



21ST ANNUAL

GARDEN STATE FILM FESTIVAL

MARCH 23–26, 2023

WWW.GSFF.ORG * #GSFF

2023 ANNUAL REPORT

NEW JERSEY'S PREMIER INDEPENDENT FILM FESTIVAL®

THANK YOU FOR YOUR SUPPORT! YOUR GENEROSITY CONTRIBUTES TO INTEGRATING THE ARTS INTO COMMUNITY LIFE.

In addition to being an exciting, essential annual event, GSFF provides a robust, arts education agenda for public school students, civic groups, special audiences, senior and community centers, and various VFW halls across the state, as well as virtually.



OUTREACH - GSFF GIVING BACK

The Garden State Film Festival presented a **FREE Student Field trip** in 2022 to facilitate school districts suffering from funding short falls and lack of buses.

The Garden State Film Festival prides itself on the **extensive year-round outreach** for youth groups, schools, seniors, military, and other nonprofits. It presents throughout the tri-state area and beyond and serves these communities with:

- Monthly "Film Club" series on Frontlines of Freedom -**Largest Military Radio Show in the USA**
- **"Best Of The Fest"** and other programs featuring an array of award-winning short films from around the globe
- **Filmmaking Clinics and outreach** initiatives serving more than 15,000 film enthusiasts from all walks of life to:
 - **Develop media literacy**
 - **Cultural awareness**
 - **Global understanding**
 - **A lifelong appreciation of cinema**
- Programs aimed to **cultivate imaginations**, introduce students to **filmmaking careers** and expose all of us to the very best the **cinematic arts** have to offer in a media-saturated world



GARDEN STATE FILM FESTIVAL
www.gsff.org

STUDENT FIELD TRIP
MARCH 23, 2023

EXPLORE
Cinema Careers

PROFESSIONAL TRAINING FOR FILM & TELEVISION

SPONSORED BY
New Jersey Natural Gas

About
Professional workshop provides participants with a solid foundation to build a successful career! Come learn the history of Film in NJ, as well as professional insight to help you break into the industry!

Location
Asbury Lanes
209 4th Ave, Asbury Park, NJ 07712
10 AM - 12 PM *Brown bag lunch

Advance Reservations ONLY
Reserve Your Seats!
outreach@gsff.org
877.908.7050
www.gsff.org

Satisfies New Jersey Core Curriculum Content Standards

FOR THE PAST TWENTY-TWO YEARS, GSFF HAS CONDUCTED A ROBUST EDUCATIONAL PROGRAM TO INSPIRE, EDUCATE AND INTRODUCE YOUNG PEOPLE TO THE 21ST CENTURY VOCATIONS THE FILM INDUSTRY OFFERS.

FESTIVAL VENUES

GSFF has multiple screens showing films each day. Thank you to our sponsors who supported our twelve-day Festival.

PARTNERS INCLUDE:

- Asbury Lanes
- The Asbury Hotel
- Berkeley Oceanfront Hotel - Multiple locations
- Jersey Shore Arts Center
- The Showroom
- Cranford Theater

All provide a fantastic viewing experience during the In-Person Festival.

Easily accessible from the tri state area by

- Air
- Car
- Mass transit

Our Venues offer an optimal setting to experience filmmaking at its finest. Asbury Park, named the **"coolest small town" in America** by Budget Travel magazine and Downtown Cranford, winner of NJ.Com Best Downtown.

Visitors are drawn every year to our geographical locations which feature

- Fine dining and trendy venues
- Music venues
- Art galleries
- World class spas and salons
- Shopping and recreational activities that the Jersey Shore has to offer.
- Spectacular coastline in Asbury Park.



THANK YOU TO OUR 2023 SPONSORS

WHO SUPPORTED OUR FOUR-DAY FESTIVAL.



MEDIA RELATIONS

The Garden State Film Festival (GSFF) has been showcased in major international media outlets such as

abc NEWS **IndieWire** **DEADLINE** **ET CANADA**
VOGUE **People** **VARIETY** **CONDÉ NAST**
 and others.



An extensive public relations campaign both to the public as well as to the film-making community was executed. The event is marketed through thousands of filmmaking and event websites, blogs and social media throughout the world beginning in June of each year when the call for entries opens and continues throughout and post event.

