
GARDEN STATE FILM FESTIVAL

20TH ANNIVERSARY



MARCH 23—MARCH 27, 2022

In Person Festival Event in Asbury Park, NJ & Cranford, NJ

MARCH 28—APRIL 3, 2022

Virtual Access Online

THAT'S A WRAP

GSFF.ORG

#GSFF

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, live and hybrid 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




MARCH 23-APRIL 3


VIRTUAL FIELD TRIP


**ESPORTS AND
VIRTUAL REALITY**



SPONSORED BY









PRESENTERS

JOSHUA KELL
CEO, ESPORTS INTEGRATION & HORIZON AVL
SYSTEM INTEGRATION



CHRIS BOEHMER
DIRECTOR,
BROOKDALE COMMUNITY COLLEGE ESPORTS



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
- Cranford Theater
- Along with others

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 2022 SPONSORS

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SUPPORTED OUR TWELVE-DAY FESTIVAL.



GSFF 2022

PRESENTED IN PERSON MARCH 23-27TH PRESENTED VIRTUALLY MARCH 28-APRIL 3RD

		ASBURY LANES 209 Fourth Avenue	ASBURY HOTEL Asbury Hall 210 Fifth Avenue	BERKELEY HOTEL Kingsley Ballroom 1401 Ocean Avenue, First Floor	BERKELEY HOTEL Continental 1401 Ocean Avenue, First Floor	JERSEY SHORE ARTS CENTER Palladium Theater 66 S Main Street, Ocean Grove, NJ	HIGH SCHOOL FILM SCREENINGS Jersey Shore Arts Center 66 S Main Street, Ocean Grove, NJ
		THU 3/24	6:30-8:30pm • Meet the Filmmakers 7:30-8:30pm • Selected Trailers				
		FRI 3/25	7:00-8:20pm • Gala Cocktail Reception 8:30-10:45pm • Opening Ceremonies • The Little Drummer Boy • Redemption of a Rogue				
		SAT 3/26	12:30-2:00pm • Superstar • Birnam Wood • Tuddy • Overlook 2:30-4:30pm • Come on, Shake Your Body Baby, Do the Conga! • Accidental Date • Adjustment of Status • A Long Time Gone • Game Uber • Scratch This The Series • Mt. Mystic Rangers	12:00-1:45pm • Second Best • We're Gonna Come Back • Duet • Spin • Skipping A Beat • Shiny Objects - The Conductor With ADHD 2:30-4:30 PM • The Beast • Pillow Talk • Winter of '79 • The United States of Fashion Designer Elie Tahari	11:30am-1:00pm • Matthew • Roman 1:30-3:30pm • Coppin Stayles • Nightmare News • Absolute Power: NASDAQ Exposed 3:45-5:15pm • Shelter by Patrizsha • Do You Think Jesus Liked Hard Boiled Eggs • Hollywood Priest: The Story of Fr. "Bud" Kieser	11:45am-2:00pm • Waterspirit Promo • Buildings • Operation Azaleas • Monmouth County, 9/11, and Its Aftermath • Wild In the Garden State • Pine Mud 2:30-4:30pm • Father's Day • Veterans on a Shelf • Doubts • ICARO • PTSD: The Walking Wounded	9:30-11:45am • High School Films SEE LAST COLUMN 12:00-2:00pm • Sisyphus Rocks It! • College Bound • Trill • Chasing Childhood 2:30-4:30pm • PeaceTime: A Royal Frog • Wood Vibrations • Awaken Her • Brandos Spoon • April Showers • The Communists Daughter • April Kills The Vibe • The Long Commute • Human Telegraphs
JOIN US FOR 20 YEARS OF MOVIE MAGIC AS WE CELEBRATE THE GARDEN STATE FILM FESTIVAL'S 20TH ANNIVERSARY! Saturday, March 26, 2022 from 5:00-5:45pm in The Johnny & June Room at The Berkeley Hotel. Food and drinks will be available for purchase.							
		SUN 3/27	6:00-8:00pm • Trunk Show • Life on Pause • Finding Sandler • Dawson's Peak 8:30-10:45pm • Luck • Guardian • Still Together • Bernard Checks In • HIT • Twine • Splinter	6:00-7:45pm • Thank You Big Brother • It's All Symmetry • Our almost COMPLETELY TRUE STORY 8:15-10:30pm • Glasys's Heresy • Red • Smiley Death Face • Don't Go In The Basement • HIT • Twine • Splinter	6:00-8:00pm • The Halloween Machine • Ethereal • Kiss The Cook • Rescue Me • Exit 66 • Rock Paper Scissors • The Toy maker • Hideout	5:45-7:30pm • The Vow • Miracle Baby • One Night Only • The Writing Box 7:45-9:30pm • Squirrel Wars • Some Guy Named Bill 10:00-11:30pm • The Gospel of Damian • Following the Comet • The Last Touch • Let Me Assist You • Murphy's Heist • Welcome to Forever • Memory • Monitor	6:00-8:00pm • The Main Event • The Claw 8:30-10:30pm • 23 and Mob • You're Now Beyond Hope, Arizona • American Rackets
		SUN 3/27	12:30-2:30pm • The Peculiar Case Of The Bolted Canister • Marvelous and the Black Hole 3:00pm-5:00pm • Hidel • Graceland • I'm a Vampire • Fourth Grade	12:15-1:45pm • Aurora • Barking Orders • Pukka Tea - Relax - Spec Commercial • Under Dogs • Arrow • After The Egg 2:15-4:45pm • Parrot • Dear Hannah • Skeletons • Loud Whisper • Devour • Static Space • Sheer Gorma	12:00-2:15pm • The Girl with the Accent • Ride • The Yellow Panther: The Life of Richard Aoki • The Remedy 2:45-4:45pm • Ghost Town • En Suite • Route One North	11:40am-2:00pm • Together Apart - Rent Day • The Only Woman in the World 2:30-4:30pm • The Great Charlie Simmons • Chai • Almost Winter • Aftermath • The Pool • Break Any Spell • I'll Meet You There • Operation: Cavity • Just Like You	9:30-11:30am • High School Films SEE LAST COLUMN 12:00-2:00pm • The Big Apple Grind • Dirt • The Shave • Signing Off • Dentists • Nathania • LoveLetters Profiles • Killing Evan • Always For The First Time 2:30-4:30pm • Homebound • Tristan • Twenty-Nine

