



21<sup>ST</sup> ANNUAL  
**GARDEN STATE  
FILM FESTIVAL**

**MARCH 23–26, 2023**

**ASBURY PARK & CRANFORD**



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





**STUDENT FIELD TRIP**  
**MARCH 23, 2023**

**EXPLORE**  
*Cinema Careers*

**SPONSORED BY**  


**PROFESSIONAL TRAINING FOR  
FILM & TELEVISION**

*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**

 SCAN ME for tickets, screening schedules and tons of cool info.

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.

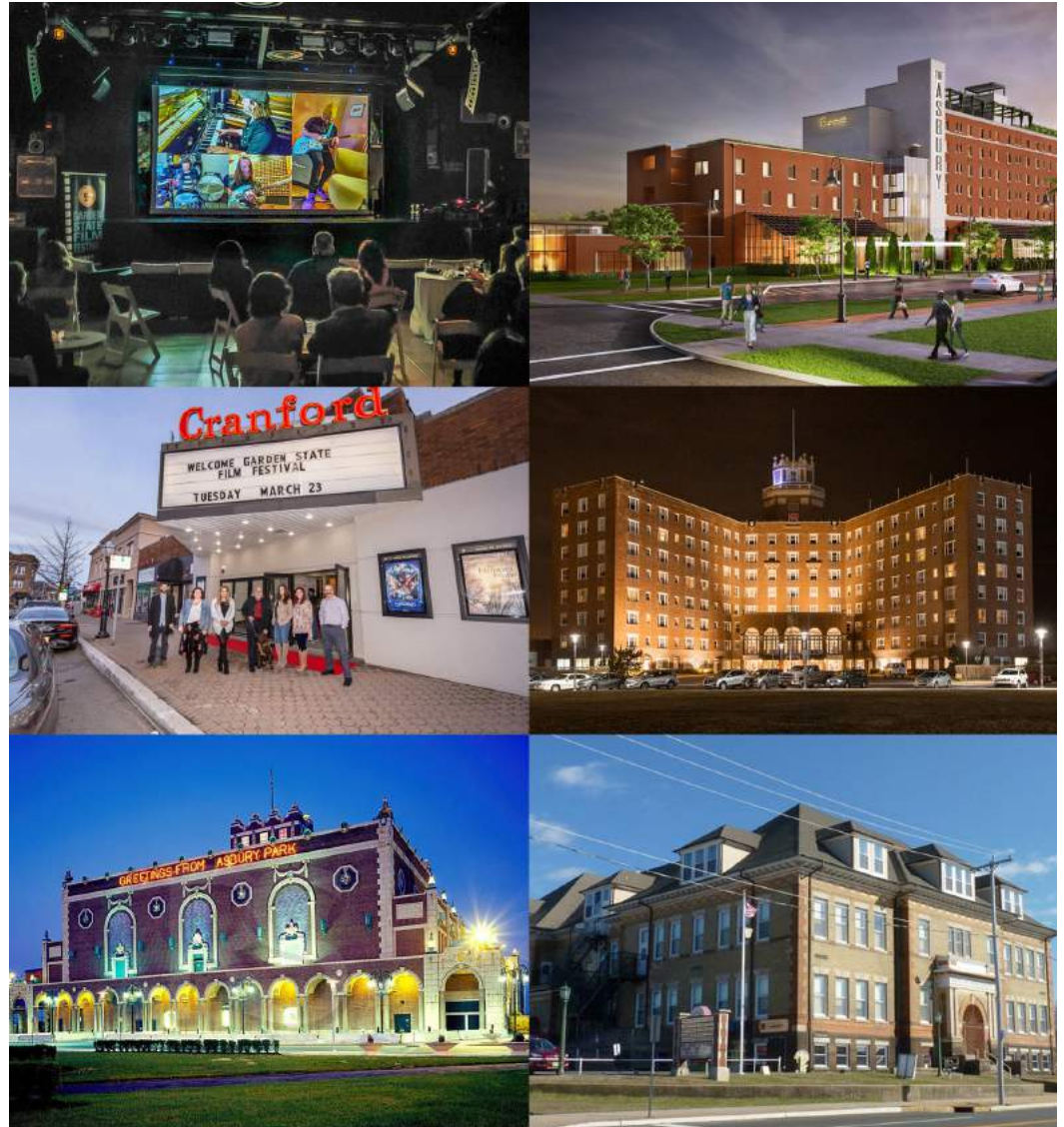
Easily accessible from the tri state area by

- 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.



