



**CELEBRATING 10 YEARS
OF FIERCE AND FEARLESS
WOMEN LEADERS**

**FEBRUARY 27 – MARCH 1, 2020
BARNARD COLLEGE, NEW YORK**

ABOUT THE FESTIVAL

The Athena Film Festival at Barnard College is a four-day celebration of women and leadership. For nearly a decade, we have been showcasing extraordinary stories of fierce and fearless women leaders, curating conversations, and inspiring audiences with a new understanding of what leadership looks like.

FOUNDING ORGANIZATIONS



Athena Center for
Leadership Studies
BARNARD COLLEGE

ABOUT THE ATHENA CENTER

Established at Barnard College in 2009, the Athena Center for Leadership Studies is a catalyst for the education, development, and advancement of inspired and courageous women leaders worldwide.



ABOUT WOMEN AND HOLLYWOOD

Women and Hollywood educates, advocates, and agitates for gender parity across the entertainment industry. Over the last 12 years, it has grown to be one of the most respected sites focused on women's issues and popular culture.



ABOUT BARNARD COLLEGE

Barnard provides a singular educational experience, as a world-renowned college focused on excellence across the arts and sciences, with all the academic resources of Columbia University and the City of New York as an extended classroom. Barnard is one of the most selective academic institutions in the country and is devoted to empowering extraordinary women to become even more exceptional.

CHANGING WHAT LEADERSHIP LOOKS LIKE

Films drive culture and influence how people feel, think, and perceive the world around them. Films have the power to educate, entertain and persuade us.

If the only stories and narratives produced are stories about men, by men, then our society will continue to believe that the voices and stories of women don't matter.

In 2011, of the top 100 grossing films, only **11%** had female protagonists. By 2018, female characters accounted for **31%** of sole protagonists. It is a recent historical high — **but there is still so much work to do.**

The Athena Film Festival at Barnard College is the premiere festival dedicated to challenging and changing how our society views and values women leaders. By celebrating films that feature women leaders and complementing screenings with provocative conversations and educational workshops - we are challenging culture to be more inclusive.



10 YEARS OF IMPACT

Today, the festival reaches larger audiences and offers more diverse programming — engaging artists, youth, and community partners in a movement committed to change.

