

A collage of film stills including a woman with long blonde hair, two women in hijabs, a close-up of a person's face with white paint, a woman with a headband, a woman with a star on her forehead, and a person swimming. A blue laurel wreath is on the left.


ATHENA FILM FESTIVAL

BARNARD

FEBRUARY 28 – MARCH 3, 2019
BARNARD COLLEGE, NEW YORK

Contact: Victoria Gordon, vgordon@barnard.edu/212-854-1520

Festival Overview and Highlights



"I look forward to the day when a female character doesn't need to earn her place on screen by simply being 'strong,' or 'sympathetic,' or 'likeable,' but can be as complex, and complicated, and flawed, and fascinating as we all are. Brava to the Athena Film Festival for its vision, and for providing a platform to celebrate all that we are, on screen and off."

— Niki Caro, Director,
Whale Rider,
The Zookeeper's Wife

Join thousands of attendees for a weekend of inspiring films and educational programs that elevate the voices of fierce and fearless women.

- Features, Documentaries, Shorts, Television and Virtual Reality
- Panels and Workshops
- Screenwriting Labs and Masterclasses for Filmmakers
- Award Ceremony and Receptions

Festival History

"A Film Festival
Named After A Greek
Goddess That
Celebrates Women?
Yes, Please!"
— Refinery29

Founded in 2011, the Athena Film Festival is changing the way our society views and values women and inspiring a new generation of filmmakers and audiences.

The festival is a joint project of the Athena Center for Leadership Studies at Barnard College and Women and Hollywood, a leading voice for women in the entertainment industry.

Over the past eight years, we have welcomed more than 30,000 attendees to campus to watch hundreds of feature films, documentaries, and shorts. We have run dozens of masterclasses, labs, workshops and panels that are fueling the pipeline of female talent.

Together, we are elevating the voices and stories of women and girls.

Details and Numbers



6,500+ attendees
per year



85% Female



79% college degrees



38% of attendees
self identify as
a person of color

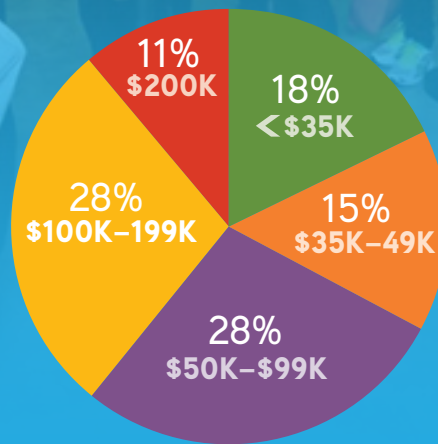


Dedicated network of
90+ community partners
reaching millions
of people.

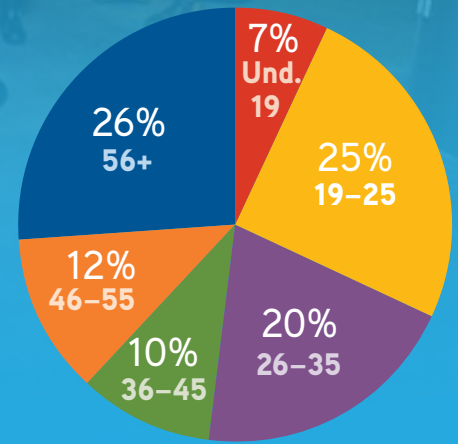


Engaged team of 500+
volunteers

Household Income



Age



Reach

Over 273 million media impressions

Notable and in-depth coverage in such
publications as *Hollywood Reporter*, *Variety*,
New York Times, *Wall St. Journal*, and more

1 million+ unique web visits

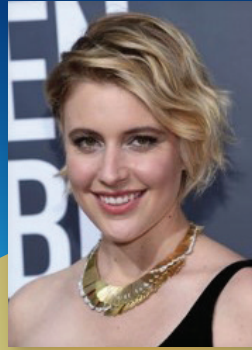
55,000+ social media followers

What People Are Saying



"Who among us, in 2018 doesn't want to fight for what is fair and what is right?"