Symbol Key

Venue ID, Block Number

ABC123

Webinar/Virtual Only

WEB

Missed a film?

No Problem!

Films will be available for screening via Virtual Access from March 28-April 3.

Visit gsff.org for tickets and more information.

Cranford Theater

25 North Avenue West
Cranford, NJ 07016

Wednesday, March 23

7:00-9:00pm

Glasys's Heresy
Red
Smiley Death Face
HIT
Twine
Splinter

Saturday, March 26

7:00-9:00pm

Hidel
Graceland
I'm a Vampire
Fourth Grade

Tickets

Scan to purchase tickets and passes online at gsff.org/tickets

Contracts Presentation for Independent Film Making

SAG-AFTRA

Sunday, March 27

Starting at 10am

Berkeley Oceanfront Hotel, Second Floor, Oval Room

20TH ANNUAL AWARDS RECEPTION

Sunday, March 27

6:30pm-10:30pm

Berkeley Hotel in the Crystal Ballroom on the Second Floor

Not Included With the Multi-Pass. Advanced Tickets Needed.

Avoiding Legal Pitfalls in Indie Film Making

Saturday, April 2

3am-11am

This event is virtual and is not included with the Virtual Multi-Pass.

Screenplay Reading

Sunday, April 3

10:00am-12:00pm

This event is virtual and is not included with the Virtual Multi-Pass.

2022 LISTINGS AT A GLANCE

Symbol Key

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2022 LISTINGS AT A GLANCE

#GSFF 20TH ANNIVERSARY

20TH ANNIVERSARY #GSFF

MEDIA RELATIONS

GSFF has been showcased in major international media outlets such as Variety, Vogue Global Network/Condé Nast, Deadline, IndieWire, ET Canada, News Entertainment and others.

