Like Nothing Is Wrong	Lobo Theater
Fri., Sept. 29	4:00pm - 6:00pm	#14	Documentary Feature: Play By Ear: a D.I.Y. Doc	Guild Cinema
Fri., Sept. 29	7:00pm - 9:00pm	#15	Narrative Feature: You Sing Loud, I Sing Louder	Lobo Theater
Fri., Sept. 29	7:00pm - 9:00pm	#16	Documentary Shorts: Locals Only-The Big Little, Bread Bike, I am the Queen, Black is Beautiful	Guild Cinema
Fri., Sept. 29	7:00 pm - 9:00 pm		Lobo After Party with Tracey Whitney and Something Moronic	Lobo Theater

AFMX Spotlight Event

A Five-Day Experience from September 27–October 1, 2023

Event Date	Event Time	Block #	Event	Venue Location
Sat., Sept. 30	9:00am - 10:30am	CSC #4	Center Stage Conversations #4: Inside the Inside Pitch with Christopher Lockhart	Lobo Theater
Sat., Sept. 30	11:00am - 12:30pm	CSC# 5	Center Stage Conversation #5: The Magic of SPX Make Up with Brian Sipe	Guild Cinema
Sat., Sept. 30	11:00am - 12:30pm	CSC #6	Center Stage Conversation #6: From PA to DGA with Joshua Friedman	Lobo Theater
Sat., Sept. 30	1:30pm - 3:30pm	#17	Documentary Feature: We Will Speak	Lobo Theater
Sat., Sept. 30	1:30pm - 3:30pm	#18	Narrative Shorts: Chasing Jupiter, Fundamental Shapes, Full Time, Subsurface, Berbin Dusties, Trolled, Black Canvas, Hoar	Guild Cinema
Sat., Sept. 30	4:00pm - 6:00pm	#19	Narrative Shorts: Waiting, Rabies, Chevalier, Seward, Here Lies Bird, The Stairs, To Be Honest	Lobo Theater
Sat., Sept. 30	4:00pm - 6:00pm	#20	Documentary Films: Finding Freedom in Music, Healing Waters, Not Another Ballet Story	Guild Cinema
Sat., Sept. 30	7:00pm - 9:00pm	#21	Documentary Feature: Immediate Family	Lobo Theater
Sat., Sept. 30	7:00pm - 9:00pm	#22	Narrative Feature: Good Side of Bad	Guild Cinema
Sat., Sept. 30	9:00pm - 11:00pm		Lobo After Party with Musical Guests: Dust City Opera & The Hunnies	Lobo Theater
Sun., Oct 1	10:00am - 11:30am		AFMX Filmmaker's Brunch	Lobo Theater
Sun., Oct. 1	12:00pm - 2:00pm	#23	New Mexico Shorts: The Countryman, Reunion, Coyote, The Art Painting, Person, Yolanda, Cara Romero, Lucky Numbers (Winner of Albuquerque 48 Hour Film Festival 2023)	Lobo Theater
Sun., Oct. 1	2:30pm - 4:00pm	CSC #7	Center Stage Conversation #7: Perfecting Your Pitch Panel	Lobo Theater
Sun., Oct. 1	6:00pm - 9:30pm		AFMX 2023 Awards Ceremony & Lobo Closing After Party	Lobo Theater

CONTACT US



Info@afmxnm.com | 505-265-7866 | afmxnm.com