Supported in part by a grant from NJ Department of State, Division of Travel and Tourism.



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.



ARBOR TERRACE  
senior living



Frontlines of Freedom



the asbury collection



MANASQUAN  
BANK  
EST. 1874



# GSFF 2023

PRESENTED MARCH 23-26th

## 2023 LISTINGS AT A GLANCE

**SYMBOL KEY**  
Venue ID/Block Number  
Frightening, Violence and Gore  
Refer to Block AL6  
Subtitles Available for the Hearing Impaired

**PANEL DISCUSSION: BEHIND THE LENS WITH RON VIDOR**  
SATURDAY, MARCH 25  
9:30-10:30AM  
BERKELEY HOTEL  
Johnny & June Room

**21ST ANNUAL AWARDS BANQUET**  
SUNDAY, MARCH 26  
6:30-10:30PM  
Black-Tie Optional

Cocktails followed by a sit-down dinner, where we acknowledge this year's best with presentations of awards to winning filmmakers and high-profile honorees in attendance.

**THE ENGLISH MANOR**  
1107 Logan Road  
Ocean Township, NJ

**WINNING SCREENPLAY COMPETITION TABLE READ**  
*Curly's Camp for Girls (and Boys)*  
Written by Kelly A Byrne  
SUNDAY, MARCH 26  
10:00-11:30AM  
BERKELEY HOTEL  
Oval Room on the Second Floor