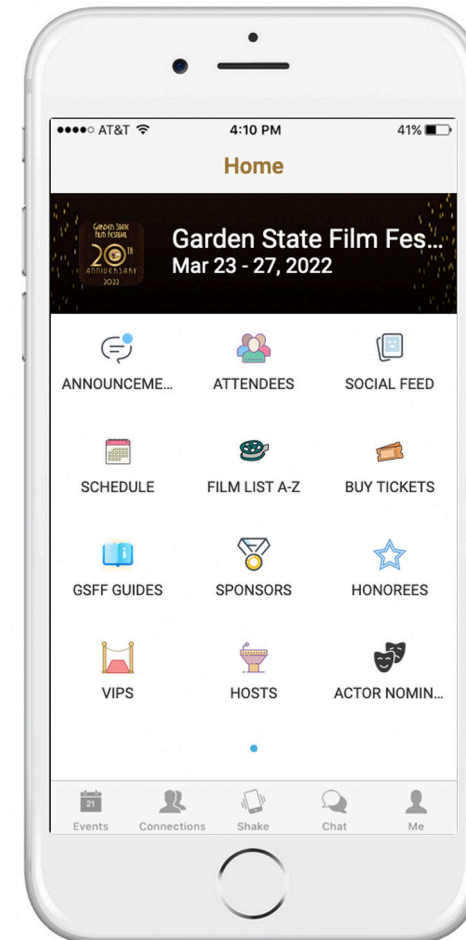


An extensive public relations campaign both to the public as well as to the film-making community was executed. The event is marketed through thousands of filmmaking and event websites, blogs and social media throughout the world beginning in June of each year when the call for entries opens and continues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

EVENT APP



Audience members utilized the Garden State Film Festival (GSFF) app as a resource to help chart their GSFF experience.

Watch selected trailers of the films, view screening times and venue locations, create their own individualized schedule and much more!

All Sponsors were Featured!

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.**


<https://www.thejournalnj.com/articles/the-garden-state-film-festival-celebrates-20-years/>

Friday, May 20, 2022

Read This Month's Issue


The Garden State Film Festival Celebrates 20 Years

MAY 12, 2022

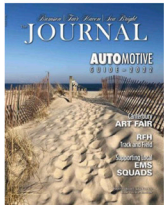


Executive Director Lauren Concar Sheehy celebrates the 20th anniversary of the Garden State Film Festival.

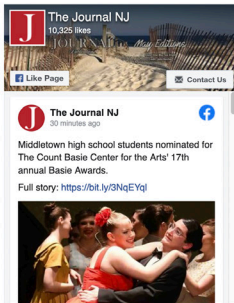
March 23 through April 3 was an inspiring, exciting and entertaining time as thousands once again came together to enjoy one of New Jersey's most loved events, the Garden State Film Festival (GSFF), which celebrated a remarkable 20-year anniversary in Asbury Park and Cranford. This year, the action-packed live event was followed by a week-long virtual screening option for those who could not attend in person.



Student filmmakers take part in the 20th annual Garden State Film Festival. Photo by Ed Shinn



or view the archives



The Journal NJ
10,325 likes
Like Page Contact Us

The Journal NJ
30 minutes ago
Middletown high school students nominated for The Count Basie Center for the Arts' 17th annual Basie Awards.
Full story: <https://bit.ly/3NqEYqI>

Instagram
Follow on Instagram

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

2022 MARKETING

Sponsor logos secured **+36,535,540 audience impressions**, as well as seen on screen prior to and after each of our **36 film blocks** screening events. Our megamogul 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

2022 MARKETING

In 2022 our films came from **all over the world** including:

Antarctica
Argentina
Canada
China
Eritrea
Germany

Hungary
India
Iran
Ireland
Israel
Italy

Mexico
Nepal
Netherlands
New Zealand
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/



Save \$5 on a Multi-Pass or, save \$10 on a daily Saturday or Sunday Pass to the Garden State Film Festival...
[See more](#)

Be the first to leave a comment.

GARDEN
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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

BUY TICKETS VIRTUAL
March 28, 2022 – April 3, 2022

eventive VIRTUAL FESTIVAL

SINGLE SCREENING	\$10
ALL-ACCESS PASS	\$44.99
5 FILM PASS	\$17
10 FILM PASS	\$25

2022 TICKET PRICES [GSFF.ORG/TICKETS](https://gsff.org/tickets)

GSFF MERCHANDISE **20th ANNIVERSARY**
SHORT SLEEVE (while supplies last)

GRAPHITE HEATHER BLACK INDIGO BLUE NAVY

GSFF MERCHANDISE **20th ANNIVERSARY**
LONG SLEEVE (while supplies last)

