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 shortfalls 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
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

THANK YOU TO OUR SPONSORS WHO SUPPORTED OUR TWELVE-DAY FESTIVAL.
## GSFF 2022

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

### Tickets

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

### Films

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Film Title</th>
</tr>
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</table>
| March 23 | 6:00-8:00 | \*
| March 23 | 8:30-10:00 | \*
| March 23 | 10:00-11:30 | \*
| March 24 | 11:00-1:00 | \*
| March 24 | 12:30-2:30 | \*
| March 24 | 2:45-4:45 | \*
| March 25 | 7:30-8:30 | \*
| March 25 | 8:00-10:00 | \*
| March 25 | 10:30-12:00 | \*
| March 25 | 11:30-1:30 | \*
| March 26 | 11:00-1:00 | \*
| March 26 | 12:30-2:30 | \*
| March 26 | 2:45-4:45 | \*
| March 27 | 7:00-9:00 | \*
| March 27 | 7:30-9:30 | \*
| March 28 | 7:00-9:00 | \*
| March 28 | 7:30-9:30 | \*
| March 28 | 11:00-1:00 | \*
| March 31 | 11:00-1:00 | \*
| March 31 | 12:30-2:30 | \*

### Awards

- Best Film
- Best Director
- Best Screenplay
- Best Actor
- Best Actress

### Locations

- **Avery Hall**: 230 Fourth Avenue
- **Rialto Hotel**: Kingly Hallway 302, Ocean Avenue, Red Room
- **Palais Theatre**: 83 Main Street, Ocean Grove, NJ
- **Jersey Shore Arts Center**: 65 E Red Bank Ave, Ocean Grove, NJ

### Ticket Options

- **Single Film**: $10
- **Film Pass**: $30
- **Week Pass**: $60
- **Film Pass with Screenplay Reading**: $70

### Contact

For more information, visit gsff.org or call 732-729-0300.

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**Step 1: Identify The Problem**

**Step 2: Data Gathering**

**Step 3: Analysis and Interpretation**

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**Contracts Presentation for Independent Film Making**

**SAG AFTRA**

**March 27, 2023**

**Starting at 10am**

**Berkeley Oceanfront Hotel, Second Floor, Oval Room**

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**Screenplay Reading**

**Sunday, April 3**

**10:00am-12:00pm**

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

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**Avoiding Legal Pitfalls in Indie Film Making**

**Saturday, April 2**

**9:30am-11:00am**

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

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**2022 LISTINGS AT A GLANCE**

**#GFF**

**JOIN ANNIVERSARY**

**#GFF**

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**Tickets**

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

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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.

EVENT APP

The Garden State Film Festival App is FREE to download through the App Store and Google Play.

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!

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.
**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.**

**BILLBOARD CAMPAIGN**

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

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<tr>
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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

+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