	ASBURY LAMES 209 Fourth Avenue Asbury Park, NJ	ASBURY HOTEL Kingsley Hall 210 Fifth Avenue Asbury Park, NJ	BERKELEY HOTEL Kingsley Ballroom, First Floor 1401 Ocean Avenue Asbury Park, NJ	BERKELEY HOTEL Continental Room, Second Floor 1401 Ocean Avenue Asbury Park, NJ	THE SHOWROOM CINEMA 707 Cookman Avenue Asbury Park, NJ	JERSEY SHORE ARTS CENTER Palladium Theater, 66 S Main Street Ocean Grove, NJ	CRANFORD THEATER 25 N Ave W Cranford, NJ
<b>THU 3/23</b>	7:00-9:00pm Meet the Filmmakers						
<b>FRI 3/24</b>	7:00-8:30pm Gala Cocktail Reception						
	8:30-10:30pm Opening Ceremonies Conservation Dog The Baker						
<b>SAT 3/25</b>	<b>FILMMAKER BREAKFAST</b> ★ 8:00-9:30am in the Johnny & June Room at the Berkeley Hotel, Open to the Public, Tickets Can Be Purchased at the Door						
	12:15-2:30pm Eye For An Eye, Brother The Market Fa La La Ho Ho Ho Survival Living through COVID Andy & Kallie Brotherly Love Caricosity The Man From Granada Earl Margaret The Thing 2:30-5:00pm Daughter of Italy Heart & Soul	12:00-2:00pm Nadya's Sleepover, Invite Only Ward Search for the Cooper: A River Hidden in Plain View Smudge The Perfect Fit 2:45-4:45pm Fire Rames Ocean County Share Sugar Crash Sea of Lights Broken Bottles: A South Jersey Legacy Silly Girl Crumb Cake	9:30-11:45am High School Films See Last Column 12:00-2:30pm Resilience Fly Marijuana Minutes 3:00-4:45pm Flight of the Tumbler Call End Thoughts Defiance & Desperation: Documentary Performance The Principals Assembly Going Home Toy Phone	12:00-2:00pm Day of the Dead Escape Artists 21 Atlantic County Fastman Register Co Knocking On Doors Gustav Spill Double Take Asking For It Yamates The Autumn Girl 2:45-4:45pm Waterfront Mindfulness Moment Dancing Through the Decades The Old Guitarist Darwin Fick in New York Dads Saint Joseph Ball & Vase	12:15-2:15pm The Empty Saddle: Remembering Samuel Johnson Thunderclap Left Behind: A Veterans Story Amala 2:30-5:00pm Meatloaf and Pie at the Sunset Cafe Dinner Talk Born in Chicago 2:30-4:45pm Who Killed The Coach? Solidarity Ruthless The Sisters Karas I'm Not Nice	12:15-2:00pm You in New York Brown Service Mel Pretend Chateau Laurier Heart Steps Out of Water The Drive The Tale of Captain Fortyhands Lodo 2:30-4:45pm Who Killed The Coach? Solidarity Ruthless The Sisters Karas I'm Not Nice	10:30am-12:45pm 21 Essex County The Healing For Di Fossa A Holocaust Journey: Lessons We Learned Idna 1:15-3:30pm Hawthorne Shade Tree Commission 21 Sussex County Global Wagner 4:00-6:00pm Ocean Eyes Dance Performance Marjorie Blum's Parlor Entertainment Harlem A Taste of China Hard Feelings Bled Date Daddy's Night Cameo
	6:00-8:00pm Vases Skeletions Gnomes Glass Eyes White Eyes Angel City Horror La Migne Escalation If We Run 8:30-11:15pm NAUWING: These films contain sex, nudity, violence, gore, profanity, alcohol, drugs, smoking, frightening and intense scenes. Bestial Tongues-Immortal Terrier 2	6:00-8:00pm The Struggle Argent Glass Gena's 6th Symphony Unconditional A Significant Problem Lanachicks For Lonely Nights The Third Defector The Undesirables 8:30-10:30pm The Desecrated Backs To Be The Moon Written For Walkers Leonard's Jewel of Wonders Smokescreens Blue Boy Fight Like a Mother	8:45-8:00pm The Promotion The Sprayer Stratosphere NE50 I'm Losing You The Tunnel Anemolia Calibrate 8:30-10:30pm Down Stag	8:45-8:00pm Dangerous The Sprayer The Gortto 8:45-11:00pm April At The End of the Month A Rosary and a Diamond Ring TRAP	6:00-8:00pm Yan Mother Boris Karloff The Man 8:30-10:45pm The Deli Daniel's Gotta Die 6:00-8:00pm Snail Mail The Aviary Mountains We Climb Escorted Hitbaby Wisdom 8:30-10:45pm The Decision Loved Not For Nothing	6:30-8:30pm Dead Enders Good Season Laria No Way Out The DM Haunted Cameo 8:30-11:00pm Discoloration The Vandy Case	
<b>SUN 3/26</b>	12:00-2:00pm Like U Bit Tale of the American Dream Across 2:45-4:45pm Antique Fallure Made in Heaven Wendy 100 Words Strength Through Visibility Twenty Years of Pride in Jersey City	12:15-2:30pm Across the Ocean Dreaming of a Better Place Dark Sacred Night The Great Connector Fields of Devotion The Jersey Storm: Sandy in Monmouth County One Light 3:00-5:00pm Cool For You 21 Camden County Island Asset of Teeth	9:30-11:30am High School Films See Last Column 12:00-2:15pm A Bikers Dream Bad Beat Sick Peggy One Night Stand Fault Line 2:45-5:00pm Paralympian	10:00-11:30am Screenplay Reading in the Oval Room See Last Column for Details 12:00-2:15pm Urban Decay Noch Alles O.K. (Everything is Still O.K.) Who Are The Marcuses 2:45-4:45pm Little Herts Who's Calling Me at 2am? Peace Be With You Amos Amos-Amen: A Story of Our Times	11:45am-1:45pm A Polar Bear Story Wild Beauty: Mustang Spirit of the West 2:30-4:30pm Tonight Is Your Night The Fifth Chair Capulet	11:45am-1:45pm A Polar Bear Story Wild Beauty: Mustang Spirit of the West 2:30-4:30pm Tonight Is Your Night The Fifth Chair Capulet	

