

TOP 2% OF FILM FESTIVALS
WORLDWIDE!

FilmFreeway

DANCES WITH FILMS CELEBRATING TWENTY TWO

Marketing & Partnership Information

June 13 - June 23, 2019

The Heart Beat of the Indie Scene



The future of independent film!"

- The Huffington Post



President Domestic TV, EuropaCorp **David Spiegelman**; EVP, Acquisitions Paramount Pictures **Syrinthia Studer**; Head of Startup Marketing at Amazon Web Services **Keyvan Peymani**; Producer **Jane Fleming**; Agent, Endeavor Content at Endeavor **Kevin Iwashina**; Producer **Stephanie Allain**; Incentives at Ease Ent. **Dama Claire**, Partner Gersh Agency **Jay Cohen**; Q&A with Cast & Crew after another sold-out screening.



DEFIANTLY Original. Uniquely INSPIRED.

For the past 22 years, **DANCES WITH FILMS** has dedicated itself to thousands of filmmakers who fight, year after year, to achieve their dreams. Voted one of *MovieMaker Magazine's* **Coolest Film Festivals in the World**, and consistently in the top 2% of more than 5000 film festivals worldwide on *FilmFreeway*... And now, *AAA's Westways* has chosen us as one of the top 3 indie film fests of Southern California.

Choosing films solely on merit, vision and 'discoverability', **DWF** is right there with them; giving cinematic warriors the platform, opportunity and exposure that their talent, drive and sacrifice deserves.

Now the largest film festival of its kind in the U.S., **DWF** remains the champion of fresh, creative voices: the Indie Heartbeat of the world.

As a Partner, we position you at the epicenter of rising talent - allowing you to connect with a focused, yet world-wide audience.



the defiant fest of raw talent!"

- The Hollywood Reporter

DANCES WITH FILMS

DEFIANTLY INDEPENDENT SINCE 1998

One of the most engaging,
forward-thinking festivals
in the country.

- YAHOO!

BOOM!

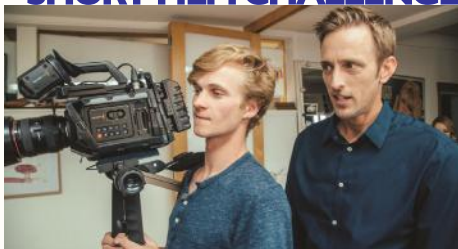
DWF21's explosive energy dominated 2018 with remarkable growth at our home at the famed Chinese Theatres in the heart of Hollywood. Sold out houses have long been the norm and with a powerful industry presence, more and more 'stars' are being forged here. *See our alumni action for who!*

2018 also witnessed the return of (and screenings packed!) the TV & WEBISODE section of DWF... plus the 5th installment of DANCES WITH KIDZ! - delivering the best films *made for kids and made by kids*; we champion the dreams of all - young, old and in between on the independent circuit.

While the focus of DANCES WITH FILMS rests squarely on the wealth of talent chosen to screen each year, the festival also includes several distinctive events which benefit not only the filmmakers, but our sponsors' uniquely branded products as well.

MORE THAN JUST FILMS

2 MINUTE 2 STEP SHORT FILM CHALLENGE



2-Step Winners!

The 2-MINUTE, 2-STEP SHORT FILM CHALLENGE is an exciting favorite program at the festival. DWF picks up to 10 film teams during the festival, giving them the latest in cinematic gear. From there they have just 2 days to create, shoot & edit the most engaging short film during the festival and then present it on closing night! *Check last year's films at danceswithfilms.com!*

INDUSTRY CHOICE AWARD



2017 ICA winner ONE LESS GOD nabs distribution!

Every film in the festival, be it feature, doc, short or music video, is eligible for DWF's **INDUSTRY CHOICE AWARD**. The film deemed best executed overall in production quality, creative vision - all that makes a film 'It' - is chosen by our prestigious Industry Jury. Along with a prize package worth nearly \$100k, the winner receives one of the most coveted rewards of all: a meeting with one or more of the ICA Jurists.

FIRST FILMS SERIES

DWF is about discovery & encouragement. Since practically every top filmmaker today started in the indie world, what better way to find that encouragement than to re-discover how and where these filmmakers started their careers? DWF22 introduces the **FIRST FILMS** series where a now successfully-established artist will screen their first feature film, plus clips from their most recent work, followed by a Q&A to discuss their creative journey.

DANCES WITH THE PILOTS



2016 marked the beginning of DWF's TV and Webisode section... An incredibly hot market, our first line up of content blew the doors off expectations... so much so that we are now coming into our 4th season of the popular division. *Here you will find some of the most inventive and enterprising filmmakers and talent exploding on to the scene. Series have already been picked up and are being developed from just our first two years!*

returning for year 5!...

