



21ST ANNUAL
**GARDEN STATE
FILM FESTIVAL**

MARCH 23-26, 2023

WWW.GSFF.ORG * #GSFF

Welcome to the Neighborhood.

NEW JERSEY'S PREMIER INDEPENDENT FILM 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.

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About Us

The globally recognized Garden State Film Festival [GSFF], is New Jersey's Premier Independent Film Festival®.

Founded in 2002, the Festival is an annual **celebration of cinema** that includes film premieres, tributes to stars and directors, and signature red carpet events. **Internationally renowned** for its excellence in programming, showcasing the best cinematic arts in the U.S., local and world cinema, the GSFF offers attendees opportunities to experience innovative works by first-time filmmakers alongside films by celebrated masters.

The Garden State Film Festival is a 501(c)(3) registered nonprofit organization.
Federal EIN: 481280505 Reg #: CH 2246300



Welcome

Every year the GSFF pays tribute to Thomas Edison's legacy and the state of New Jersey as the birthplace of the American filmmaking industry. It was right here in Thomas Edison's Menlo Park, NJ laboratories, where he invented the first film cameras and projectors.

The GSFF event provides novice and aspiring filmmakers, actors, and others interested in careers in the film business, the opportunity to meet and network with industry professionals in an atmosphere conducive to learning and mentoring.

Since its inception, industry notables such as Glenn Close, Laura Dern, Matthew Modine, Christopher Lloyd, Batman producer Michael Uslan, Kurtwood Smith, James Gandolfini, Clarence Clemons, Bruce Springsteen, Chaz Bono, Xander Berkeley, Diane Ladd, Bebe Neuwirth, Armand Asante, Stephen Baldwin, Daniel Baldwin, and our biggest supporter, the late Ed Asner, as well as others, have lent their support.

The Show Did Go On!

In 2020 with the worldwide Covid 19 pandemic, theaters were dark, museums were shuttered, work dried up, revenue evaporated and film festivals around the world were canceled.

In spite of the formidable obstacles stacked against us, we were recognized in *British Vogue*, as being...

"Among the first to pivot to a fully digitized event was Garden State Film Festival, the independent showcase based in Asbury Park, New Jersey. After the state's governor, Phil Murphy, announced tighter restrictions on public gatherings, organisers set up virtual screenings of more than 240 films for an audience of 15,000. Each screening block was then followed by interactive filmmaker talkbacks on Facebook".

After 2020, we hoped for an in person event, but March 23 - 28, 2021 found us presenting the **first hybrid film festival in the world**.

In 2021, we tracked both in-person and virtual attendees; in-person capacity at our live venues was limited to a max of 3,179 people due to capacity mandates. Our online streams were an **astonishing 590,000+ viewers**.

In 2022, we welcomed back filmmakers and fans to the **Festivals 20th Anniversary** event with over **37,003,540** impressions.

Thousands of people attended **IN PERSON the 2022** Garden State Film Festival's much-anticipated twelve-day event which took place in Cranford and Asbury Park from March 23 - 26, and our Festival was offered virtually between March 23 - April 3rd.

The spectacular five day in person event welcomed over 18,000 attendees, celebrities, honorees, film industry execs and movie fans to multiple iconic venues.

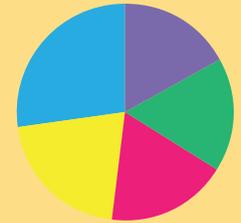
The Festival included networking opportunities, industry workshops, informative panel discussions, winning screenplay reading with in-depth celebrity talk backs, a star-studded red-carpet gala and entertaining parties – all in addition to the screenings of **197 films from seventeen countries around the world**.

The weekend culminated with the 2022 Garden State Film Festival **Awards Gala Dinner** event attended by 450 people.

Audience Demographics

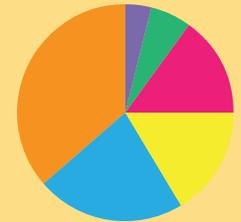
AGE

- UNDER 20 - 17%
- 20-29 - 17%
- Over 55 - 18%
- 45-55 - 21%
- 30-44 - 27%



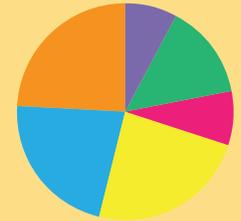
EDUCATION

- HS DIPLOMMA - 4%
- DOCTORATE - 6%
- SOME COLLEGE - 15%
- SOME GRADUATE - 17%
- MASTERS - 22%
- BACHELORS - 36%



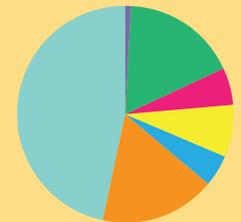
HHI

- 201k+ - 8%
- 151-200K - 14%
- Less than 35K - 8%
- 101 - 150K - 24%
- 36-50K - 22%
- 51-100K - 24%



ETHNICITY

- NATIVE AMER./ALASKA NATIVE - 1%
- BLACK/AFRICAN AMER.- 18%
- PREFER NOT TO ANSWER - 6%
- HISPANIC - 8%
- Other/ Multi-Racial - 5%
- ASIAN PACIFIC/ISLANDER - 18%
- CAUCASIAN - 49%



ICONIC FESTIVAL VENUES

Asbury Park was recently ranked as a top 10 City in the World to Visit by *Travel and Leisure* magazine and was named the “coolest small town in America” by *Budget Travel* magazine.