**BUY TICKETS ONLINE**  
gaff.org/tickets

**QR CODE**

All Ticket Sales Are Final

**HIGH SCHOOL FILM SCREENINGS**  
Berkeley Hotel  
Kingsley Ballroom

**SATURDAY, MARCH 25**  
9:30-11:45am  
Reduce Single Use  
Saving Energy 101  
Once Upon A Black  
A Moment to Breathe  
I Won't There  
The Summer Wind  
Women in the Mirror  
Sugar Rush  
Candy Heart  
1st You vs the World  
The Inevitable  
Angry Bark  
Talking Inventory  
Self Conscious  
Slowing Time  
Love Bites  
Oswald  
Stuffed  
The Housekeeper  
Score  
Not Okay  
Mystery in a Box  
A Case of You

**SUNDAY, MARCH 26**  
9:30-11:30am  
The Slice of Life  
Las Raciones del Corazon  
The Culinary Arts of South  
Orange  
The Making of MM61  
MM61  
Mays! The Musical  
Until the Weekend  
Revelations  
Barber's Adventure  
Fitting in  
Wasped  
Game Plan  
Mr. Lonely Makes a Friend  
The Stapler Part 2  
Between The Lines  
She Gazed Into The Mirror  
And The Sun Stared Back  
What A Trap  
Shades  
The Perfect Muse  
Copy Cat  
Almost  
Love, Aaron

**AWARDS BANQUET** ★ 6:30-10:30pm at The English Manor

21st Annual Garden State Film Festival GSFF March 23-26, 2023



# MEDIA RELATIONS

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

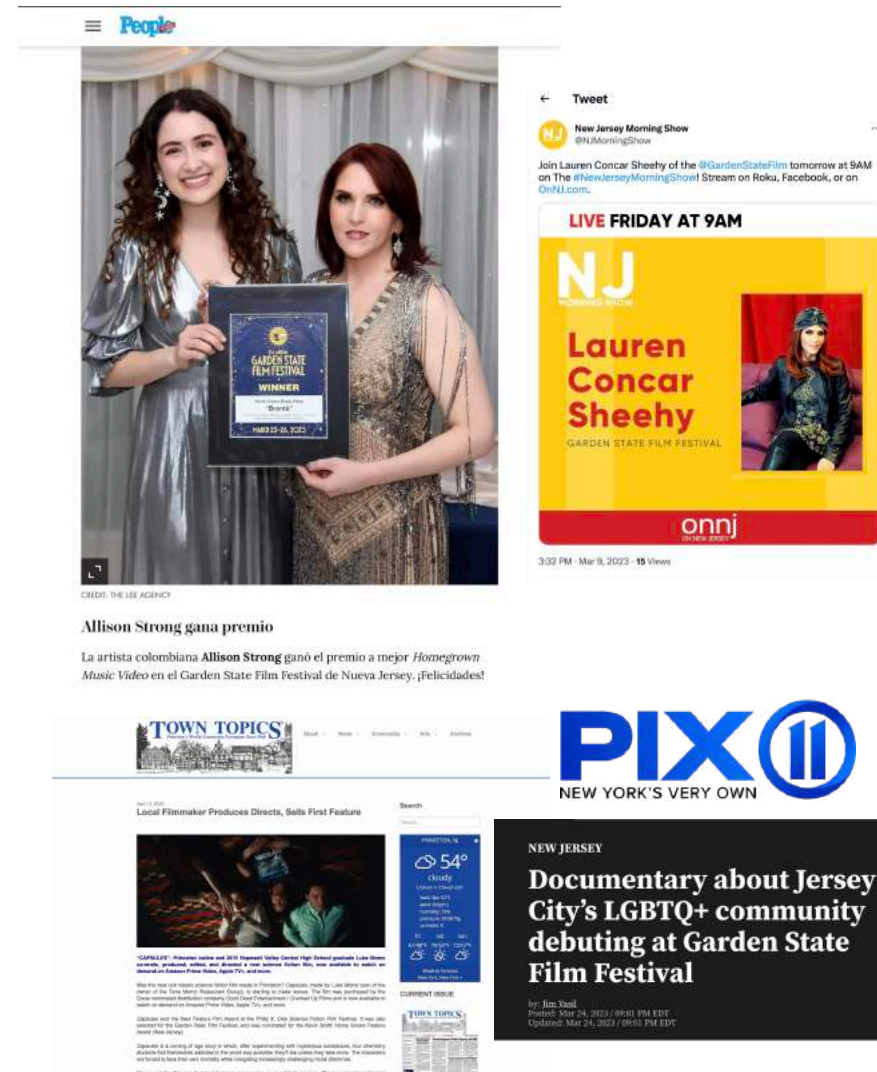
**abc NEWS** **IndieWire** **DEADLINE** **ET CANADA**  
**VOGUE** **People** **VARIETY** **CONDÉ NAST**  
 and others.