DANCES WITH THE KIDZ

DWF is thrilled with the return of **DANCES WITH KIDZ!**, presenting the most creatively inspired, kid and family focused films on the indie circuit.

Films made for kids and films made by kids.

The independent film scene has had a dramatic impact on mainstream entertainment for nearly three decades. However, the children and family film market is arguably one of the most profitable realms of the film industry with relatively few venues championing Independent family friendly films.

We are changing all that as we introduce the next generation of media visionaries! The sixth installment will run concurrently with DWF22 (June, 2019) and will launch the new wave of film auteurs. Watch out Spielberg, Rodriguez and Redford!

A breath of fresh flair!

- Los Angeles Times



With filmmaking tools that would have made Charlie Chaplin & D.W. Griffith salivate, today's generation of kids are truly on the cutting edge. Technology could easily surpass imagination if we aren't careful, so we are here to encourage the kids with not only the filmmaking skills, but the storytelling skills, to aspire to the big screen!

DANCES WITH THE FILMS EVENTS



China at the CHINESE

After a terrific first tour of China last December, bringing a slate of films to the city of Beijing, DWF reciprocates with our second annual 'fest within a fest' - presenting a slate of independently made films from across the globe, China!

China is an explosive new market on the world film scene, complete with building an entire city (Dachang) devoted to the filming, editing and teaching the next generation of storytellers from their country. DWF is proud to bring a select group of filmmakers and their films to present to Hollywood.



KIDZ! FILM CAMP

After six years of being astounded by what the youth of today have to offer in perspective and talent, Dances With Films is excited to expand our Dances With Kidz division with a Summer Fun Film-making Camp!

Story is still the first key step to a great film and we have some of the best screenwriters in town sitting down with our campers to help develop stories that the kids will turn into films. Partnering with experts in each field, we know to expect the unexpected!



MONTHLY Mixers

DWF has monthly networking mixers, held around the city of Los Angeles - from Santa Monica to Pasadena, Downtown to Studio City, bringing together the DWF family and friends to share a drink, network, compare notes and keep the energy of the annual fest percolating all year long. In a town where they often say no one cares, we think the alumni of the DWF festival are a definite exception. As we always like to say, there is room for more than one person at the top. (With the phenomenal success of this latest year, we are planning on a tiered expansion into New York, San Francisco, Chicago and Atlanta).



COLLEGE TOUR

Colleges across the country are a massive audience for indie films. Dances With Films is set to bring one and two day mini festivals heading to nearly a dozen colleges supporting the arts with film related studies. These events will bring the best of DWF - engaging the minds of America's future!



WRITER'S RETREATS

DANCES WITH FILMS PANELS

COCKTAILS & CONVERSATIONS

Providing amazing insights to DWF audiences, our Powerhouse Panels run throughout the festival, becoming the must-attend events with top industry professionals including IndieGoGo's **Marc Hofstatter**, **Ray Mansfield** (Get Out, TimeFreak), SAGIndie's **Darrien Michelle Gipson**, **Frank Wuliger** (Partner, The Gersh Agency), Producer **Jeff Kleeman** (The Man From U.N.C.L.E., The Judge) **Kevin Iwishina** (Agent, Endeavor Content at Endeavor), Casting Icon **Debra Zane** (The Hunger Games, The Twilight Saga), **David Crockett** (Concussion, Hugo, GKFilms), **Keyvan Peymani** (Head of Startup Marketing at Amazon Web Services), **Cindy Cowan** (Savior, Very Bad Things), Former President of Relativity Worldwide Production, **Tucker Tooley** and EVP of Worldwide Acquisitions, Paramount Pictures, **Syrinthia Studer**.



The widely popular "Cocktails & Conversations With..." is a series of intimate nuts & bolts Q&A sessions, with some of film's most gifted visionaries, including LORD OF THE RINGS Producer and DWF Advisory Board Member **Mark Ordesky**, **Russell Carpenter** (TITANIC, 21)... plus dir/prod **Michael Lehmann** (HBO's TRUE BLOOD, FX's TYRANT), returning DWF Alum (2000) **Hilton Smith**, producer HBO's DEADWOOD, HUNG, and now Starz's SURVIVOR'S REMORSE and THE BLAIR WITCH PROJECT's **Dan Myrick** - among other greats sitting down in the DWF Filmmaker's Lounge.