Asbury Park is also a must visit destination for film enthusiasts who come from across the country and around the world to celebrate the independent film genre.

PARTNERS INCLUDE:

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

Easily accessible from the tri state area by

- Air
- Car
- Mass transit

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.



PRINT AND DIGITAL MEDIA



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.



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.



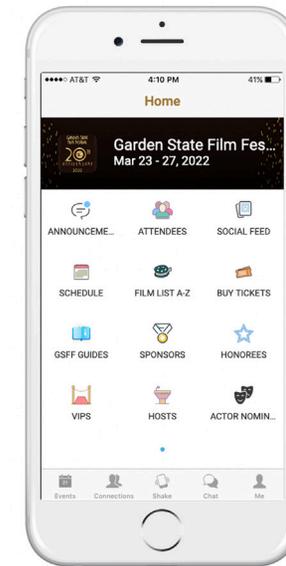
Our internal Public Relations and Communications Department executes a comprehensive campaign disseminating weekly emails, postings on all social media platforms, distributes world-wide press releases to print, TV and radio stations, and our own bi-monthly newsletter exceeding a reach of more than **+37,003,540**.

Beginning in June **each year**, when the call for entries opens, the **Festival** is marketed through thousands of filmmaking and event websites, blogs and social media throughout the world.

 A loyal following of over 30,000 supporters on our extensive direct mail and digital lists.

 Sponsorship funding enables the GSFF to place paid ads in digital, radio, and TV publications.

 GSFF Press Releases were distributed with sponsor logos to an audience of over +322,000 via domestic and international media outlets.



Our event draws national attention and has been mentioned on NBC, CBS, PBS and ABC networks.



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

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



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KNOW A FILMMAKER, COMPOSER OR SCREENPLAY WRITER?
GSFF CALL FOR ENTRIES CLOSING NOVEMBER 1, 2022
SAVE THE DATE

- Mark your calendars and book your hotel because the film festival only happens once a year!
- Join us for current independent films from around the globe at various venues.
- Mix and mingle with filmmakers and celebrities!
- Includes Meet the Filmmakers Festival preview event, Cocktail Gala, Industry Days with workshops, professional panel discussions, parties and more!

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+25,000 dropped

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

REACH



30,900+ LinkedIn impressions



+836,597 Facebook impressions



249,600+ twitter impressions



18,000+ Instagram impressions

NJ TRANSIT PARTNERSHIP



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. GSFF promoted via the on hold phone message, NJ Transit website and all NJ Transit Social Media Platforms as well as employee newsletter.



249,600



79,000



30,900

SPONSORSHIPS

Our sponsors are important partners in the GSFF's mission to present a highly engaging and entertaining Festival that celebrates the art of film and meaningfully connects our community year after year.

As a non-profit organization 501(c)(3), the primary source of funding for the Garden State Film Festival has always been from individuals and corporate sponsors, such as your organization. With these funds, we are able to showcase our selected films in theaters, effectively market and promote our events, provide awards and most importantly, create a memorable experience for our audiences, filmmakers and sponsors.



OPPORTUNITIES

Your company's partnership with the GSFF aligns your mission with a beloved arts institution that combines an increasing regional and national profile with an ongoing commitment to, and impact on, our local community's economic vitality and cultural vibrancy.

Your support will go directly into ensuring an excellent program, all while you have an opportunity to connect to people in a dynamic, entertaining environment. Our rich set of events and activities offers your company the perfect exposure to a diverse group of consumers, tourists and community leaders.

Branding activations include:

- Premier logo placement and advertisements in all of our marketing materials including screening events, website and local media.
- Sponsor table for merchandise sales.
- Additionally, representatives of your organization will be honored at the festival gala and have the opportunity to participate in both Q&A sessions with filmmakers and on-camera video interviews for your promotional use.

Given our 21+ years of experience, we have the ability to tailor a unique sponsorship package to meet your marketing and budget goals. Please reach out to Diane Raver or Lauren Concar Sheehy to receive a partnership proposal.

We're deserving of your support.

At GSSF we are a **community** of people. **Your people.**

We're **sustainable**. For over 21 years we've been working with schools, underprivileged communities, nonprofits, civic groups, and veterans to deliver our mission of providing the highest quality the cinematic arts has to offer.

We're on the frontline protecting **freedom of speech**.
We don't take sides and we don't censor.

Only in Jersey. We proudly stake our rightful claim
to the birthplace of the film industry in the United States

Your gift will be put to work immediately.

You can see how **your contribution affects others** and speak
to them face to face to see how you directly impact lives.

We're local, giving you the confidence of knowing where
and how your contributions are spent.

You're giving to a cause that is **close to your heart and home**.

You're not just supporting GSFF. **You're supporting local businesses,
creating jobs, supporting tourism, and supporting local artists.**

You're transforming the lives of the underserved in our communities.

Can't wait to hear from you!



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