The event was marketed to audience of over 500K per each press release and tens of thousands of annual attendees through GSFF's newsletter and social networks. Our extensive mailing list increases each year by capturing emails through our digital media and

our ticketing system. We utilized paid ads in publications all over the tri-state area as well as dozens of event websites for added advertising. In addition, our event draws national attention and has been mentioned on NBC, CBS and ABC networks.



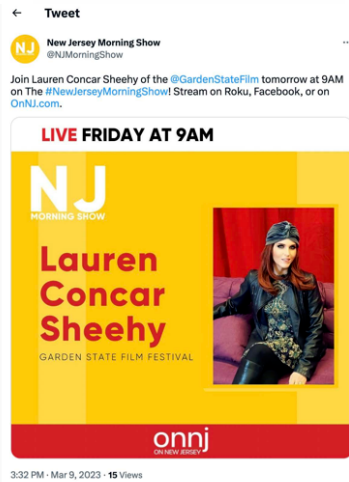
Allison Strong gana premio
 La artista colombiana Allison Strong ganó el premio a mejor Homegrown Music Video en el Garden State Film Festival de Nueva Jersey. ¡Felicidades!



Local Filmmaker Produces Directs, Sells First Feature



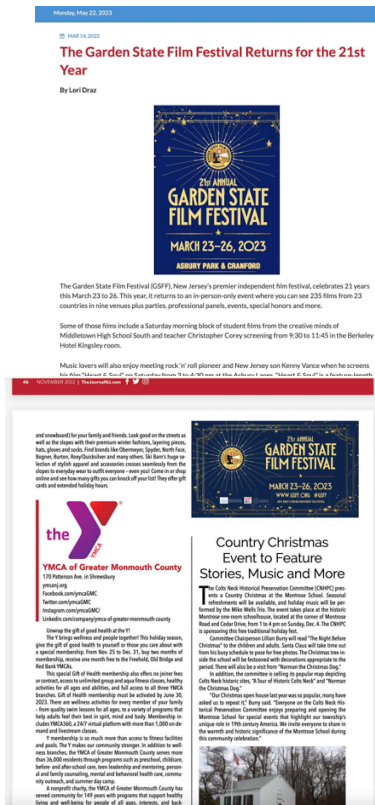
"CAPSULE" - Presentation online and 2013 Hometown Video Contest High School graduate Luis Mena...
 When the next full-blown science fiction film made in Princeton? Capabilities, made by Luis Mena (son of the owner of the New Jersey Restaurant Group), is starting to make waves. The film was produced by the...
 Capabilities won the Best Feature Film Award at the Philip K. Dick Science Fiction Film Festival. It was also...
 Capabilities is a coming of age story in which, after experiencing with experience, his character...
 Mena said the film was designed to be an inexpensive as possible to produce. There were only eight cast...



Documentary about Jersey City's LGBTQ+ community debuting at Garden State Film Festival
 by Jim Vail
 Posted: Mar 24, 2023 / 09:31 PM EDT
 Updated: Mar 24, 2023 / 09:31 PM EDT

MARKETING CAMPAIGN

GSFF Press Releases were distributed with sponsor logos to an audience of over **+322,000 people** via domestic and international media outlets. Our marketing is a year-round campaign that includes an extensive Call for Entries that spans the entire globe drawing worldwide attention to our state. **Every year we see even greater growth and recognition as the premier film event in New Jersey.**



Garden State Film Festival
GSFF.org

For a truly unique gift for a lover of film, creative spirit, filmmaker or someone who just wants a unique and enriching experience, give them tickets to the 21st Garden State Film Festival (GSFF). The GSFF is one of the most prestigious festivals on the East Coast. Over the years, hundreds of thousands have attended this five-day event that is packed with celebrities, galas and parties, seminars, workshops, and most importantly a hand-chosen selection of more than 200 films from around the globe, in all genres including narrative films, documentaries, animations, music videos, comedies, thrillers as well as PSAs, trailers, and the ever-popular "Home Grown" films shot in the Garden State. The Parkway Pass grants you access to all in-person events from Thursday to Sunday, including the Friday Gala (Awards Banquet not included). Rub elbows with stars, meet other cool people, party, mix, mingle and learn when the festival rolls into town this March 23 to March 26. Four-day Parkway Passes are just \$95.

Other options are a Saturday Day Pass for March 25, which entitles the bearer to all regular film screenings for just \$30. There's also a Sunday Day Pass which entitles the bearer to all regular film screenings on Sunday, March 26, for just \$20. You can also get individual Screening Event tickets at the door and online.