HEATHER NAVY GRAPHITE HEATHER BLACK INDIGO BLUE NAVY PURPLE TE EYE

GSFF MERCHANDISE **20th ANNIVERSARY**

CAPS **CAR MAGNET**

BLACK \$20.00 WHITE DONATION OF \$10.00+

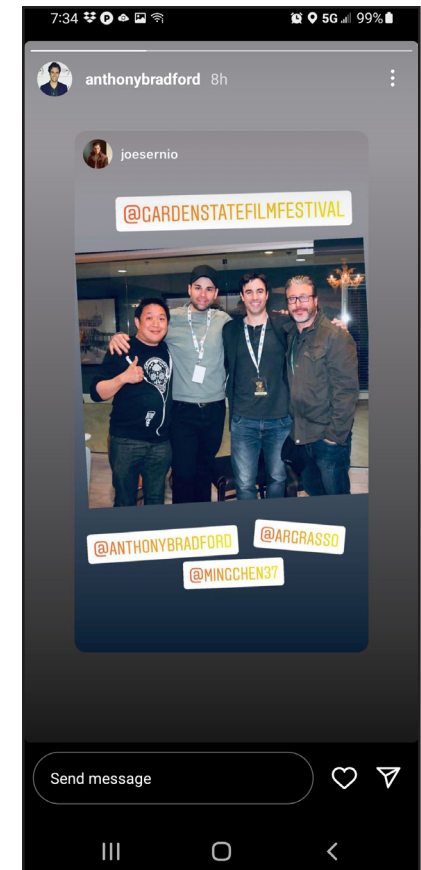
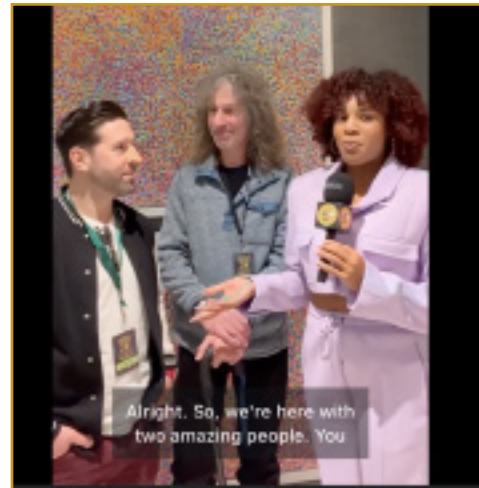
IN-PERSON Meet The Filmmakers
Thursday, March 24, 2022 from 6:30-9:30PM.
Asbury Lanes, 209 Fourth Ave, Asbury Park, NJ.
Join us for an hour of cocktails (cash bar) and light fare as we get to know the filmmakers from far and wide whose work, we will have the great privilege of presenting this weekend. To be followed by a selection of trailers of the upcoming films to help you plan your viewing.
Tickets for this event are \$25.
This event is included in the In-Person Multi-Pass.
Scan the QR code for tickets.

IN-PERSON Friday Night Gala Cocktail Reception
Friday, March 25, 2022.
7:00PM Cocktail Party, 8:30PM Opening Ceremonies and Screening.
Friday Night Gala Cocktail Reception - cocktails (cash bar) and light fare, kick off the Garden State Film Festival with the red-carpet star studded event followed by the premiere of films "The Little Drummer Boy" and "Redemption of a Rogue."
Tickets for this event are \$25.
This event is included in the In-Person Multi-Pass.
Scan the QR code for tickets.

IN-PERSON After Party Celebrations
Friday, March 25, 2022 at Asbury Lanes from 10:30pm-12:30AM.
Saturday, March 26, 2022 in the Johnny & June Room of the Berkeley Oceanfront Hotel from 10:30pm-12:30AM.

IN-PERSON 20 Year Celebration Happy Hour
Saturday, March 26, 2022 from 5:00-5:45PM.
Berkeley Hotel, 1401 Ocean Avenue in the Johnny & June Room on the First Floor.
Join us for 20 years of movie magic as we celebrate the Garden State Film Festival's 20th anniversary!
Food and drinks will be available for purchase.