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.



# 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](http://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.





**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

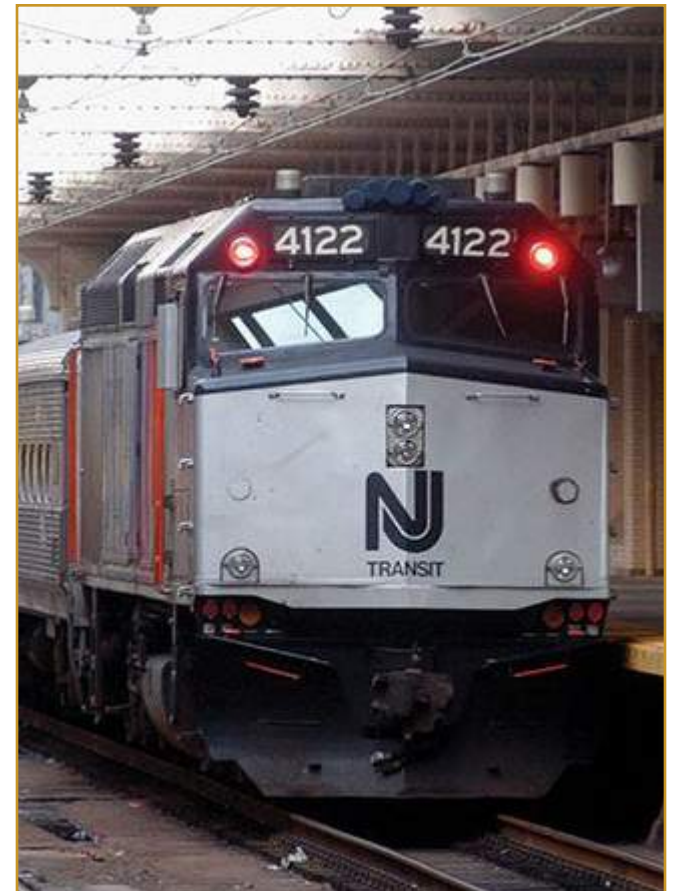
## SPECIAL DISCOUNT CODE OFFERED TO NJ TRANSIT COMMUTERS

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/](https://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 by using code NJT2022 at checkout! Tickets on sale until Sunday, 3/27/22. Purchase tickets: [gsff.org/tickets/](https://gsff.org/tickets/)

Be the first to leave a comment.