Give a gift of an experience they'll remember all year! Give tickets to the Garden State Film Festival. Go to gsff.org/tickets today!

BILLBOARDS

7.6 million impressions with an in-kind value of \$75K! Billboards were strategically placed in locations that targeted visitors coming into NJ from NY State as well as visitors coming into NJ from Pennsylvania creating a strong presence for out-of-state travelers.



PODCASTS

Our partner, A Shared Universe PodcaStudio, conducted pre-event interviews and LIVE interviews on site!



MEDIA, POSTCARDS, AND POSTERS

10,000 POS POSTCARDS. 15,000 Direct Mail Postcards & 2,000 POSTERS
were distributed throughout the Tri-State area.



Our event draws national attention and has been mentioned on the **NBC** and **ABC** networks.

Our Tri-State area marketing campaign also featured paid ads and paid listings in numerous media outlets, including:

- The Journal
- Tri City News
- Brookdale Radio
- The Coast Star
- The Coaster

We also have partnered with **print, web, radio** and **TV Stations**

- Two River Times
- More Monmouth Musings
- TAPinto.net
- TownSquare Media
- Press Communications

We are supported by **TV Stations**

- Brookdale TV
- NJ PBS
- SCAN
- News 12
- TAPinto TV

YOUR NAME IN LIGHTS

2023 MARKETING

Sponsor logos secured **+41,535,540 audience impressions**, as well as seen on screen prior to and after each of our **43 film blocks** screening events. Our mega mogul and mogul level sponsors also enjoyed 15 second promotional videos prior to each screening block.

Even more impressions were created when fans and filmmakers visited the GSFF live stream site to read the program book, ads and film listings.



YOUR NAME IN LIGHTS

2023 MARKETING

In 2023 our films came from all over the world including:

Antarctica
Argentina
Canada
Cayman
China
Eritrea

Germany
Hungary
India
Iran
Ireland
Israel

Italy
Korea
Mexico
Nepal
Netherlands
New Zealand

Poland
Russia
Tanzania
United Arab Emirates
United Kingdom
United States

Being able to share this visual art is truly an amazing feeling.



NJ TRANSIT

SPECIAL DISCOUNT CODE OFFERED TO NJ TRANSIT COMMUTERS

Garden State Film Festival continued its partnership with New Jersey Transit driving commuter traffic statewide to our website.

NJ TRANSIT - Twitter 249,600 • Facebook 79,000 • LinkedIn 30,900



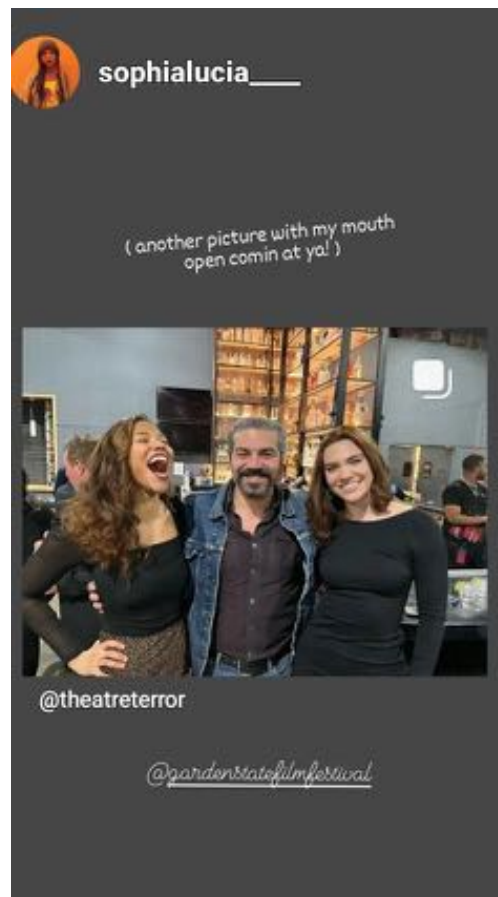
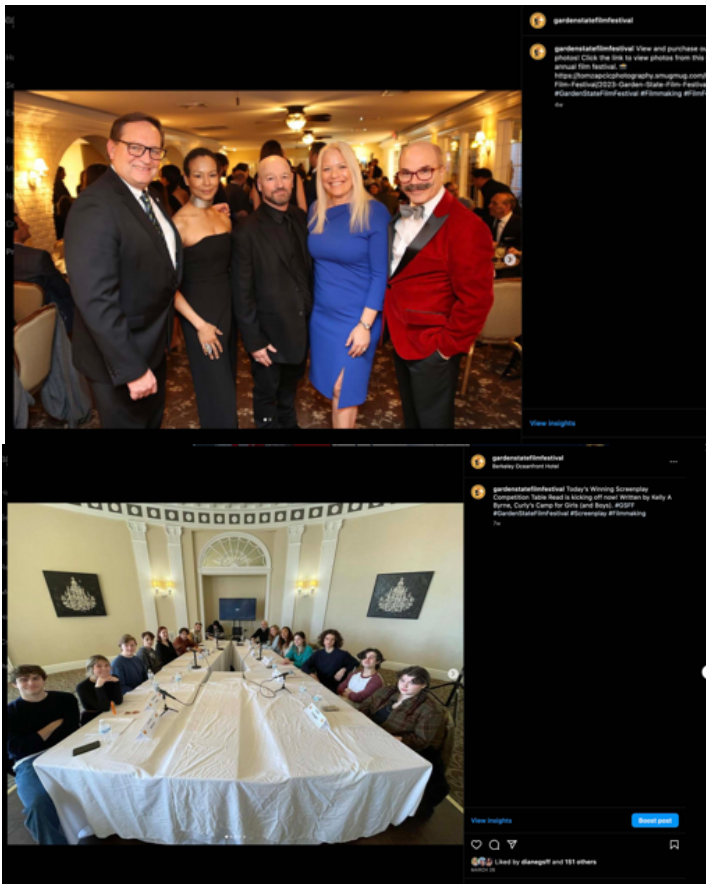
Save \$5 on a Multi-Pass or, save \$10 on a daily Saturday or Sunday Pass to the Garden State Film Festival by using code NJT2022 at checkout! Tickets on sale until Sunday, 3/27/22.
Purchase tickets: gsff.org/tickets/



