



Afro International Film

MARKET & FESTIVAL

OCT 4 - 6TH, 2024
ATLANTA, GEORGIA



INTRODUCTION




The **Afro International Film Market and Festival (AIFMF)** is a pivotal platform, championing the growth and development of African creative industries. This festival is designed not only to spotlight Africa's creative potential but also to facilitate dialogue and connections, strengthening the industry's infrastructure. By doing so, AIFMF aspires to elevate African cinema to new heights of global recognition and prosperity, ensuring Africa's rightful place in the international film arena.



1 EVENT: 5 LOCATIONS

Discover global storytelling at the **Afro International Film Market and Festival (AIFMF)**, spanning Atlanta, Paris, Johannesburg, Los Angeles, and Lagos. This event showcases Africa's cinematic diversity on a global stage, aiming to impact the worldwide film industry.

AIFMF.org



BRINGING
AFRICA
TO THE
WORLD



BRINGING
AFRICA
TO
ATLANTA

WELCOME TO BLACK HOLLYWOOD

Returning to Atlanta Oct 4-6th of 2024, our festival begins its global journey that goes through Paris, Johannesburg, Los Angeles, and Lagos. These major cities are central to our celebration of film production, sales, distribution, and financing, alongside music, design, and culture. The success of AIFMF's first Atlanta film festival helped to boost the creative economy and cultural development in a unprecedented way. The festival's success was heightened by a prestigious award ceremony, honoring some of the Industries' most creative and accomplished professionals.

Hosting the festival in Atlanta, connected us with key creative industry stakeholders and helped to forge new partnerships. These new partnerships have transformed AIFMF into a cultural immersion, positioned to help bring global attention and investment opportunities into Africa. It's a landmark event uniting continents and igniting global creativity, with these five cities at its core.



IDEAL INDUSTRIES

- Hospitality
- Media/Telecom Services
- Tourism
- Air Travel
- Transport Services and Vehicle Rental
- Security
- Catering
- Financial Services
- Fashion, Beauty & Make-up
- Manual Labor
- Skilled Labor
- Casting And Talent Management Services
- Property Development
- Government
- Tax Income
- Legal
- Public Speakers

BACKGROUND



Since its inception in early 2017, AIFMF has been a transformative force in the African filmmaking industry. This groundbreaking event, set against the backdrop of the international African film scene, has been catapulting nations like Nigeria into the limelight as major financial hubs for filmmaking. The festival has garnered esteemed participation, including the likes of the **Goergia Cultural Arts Commissioner, Gene Andrews**, and representatives from the **Consular General of the Nigeria Embassy**, alongside screen idols such as **Chioma Akpotha**, who commands an **impressive following of over 7 million fans** and has been feaured in over **350 films**. Adding to its luster, the **Gold Eagle Achievement Award**, bestowed at past festivals, epitomizes the prestige and recognition that define this illustrious gathering of cinematic excellence.

OBJECTIVES



The top five objectives for the Afro International Film Market & Festival (AIFMF) include:

- **Promoting African Cinema Globally**
- **Facilitating Industry Networking and Partnerships**
- **Encouraging Talent Development:**
- **Celebrating Cultural Diversity and Heritage**
- **Advancing Film as a Medium for Social Change**

DELEGATE GUEST PROFILES

- Government/industry policy makers.
- Support services vendors.
- Film Financiers and Funding Institutions
- Sales & distribution agents
- Students.
- Professional: Actors/Actresses, Directors, Producers, Photographers.

GUESTS

- Film Fanatics passionate for film and culture
 - Professionals
 - Millennials
 - Students Creatives
 - Film lovers
 - Socialites
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AWARD CATEGORIES



- **Best Feature Film**
- **Best Short Film**
- **Best Documentary**
- **Best Director**
- **Best Actor/Actress**
- **Best Cinematography**
- **Audience Choice Award**
- **Best Screenplay**
- **Best Animation**
- **Emerging Filmmaker Award**
- **Best Sound Design**
- **Best Original Score**
- **Best Production Design**
- **Best Costume Design**
- **Best Visual Effects**
- **Best Makeup and Hairstyling**
- **Best First-Time Filmmaker**
- **Best Indigenous Film**
- **Social Impact Award**

EVENT COMPONENTS

AIFMF.org



AFRO INTERNATIONAL FILM MARKET & FESTIVAL



FESTIVAL ENGAGEMENT

Distinguished representatives from across the globe will grace the guest list, providing a unique opportunity for studios, film and music professionals, as well as service providers to connect with a diverse array of stakeholders and passionate film enthusiasts.

Showcase your brand with engaging interactive displays highlighting your brand's unique offerings. Sponsoring this film festival is your direct path to elevating your brand's visibility within the film industry, facilitating valuable connections and amplifying your market presence. Don't miss this opportunity to make a powerful impact on a diverse and influential audience!