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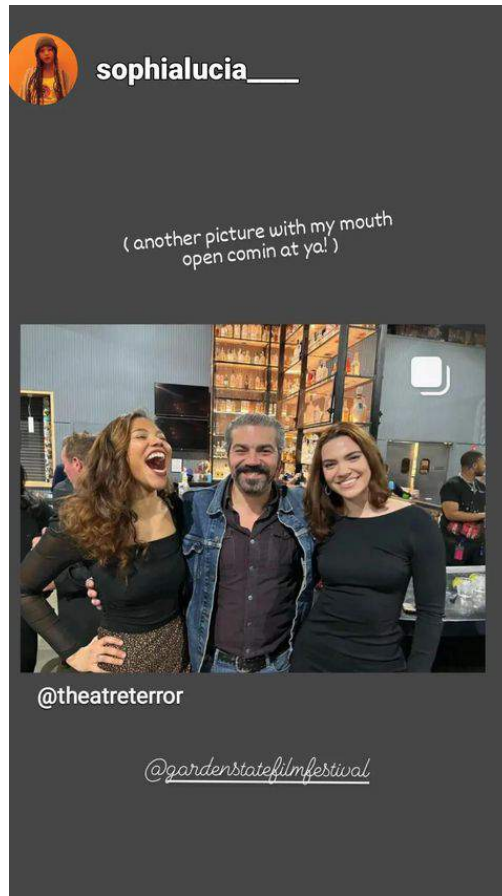
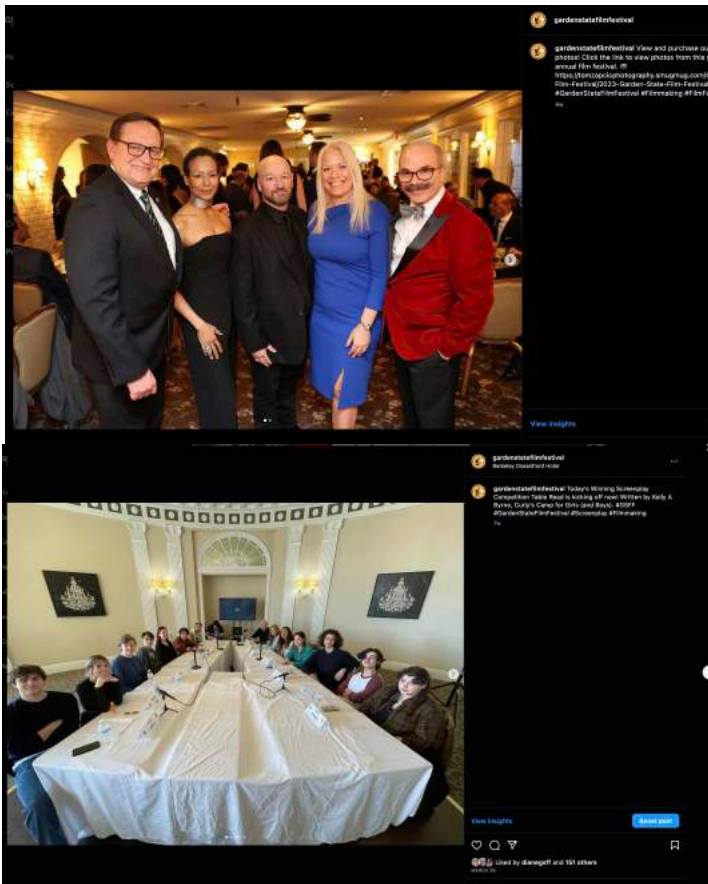
GARDEN  
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# SOCIAL MEDIA