SOCIAL MEDIA

GSFF 2022 REACHED OVER 836,597K ON FACEBOOK

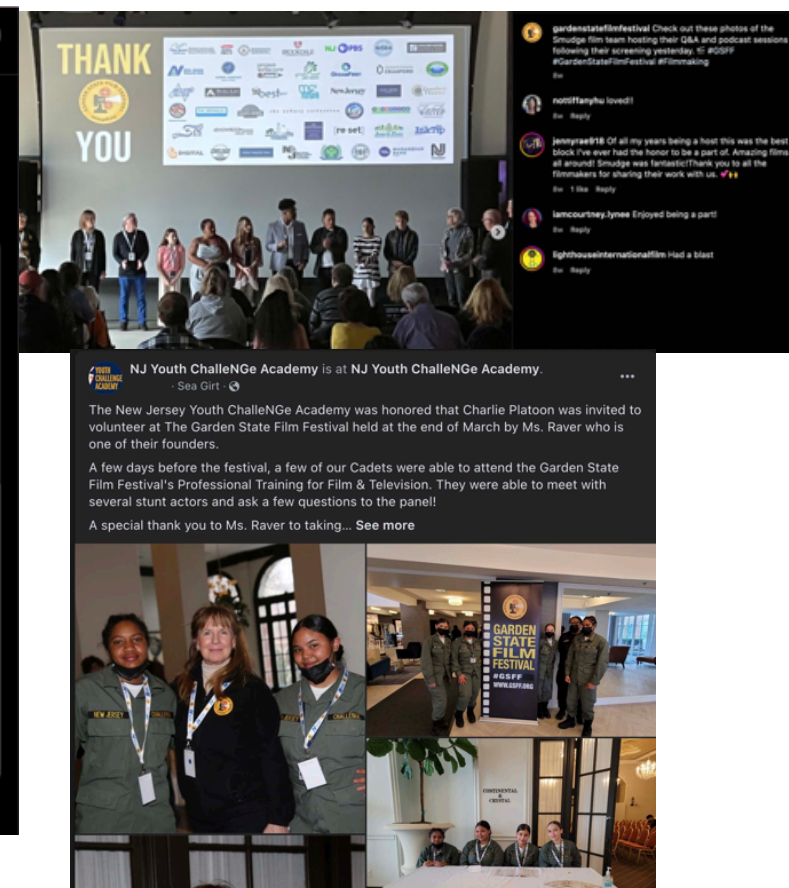
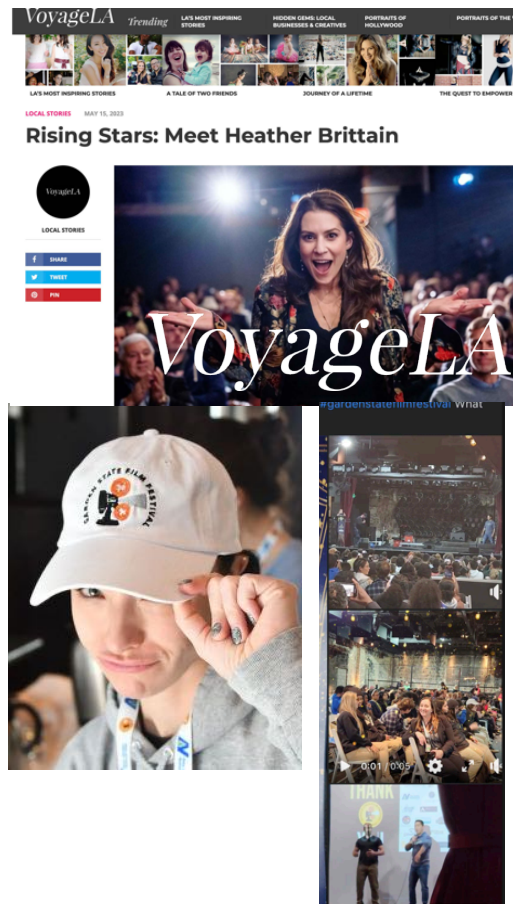
- Filmmakers and Fans from around the world used Facebook Live to interact during filmmaker talk backs
- Every logo and all program ads were posted across all of our social media platforms