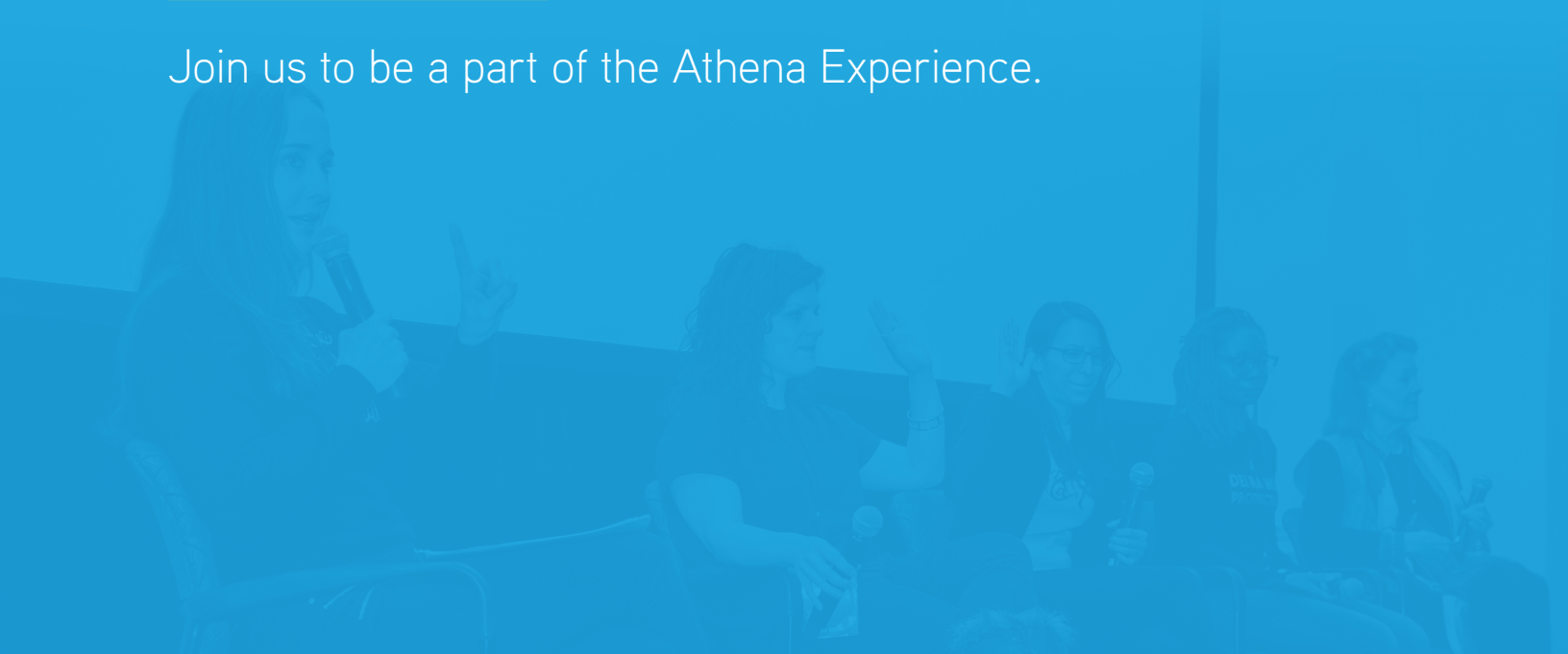


EXPERIENCE ATHENA

- Features
- Documentaries
- Shorts
- Works-in-Progress
- Television
- Virtual Reality
- New York and World Premieres
- Captivating Panels and Moving Conversations
- Educational Workshops and Master Classes
- Filmmaker Networking Opportunities

In 2019, more than 6,700 attendees joined us for the weekend. 75% of films were directed by women; 32% by women of color. With a Q&A, panel, or conversation after 75% of our screenings, our attendees participated in a powerful dialogue about what it means for women to lead. We welcomed over 150 filmmakers and activists to engage our audiences and to think deeper about how to **be brave, be vulnerable**, and most importantly, how to **turn art into action**.

Join us to be a part of the Athena Experience.



WHAT PEOPLE ARE SAYING



Martin Krall (photo.martinkrall.com)

"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*



"We will never accept that change will not happen because it has begun and cannot be stopped."

— **Nina Shaw**, Barnard Class of 1976, Founding Organizer of Time's Up

Athena Film Festival
@AthenaFilmfest

"I look back on that young woman who feared she wouldn't be listened to...This award inspires me to continue to show young women that our voices matter." #Athena18
Athena Awardee @AmmaAsante



THE HOLLYWOOD
REPORTER

How Female-Focused
Version of the Black List
Gave RBG Biopic,
Sundance Winner
'Clemency' a Boost



Hollywood
REPORTER

MOVIES TV BUSINESS STYLE POLITICS TECH CULTURE AWARDS VIDEO SITES
Heat Vision Box Office Reviews Roundtables

Athena Film Festival Honors
'Can You Ever Forgive Me?'
Director Marielle Heller,
Time's Up Organization

7:19 PM PST 3/2/2019 by Allison Criss



THE NEW YORK TIMES

6 Film Series to Catch
in N.Y.C. This Weekend



From left, Julien Bodard, Philippe Jara, Bernard Pruvost, Alano Dufour and Lucy Caron in Bruno Dumont's "Colocoïn and the Extra-Humans," which is screening at the Film Society of Lincoln Center as part of its annual series Rendez-Vous With French Cinema. *Time* Larher

By Ben Kenigsberg
Feb. 28, 2019

Our guide to film series and special screenings happening this weekend and in the week ahead. All our movie reviews are at [nytimes.com/reviews/movies](https://www.nytimes.com/reviews/movies).

ATHENA FILM FESTIVAL at Barnard College (through March 3). This annual event showcases films that are mainly recent and broadly involve the theme of female leadership. Friday night's screening of the Ruth Bader Ginsburg biopic "On the Basis of Sex" will be followed by a panel that includes Jane Ginsburg, the justice's daughter, and Daniel Stiepleman, her nephew (and the screenwriter). The festival will close with "Knock Down the House" (screenwriter). The festival will close with "Knock Down the House" (screenwriter). The festival will close with "Knock Down the House" (screenwriter).