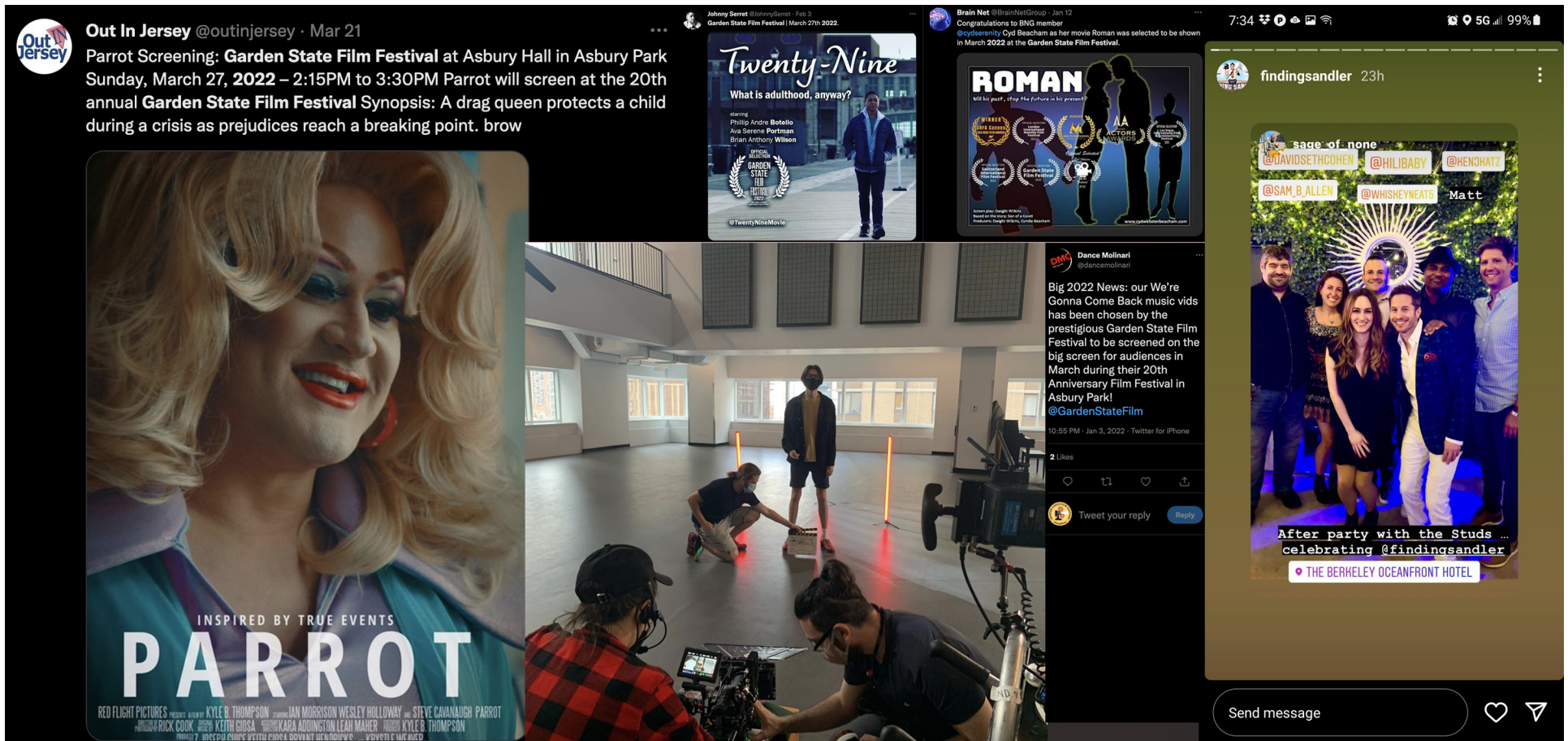
IN-PERSON SAG-AFTRA Entertainment Contracts Presentation for Independent Film Making
Sunday, March 27, 2022 at 10AM
Berkeley Oceanfront Hotel in the Oval Room on the Second Floor
Presented by the National Director of Background & NY Entertainment Contracts Stephanie Perry and Manager of SAG-AFTRA Entertainment Contracts Lail Larson, join us as we walk you through the various low budget entertainment contracts available for your union film. You will be presented with all the information and resources needed to properly identify the right contract for your project. The presentation will be followed by a Q&A.
• Stephanie Perry | National Director, Background & NY Entertainment Contracts
• Lail Larson | Manager TV / Theatrical Contracts at SAG-AFTRA.



SOCIAL MEDIA

+222,000 Instagram impressions
(Age Ranges 13-65+)

TWITTER
+196,000 Impressions



GSFF 2022 AWARDS PRESENTED





WE CAN'T DO IT WITHOUT YOU! SAVE THE DATE!

**THE 21ST ANNUAL GARDEN STATE FILM FESTIVAL
MARCH 23-26, 2023**

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!



LAUREN CONCAR SHEEHY
EXECUTIVE DIRECTOR
LAUREN@GSFF.ORG
848-863-9881
FAX 732-510-0530



DIANE RAVER
FOUNDER
DIANE@GSFF.ORG
732-272-4023

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**