FILM INDUSTRY EXPO

The AIFMF awards and prizes will be presented by our partners and sponsors to celebrate outstanding achievements in various categories. These accolades aim to recognize exceptional talent, creativity, and contribution to the African film industry. The awards will honor filmmakers, actors, and other industry professionals who have made significant impacts in their fields.



AWARDS GALA

AIFMF has partnered with a third-party provider to enhance communication and engagement with festival-goers. This platform will serve as a valuable tool for sponsors to connect with attendees, while also providing guests with essential information about the festival. It's a win-win opportunity for sponsors to engage with guests and for festival-goers to stay informed about the event.



INTERACTIVE EVENT APP

NETWORKING MIXERS



At the AIFMF, attendees can look forward to nightly networking mixers. These mixers provide an excellent chance for participants to connect, collaborate, and build valuable relationships within the film industry. It's a prime opportunity for professionals and enthusiasts to come together and forge meaningful connections during the festival.

LIVE PERFORMANCES



AIFMF will feature live performances by **music artists from around the world**. This exciting aspect of the festival promises to add a vibrant and diverse cultural dimension, further enriching the overall experience for attendees.

PARTNERSHIPS

The AIFMF enthusiastically welcomes a diverse range of partners, appreciating their varied contributions. Film production companies, fashion houses, domestic and international businesses, cultural organizations, governmental bodies, and more all play integral roles through equipment, talent, fashion support, financial assistance, grants, and in-kind contributions. This collective effort enriches the festival experience, reflecting the global tapestry of our valued partners.



SPONSORSHIP PACKAGES

PLATINUM SPONSOR: \$100,000+

- NAMING RIGHTS TO THE FESTIVAL (E.G., "AFRICAN INTERNATIONAL FILM MARKET AND FESTIVAL PRESENTED BY (YOUR COMPANY NAME)
- PROMINENT LOGO PLACEMENT ON ALL FESTIVAL MARKETING MATERIALS, INCLUDING POSTERS, SOCIAL MEDIA, AND THE FESTIVAL WEBSITE
- FULL-PAGE AD IN THE FESTIVAL PROGRAM
- OPPORTUNITY TO PRESENT AN AWARD OR INTRODUCE A KEYNOTE SPEAKER
- 30 VIP PASSES TO ALL FESTIVAL EVENTS
- OPPORTUNITY TO HOST A PRIVATE EVENT OR PANEL DISCUSSION
- RECOGNITION DURING THE OPENING AND CLOSING REMARKS
- LOGO PLACEMENT ON THE RED CARPET STEP AND REPEAT

GOLD SPONSOR: \$50,000 - \$99,000

- LOGO PLACEMENT ON ALL FESTIVAL MARKETING MATERIALS, INCLUDING POSTERS, SOCIAL MEDIA, AND THE FESTIVAL WEBSITE
- HALF-PAGE AD IN THE FESTIVAL PROGRAM
- 20 VIP PASSES TO ALL FESTIVAL EVENTS
- RECOGNITION DURING THE OPENING AND CLOSING REMARKS
- LOGO PLACEMENT ON THE RED CARPET STEP AND REPEAT



SILVER SPONSOR: \$20,000 - \$49,000

- LOGO PLACEMENT ON SELECT FESTIVAL MARKETING MATERIALS, INCLUDING POSTERS, SOCIAL MEDIA, AND THE FESTIVAL WEBSITE
- QUARTER-PAGE AD IN THE FESTIVAL PROGRAM
- 10 VIP PASSES TO ALL FESTIVAL EVENTS
- RECOGNITION DURING THE OPENING AND CLOSING REMARKS

BRONZE SPONSOR: \$10,000 - \$19,000

- LOGO PLACEMENT ON THE FESTIVAL WEBSITE
- LISTING IN THE FESTIVAL PROGRAM
- 5 VIP PASSES TO ALL FESTIVAL EVENTS
- RECOGNITION DURING THE OPENING AND CLOSING REMARKS

IN-KIND CONTRIBUTIONS

- RECOGNITION IN THE FESTIVAL PROGRAM AND ON THE FESTIVAL WEBSITE
- DEPENDING ON THE VALUE OF THE CONTRIBUTION, SOME BENEFITS FROM THE ABOVE CASH SPONSORSHIP TIERS MAY BE INCLUDED

CULTURAL ORGANIZATIONS AND GOVERNMENTAL BODIES

- GRANTS OR FINANCIAL SUPPORT: \$500+
- RECOGNITION IN THE FESTIVAL PROGRAM AND ON THE FESTIVAL WEBSITE
- DEPENDING ON THE VALUE OF THE CONTRIBUTION, SOME BENEFITS FROM THE ABOVE CASH SPONSORSHIP TIERS MAY BE INCLUDED



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