OUR AUDIENCE

Engaged Audiences



6,700+ attendees



87% Female



77% college degrees



33% self identify
as a person of color

Our Reach

Over 246 million media impressions

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

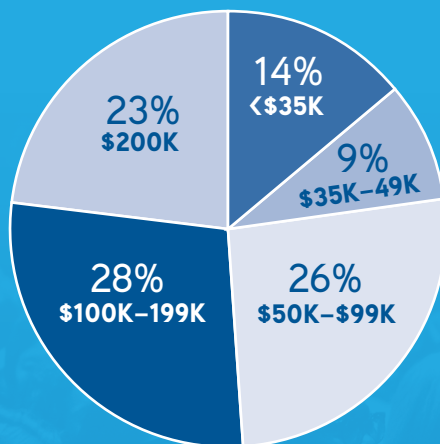
1 million+ unique web visits to athenafilmfestival.com

60,000+ social media followers

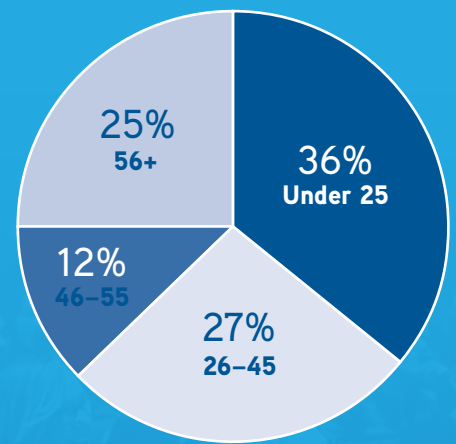
Dedicated network of 90+ community partners reaching millions of people.

Enthusiastic team of **300+ volunteers**

Household Income



Age



WANT TO HELP US CHANGE CULTURE?

The Athena Sponsorship team offers valuable support and guidance to develop a custom program to fit your brand's needs. Here are a few ways to get involved:

Promotional Opportunities:

- Film Screenings, including Opening, Centerpiece, and Closing Night
- Master Classes, Screenwriting Labs for Filmmakers
- Branded Goods: Badges, Lanyards, Volunteer Shirts, VIP Swag Bags
- Promotion on Festival Website and Social Media

Activations:




































- Virtual Reality Lounge
- Activism Booth
- Filmmaker Lounge and Industry- Zone
- Reception Areas and Breaks
- Sample Kiosks
- Youth Luncheon
- Filmmaker Reception and Brunch

Looking for a unique team outing or teambuilding opportunity?

Choose one of our **ticket packages**. The Athena Film Festival is a fun outing for company cohorts. For example, bring your Women's Employee Resource Group to our Opening Night Film. Ticket Packages include reserved seating and access to our VIP concierge.



SPONSORSHIP PACKAGES

	Bronze \$5,000	Silver \$10,000	Gold \$25,000	Platinum \$50,000	Premiere \$100,000	Presenting \$150,000
Naming Rights to Special Events						
Custom Brand Activation (i.e. featured screening, branded lounge, trailer or video inclusion)						
Speaking Opportunity During Awards Dinner or Sponsored Event						
Access to red-carpet as well as enhanced media attention						
Sponsorship of Opening, Centerpiece, or Closing Night films (dedicated reception optional)						
Sponsored Table During 10th Anniversary Awards Dinner						
Sponsorship of individual film screening						
Sponsorship of panel						
VIP passes and access to Hospitality Concierge and Lounge						
Logo inclusion online, on-screen, in the program and throughout festival venues						

HELP US CELEBRATE OUR 10TH ANNIVERSARY



Join us for an Anniversary Awards Dinner to celebrate the power of women, recognize our 10 years of impact, and build momentum for all that we have yet to accomplish.

Anniversary Awards Dinner with VIP and Celebrity Honorees

Wednesday, February 26, 2020
Barnard College Diana Event Oval

Table sponsorship starts at \$10,000

The program will include remarks from inspiring award winners and notable guests.

Presentation of Breakthrough Award

In honor of our commitment to supporting future generations of women filmmakers, the Athena Film Festival will present the Athena Breakthrough Award. The Breakthrough Award will honor a feature-length documentary or narrative film by an emerging woman filmmaker.

Awards
CEREMONY

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amazonstudios



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REAVIS·PAGE·JUMP_{LLP}



The Ravenal Foundation



This project is supported in part
by an award from the
National Endowment for the Arts.



Council on
the Arts

The Athena Film Festival is made possible by the New York
State Council on the Arts with the support of Governor
Andrew M. Cuomo and the New York State Legislature.

THANK YOU!

We are committed to partnering with companies and organizations that are tired of the status quo and committed to shattering cultural stereotypes and the gendered institutions that hold women back.

Together, we have the opportunity to inspire audiences and new generations with all that women can do and be.

We hope you will join us for the 2020 Athena Film Festival.



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