SOCIAL MEDIA

+364,000 Instagram impressions
(Age Ranges 13-65+)

+337,000 TWITTER Impressions



GSFF 2023 AWARDS PRESENTED



2023 ANNUAL REPORT FINANCIALS

INCOME

Tickets & Other Sales	\$147,414.00	●
Foundation Grants	\$31,515.00	●
Government Grants	\$49,875.00	●
Corporate Sponsorships	\$23,276.00	●
Individual Donations	\$3,003.30	●
Other	\$105,508.00	●

TOTAL CASH	\$360,591.00
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In-Kind Contributions	\$55,250.00	●
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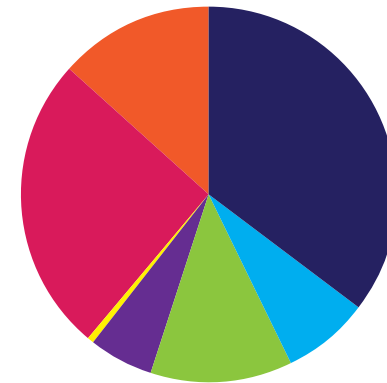
TOTAL SUPPORT	\$415,841.00
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EXPENSES

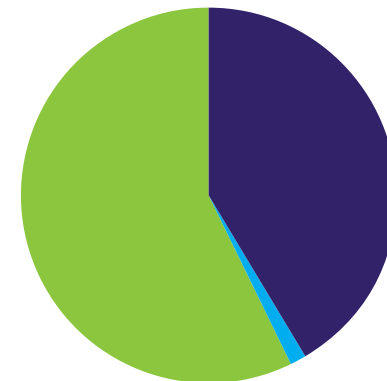
Administrative	\$165,879.00	●
Development	\$5,761.00	●
Programs & Education	\$227,838.00	●

TOTAL EXPENSES	\$399,478.00
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SURPLUS/DEFICIT	\$16,363.00
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INCOME



EXPENSES





WE CAN'T DO IT WITHOUT YOU!

SAVE THE DATE!

THE 22nd ANNUAL GARDEN STATE FILM FESTIVAL
MARCH 21-24, 2024

The Garden State Film Festival once again demonstrated our ability to not only persevere throughout a pandemic, but to rise to the forefront of our industry. Our efforts have proven that we strengthen our community by adding to the quality of life, enhance filmmaking opportunities as a vocation, and have created a year-round tourist destination in the great state of New Jersey.

We continue to expand the GSFF's reach in North America and new international markets through innovative and strategic partnerships.

Thank you for the part you play in making all of that a reality!



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FAX 732-510-0530



DIANE RAVER
FOUNDER
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The Garden State Film Festival is a 501(c)(3) nonprofit corporation
When writing, or changing your will,
please remember The Garden State Film Festival