## 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

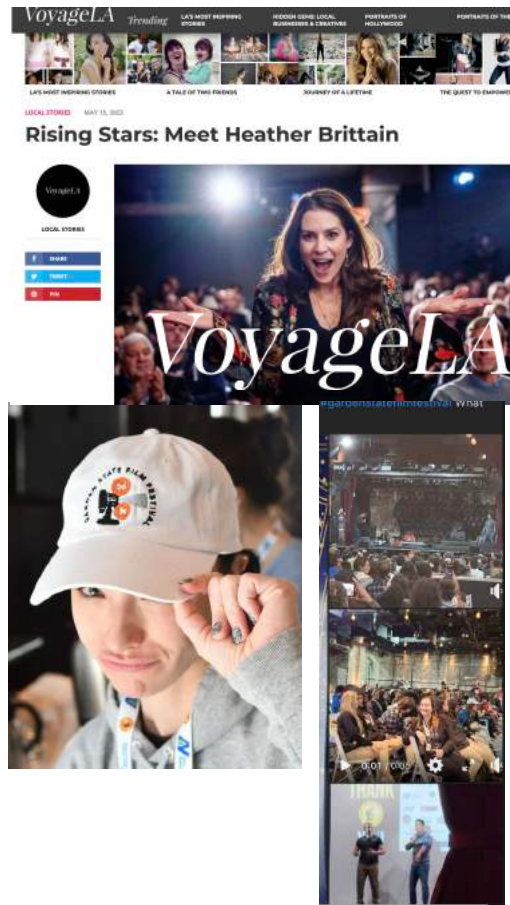




# SOCIAL MEDIA

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

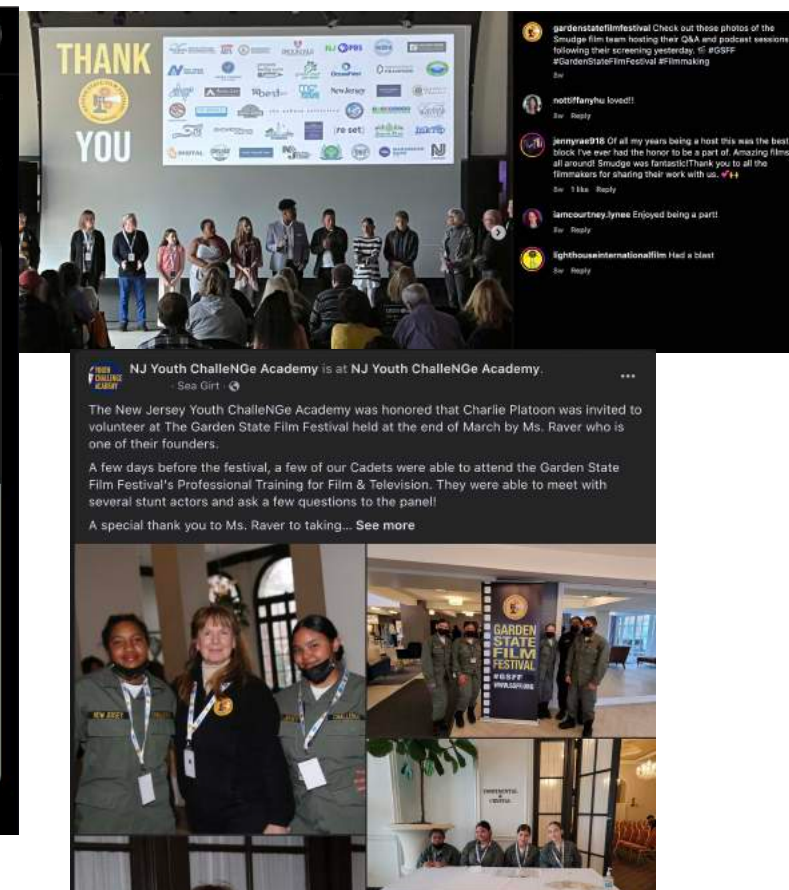
**+337,000 TWITTER Impressions**



Facebook post  
The #GSFF crowd is rolling into Asbury Lanes this...  
Mar 24, 2023, 3:42 PM  
This post reached 1,403% more Accounts Center accounts (4,923 Accounts Center accounts) than your median post (301 Accounts Center accounts) on Facebook.

Facebook post  
Garden State Film Festival 2023 - LIVE with Brianna...  
Mar 11, 2023, 11:43 AM  
This post received 988% more reactions (87 reactions) than your median post (8 reactions) on Facebook.

Facebook post  
Garden State Film Festival 2023 - LIVE with Brianna...  
Mar 11, 2023, 11:43 AM  
This post received 51 comments compared to your median post (0 comments) on Facebook.



# GSFF 2023 AWARDS PRESENTED







# **WE CAN'T DO IT WITHOUT YOU!**

## ***SAVE THE DATE!***

**THE 22<sup>nd</sup> 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!



**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**

