

A F M X

ALBUQUERQUE FILM + MUSIC EXPERIENCE

Sept. 27-Oct. 1, 2023

Engage in the Experience

**SPONSORSHIP
OPPORTUNITIES**

Our Story

Flashback. In 2012, Executive Director Ivan Wiener had a vision to create an event that would grow opportunities for students and workforce development for New Mexico creatives in film, music, and the arts. The support and participation of Robert Redford and Sibylle Szaggars-Redford helped launch AFMX in 2013.

Enter AFMX. Each year, we make tangible positive impacts on thousands of students and other creatives seeking to achieve growing careers in the entertainment industry. AFMX is a catalyst in providing opportunities for participants to learn from high-level industry decision-makers, including 1:1 facetime with these professionals, resulting in new relationships and future collaborations.

Over the past ten years, AMFX has attracted 204,000 attendees and produced over \$12.1 million in economic growth. Through our intimate and inclusive events and engagement with students, AFMX is now recognized as an international brand.

Diversity, equality, and inclusion are also key components of our programming, because we believe everyone should have a chance to shine.

Fast-forward to 2023. Albuquerque Film & Music Experience is celebrating its 11th year thanks to our sponsors, volunteers, speakers, presenters, and attendees. We anticipate over 8,000 people to participate in our year-round events and at the main festival in September 2023.

We hope you will support students and creatives in 2023 by becoming a sponsor of AFMX, a non-profit 501(c)(3) organization.

Contact Us

Info@afmxnm.com

505-265-7866

[Become a Sponsor Today](#)

www.afmxnm.com/donate

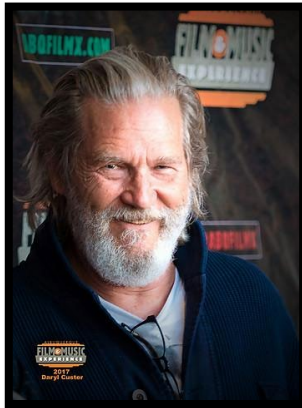
Mission

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 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**



Why Sponsor



1. With over 200,000 attendees since our inception 11 years ago, our intimate and unique events have made AFMX a recognized brand on a national and international level.
1. AFMX generates \$12.6 million in PR and media value annually with a reach of 135 million+.
1. AFMX provides sponsors with a unique opportunity to connect and engage with the creative community, film industry, music industry, and other partners.
1. Supporting our non-profit means that you share the same values in providing life-changing educational/networking opportunities to future generations and students of film, music, and the arts.
1. Our supporters enrich AFMX's festival each September and all year-round events for students, filmmakers, musicians, and creative artists in New Mexico and beyond.
1. AFMX and the AFME Foundation have a great track record of supporting sponsors and their businesses through referrals and introductions.
1. Diversity, equality, and inclusion are three values incorporated into our operations, communications, programming, and messaging.
1. Since 2013, AFMX has supported more than 1,000 artists whose work and experience were showcased through our spotlight September festival and year-round programs.
1. 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.
1. The return on investment and engagement will increase, and you will have new brand, product, or service loyalty from our audience.

AFMX Sponsor Benefits

Benefits & Exposure Points	\$10,000+	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Festival Passes	20	10	6	4	2	1
Student Passes gifted by your company	10	5	4	3	2	1
Company logo/name on-screen before movie blocks and events	Logo	Logo	Name	Name	Name	Name
Company logo & link on website sponsor page	√	√	√	√	√	√
Company promoted on AFMX social media	√	√	√	√		
Sponsor of year-round AFMX movies and events	√	√	√	√	√	√
Select movies & events sponsored by your company	√	√				
Company logo on the official poster and marketing materials	All	Select				
Company logo & link on website home page	√	√				
Company commercial played before film blocks	√					
AFMX merchandise swag bag	√					

Student passes benefit middle school, high school, and college students studying film, music, and the arts, and arts organizations. The passes can be allocated to students and schools of your choice, or we will assign as a contribution in your name.

AFMX is happy to customize a sponsorship package should you want to support individual programs or events.