— J.J. Abrams, 2018 Athena Leading Man Awardee



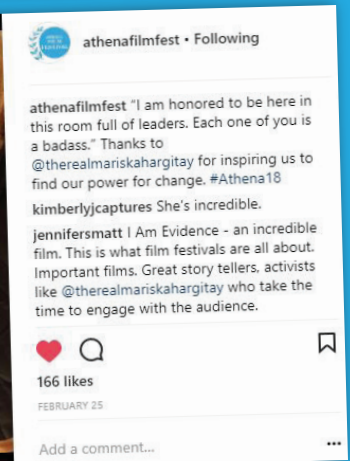
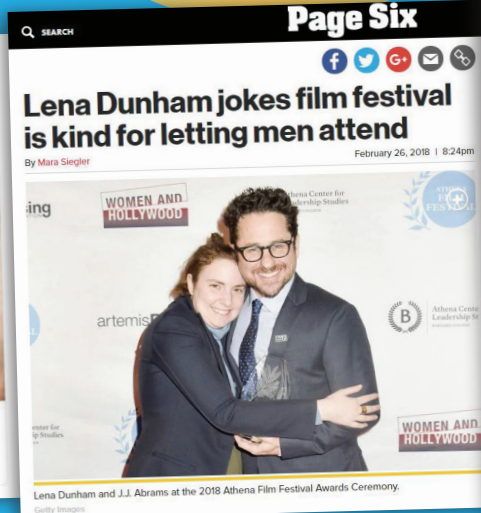
"The first time I was at the Athena Film Festival, I got to meet Ava DuVernay [she] was an honoree and I've obviously watched her explode and it changed my life."

— Greta Gerwig, Barnard Class of 2006, Academy award-nominated director, *Lady Bird*



"Women [they] will help change the face of the industry and that's why we mustn't give up."

— David Oyelowo, 2017 Athena Leading Man Awardee



Sponsorship Opportunities



BRANDING Opportunities

- Awards Reception with VIPs and celebrity guests
- Film sponsorship
- Programs for Filmmakers including: screenwriting lab, works-in-progress, and the Athena List
- Festival Badges and Lanyards
- Volunteer Shirts and Branded Swag
- Co-Branded VIP Swag Bags
- Brand Promotion on Festival Website and Social Media

ACTIVATION Opportunities

- Virtual Reality Lounge
- Filmmaker Lounge
- Reception Areas
- Product Displays and Kiosks
- Youth Luncheon

Sponsor Levels



































Special Thanks to the Sponsors of The Athena Film Festival

FOUNDING SPONSOR

REGINA K. SCULLY / FOUNDER & CEO

ArtemisRising
FOUNDATION

PLATINUM LEVEL

	Bronze \$5,000	Silver \$10,000	Gold \$25,000	Platinum \$50,000	Premiere \$100,000	Presenting \$200,000
Naming rights to special events						
Sponsor of Awards Ceremony and VIP reception						
Custom brand activation						
Speaking Opportunity						
Access to red carpet as well as significant media attention						
Opening, centerpiece, or closing films with accompanying panels, Master classes for filmmakers						
Hollywood conversations, film screenings, receptions or our unique works-in-progress program						
Panel Sponsorship						
VIP passes to all film screenings						
Tickets to exclusive reception and private screenings						
Recognition online, on-screen, in the printed program, and at festival venues						

Join Our Network of Sponsors

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National
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arts.gov

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National Endowment for the Arts.



Council on
the Arts

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Andrew M. Cuomo and the New York State Legislature.



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BARNARD

Founding Organizations



Athena Center for
Leadership Studies
BARNARD COLLEGE



FOUNDING SPONSOR

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FOUNDATION

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the Athena Center for Leadership Studies at Barnard College and
Women and Hollywood,
a leading voice for women in the entertainment industry.

The Artemis Rising Foundation and
its CEO Regina K. Scully is the festival's founding sponsor