



CLIFTON INTERNATIONAL  
FILM FESTIVAL

COMING FALL 2017

**Objective:**

The proposed Clifton International Film Festival is a three-day event designed to promote tourism and support for the arts through screenings of films from filmmakers from the local area and around the world. To achieve this, a marketing and outreach effort will be put together in partnership with Growth Media Services, a marketing and advertising company with over 25 years of experience in marketing and event management.

**Stage 1: Submissions**

A website, Facebook page and Twitter account will be created to announce the event, direct submissions, and provide updates through the process.

Submissions will be accepted through Film Freeway. This portal provides for streamlined processing of submissions, assigning screeners and judges, and easy updates to submitting filmmakers.

**Proposed categories include:**

Best Writer (Separate feature and short categories)  
Best Director (Separate feature and short categories)  
Best Editor (Separate feature and short categories)  
Best Soundtrack (Separate feature and short categories)  
Best Production Design (Separate feature and short categories)  
Best Actor (Separate feature and short categories)  
Best Actress (Separate feature and short categories)  
Best Stunts (Combined feature and short categories)  
Best Cinematography (Combined feature and short categories)  
Best Short  
Best Feature  
Clifton Award (Audience Choice)

Films created within the last two years would be eligible for competition.

Films created within the last five years would be eligible to submit for screening and laurels, but would not be eligible for competition.

Press releases, social media marketing campaigns and media blasts will be utilized to generate submissions.

## **Stage 2: Judging**

As submissions come in, they will be assigned to screeners. These people will serve as the first cut. They will determine which films get passed on to the judges for prize consideration.

Once a film makes it past the screeners, it will be sent to all five judges, to be scored based on writing, production quality, and talent.

## **Stage 3: Event**

The event will take place over three days,

Friday: 6pm-8pm: Networking and mixer event

8pm-Midnight: Screening of the top two Out of Competition films.

Saturday: 11am-11pm: In Competition Films

Sunday: 11am-5pm: In Competition Short films

5pm: Awards Ceremony

**Budget:**

\$500: Cash prize for Best Feature

\$500: Trophies for Best Feature, Best Short, and The Clifton Award, Certificates for remaining category winners.

\$2500: Advertising: To include, but not limited to website setup, social media marketing and ads, ads through Film Freeway, and national media blast. Also includes printing of programs for event.

\$1500 for screen and sound system rental and setup

\$1000 for mixer/social refreshments

\$6000 TOTAL

**Submission Fees**

Other expenses will be taken as a percentage of submission fees:

**Proposed Submission Fees:**

Early Deadline

Shorts: \$15

Out of Competition: \$25

In Competition: \$35

Regular Deadline

Shorts: \$20

Out of Competition: \$30

In Competition: \$40

Late Deadline:

Shorts: \$25

Out of Competition: \$35

In Competition: \$45

8.5%: Film Freeway fee (could go down to 3.5% if approved as a Film Freeway exclusive)

The remaining balance will be distributed as follows:

5% to screeners who make first cut on films

30% to judges (this will break down to 6% per judge for 5 judges)

25% to Growth Media

40% to Clifton

**Ticket Sales:**

Tickets to the event can be sold as well, with Clifton retaining all revenue.

Suggested price structure:

\$5 per film (or two hour block of shorts)

\$20 per day (Friday to include Social and Films, Saturday to include all films, Sunday to include shorts and Awards)

\$40 for weekend