Naia Cucukov (Walden Media), Vinnie Scordino (Cinedigm), Tamara Birkemoe (Pres, Foresight Unlimited)



CEO Creative Future Ruth Vitale
Casting Director Carmen Cuba,
CAA's Laura Lewis
and the Gersh Agency's Gerren Crochet



Widely recognized as the premiere showcase of innovative independent cinema in the U.S.

IndieWire

THE PULSE OF INDIE FILM



DEFIANTLY INDEPENDENT SINCE 1998

THE DIFFERENCE BETWEEN DWF AND EVERYONE ELSE

No Politics. No Stars. No Sh*t.

This is how DWF operates. Since its inception, DWF remains the only film festival in the U.S. solely geared to unknowns... no "star" actors, directors, producers or writers within our competition slate. DISCOVERY is DWF's very foundation.

We do not politicize or "invite" films.

The fact that a filmmaker chooses to submit to Dances With Films is important. Selection to appear at DWF has become a coveted pedigree among indie filmmakers and we take that badge of honor very seriously. We choose the best...period.

We watch and respect all of our entries.

Respect for filmmakers is of paramount importance to DWF. Every single submission is watched – not once but several times and by multiple members of

our screening committee. And any film not selected for the fest still receives a personalized response, including specific, positive comments about their film. This takes a great deal of time and the endeavor is well worth it.

We do not screen films against each other.

While many festivals have several screenings going on simultaneously - our screenings are set up so that no film is put at a disadvantage with regard to audiences.

We do not charge filmmakers ridiculous fees.

All filmmakers attending the fest (two per selection) have the opportunity to see everything at DWF. In fact, we encourage it. All parties and other events are equally open to attendees.

Brand loyalties are often established early in careers. Our introductions of filmmakers to festival partners is particularly rewarding for both sides.

Because of the intimate nature of DWF, our partners easily find themselves sharing conversations with emerging filmmakers as well as the major players in the world of film.

Partnerships with DWF's signature programs places your company at the epicenter of this unique industry event.

DWF gives you the most bang for your advertising bucks!

Integrity is of the utmost importance to us in everything we do and partner relationships are no different! Our Partners return year after year because we customize your presence at the Festival, ensuring your company maximum exposure and visibility with our trend-setting Los Angeles audiences.

**An innovator
and leader
in positioning
raw and new
talented
directors.**



Academy Award® Winning Producer Dan Jinks



Russell Carpenter, Academy Award® Winning DP

PARTNERSHIP *Join Us!*

MARKETING

DWF BY THE NUMBERS

2018 ATTENDANCE

- ▶ 21,000+ Tickets Sold
- ▶ 650+ Badge Holders

WEBSITE TRAFFIC

- ▶ 81,000 visitors monthly
- ▶ 1.2 million hits monthly

FESTIVAL SUBMISSIONS

- ▶ 2300 Entries
- ▶ 193 Films Selected
- ▶ 76% USA - 24% Int'l
- ▶ 96% Attendance Rate

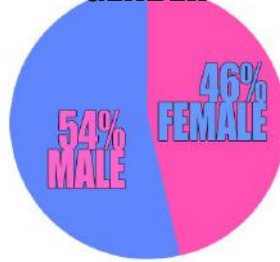
FACEBOOK TRAFFIC

- ▶ Post Views Avg. 4-6K
- ▶ 400,000 Impressions

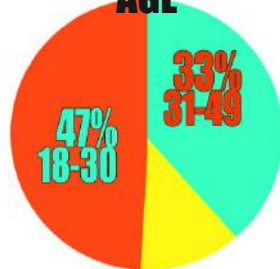
TWITTER

- ▶ Avg. 127K Impressions
- ▶ #DWF19 = nearly 12 million TL deliveries

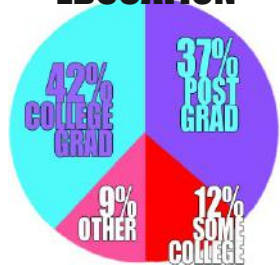
GENDER



AGE



EDUCATION



BRAND LOYALTY & MILLENNIALS

For two decades DWF has cultivated a brand that continues to resonate with the indie film community throughout the world.

As the largest and most heavily attended film festival of its kind in the U.S. - we offer a unique experience to introduce you to a very motivated millennial-centric audience. As one of the most educated generations in history, this group also possesses beyond one and half times more buying power than previous generations. That said - they are also more savvy and are more focused on “**experiences**” rather than “things.”

Widely recognized as the premiere showcase of innovative independent cinema in the U.S., presenting amazing, undiscovered talent to an industry audience in Hollywood.

- IndieWire

NOW LA's LARGEST SUMMER FILM FESTIVAL!

DANCES FILMS

PAST & PRESENT SPONSORS