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 Naturelles	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-Baptême, 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

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

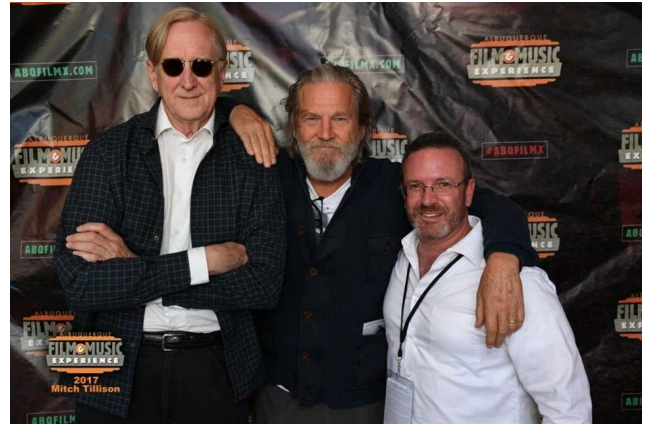
Sylvia Caminer
T Bone Burnett
Thomas Dolby
Tom Proctor
Tom Schuch
Tracey Reiner
Veronica Diaz
W Earl Brown
Wes Studi
Yjastros!
Yvonne Schaefer
Ziad Seirafi



Marisa Tomei & Flordemayo

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

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 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.

AFMX 2022 Impressions

Media and Public Relations: AFMX generates over \$12.6 million in PR and media value annually, with a current reach of over 135 million.

Facebook (June-September 2022): 119,388 (Impressions); 60,235 (organic reach); 10,658 (paid reach)

Instagram (June-September 2022): 29,739 (Impressions), 9,140 (Reach)

Tik-Tok, Twitter, and LinkedIn Professional accounts created earlier in 2022; all are growing at a rate of over 10% per month.



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

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



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**



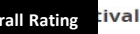








“...thank you again for the kindness and opportunity to be a part of AFMX 2022! I would love to be a part of any future music discussions. What you have created for the Albuquerque community is so unique and special for filmmakers, musicians, and attendees.” – **Bob Divney, Founder of The Artist Cooperative**




“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**


Comments on FilmFreeway (AFMX=5-Star Rating)


56 Reviews   Overall Rating  Festival

Overall Rating		Communication	
Quality		Hospitality	
Value		Networking	



Jim McQuaid

One of the best organized festivals I've been screened at in 20 years! Also the way Q&A was managed for shorts programs was fabulous! And for locals, the festival makes real contact with the industry in NM.


September 2022 



Sean Mallory

Thank you, Ivan, Kira, and the team! It was an honor to be selected to screen in such a high-profile event. From networking to workshops, this festival had it all! I hope to be back in the future.

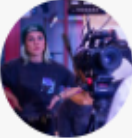

Tom Struckhoff

This was a great film festival. I really enjoyed all the great communication and follow up. Even though I couldn't attend in person this year, I will be sure to come back for future festivals. Outstanding management staff. I highly recommend submitting here.

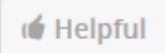
September 2022 


Hannah Timmons

We were unable to attend in person but every step of the way there was excellent communication and a real positive and welcoming vibe. And we were incredibly honored to be awarded 2nd runner up in the Short Documentary category. I really hope we can attend with a future project and get to experience what looks to be an awesome celebration of the arts.


Emma Swider

AFMX is one of my favorite festivals to attend! They really go above and beyond to make their filmmakers feel welcomed, connected, & special. With lots of great networking opportunities, cool venues, and their absolutely wonderful festival organizers + staff, AFMX is seriously one of the best festivals to be in!

September 2022 

Surveys (post September 2022 Spotlight Event)

Event Attendees

- Over 78% of event goers attended up to four screenings and almost 20% attended up to six screenings.
- Over 96% of event goers attended up to four Center Stage Conversations, and another 6.7% attended up to six (proving the educational conversations/presentations are in demand).
- The top five reasons for interest in 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

- 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.

Volunteers

- 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.

Be Part of the Experience!

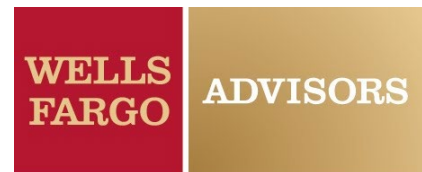
Your generosity powers our work at AFMX, increases workforce development opportunities for students and other local creatives, and strengthens our communities.



Jouska Road Productions



SPONSORED BY:
Steven Michael Quezada
Bernalillo County Commissioner
District 2



ALBUQUERQUE



FILM + MUSIC EXPERIENCE



Thank You

Immediate contributions can be made at www.afmxnm.com/donate

For additional questions on how to become a sponsor or donate, please contact:

AMFX Sponsorship
Info@afmxnm.com
505-265-RT66 (7866)

AFME Foundation gladly accepts cash, check, credit card and online payments. Payment plans available. Please contact your tax advisor for the amount to be claimed.

Celebrating in our 11th Year!

ALBUQUERQUE

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