



# ATHENA FILM FESTIVAL

February 22-25, 2018

Barnard College • New York, NY





## A Celebration of Women and Leadership

The Athena Film Festival is a weekend of inspiring films about strong, bold women leaders from all walks of life: stories of ambition, courage, moxie, and resilience. The festival celebrates the testimonies of remarkable women—stories that need to be told and deserve to be honored.



"JOYOUS!"  
ALISSA SIMON, *VARIETY*



# The WOMEN'S BALCONY

שלמה חתני



BASED ON THE UNTOLD TRUE STORY

MEET THE WOMEN YOU DON'T KNOW,  
BEHIND THE MISSION YOU DO.

# HIDDEN FIGURES



## A Unique Vision and Program

Founded in 2011, the festival is a powerful pioneer in the effort to advance women both in front of and behind the camera. The curated program includes Academy Award-nominated films, top-tier features, documentaries, and shorts—including U.S. and world premieres.





## Honoring Leaders in Entertainment

We showcase leaders who have blazed trails, led with grace, and set the example of what it means to make a difference in an industry overwhelmingly shaped by men. Illustrious award winners and presenters include: Jodie Foster, Ava DuVernay, Rosie O'Donnell, Gloria Steinem, Mira Nair, Katie Couric, Eve Ensler, Kate McKinnon, Paul Feig, David Oyelowo and more.



## Highlights

- Red Carpet Awards Reception with VIPs and special guests
- 40+ features, documentaries, shorts, and works-in-progress
- Engaging conversations and panels with directors, writers, and producers that examine leadership with a new lens
- Sold-out audiences and industry buzz
- Master classes and screenwriting lab for filmmakers
- Innovative virtual reality lounge and camera expo





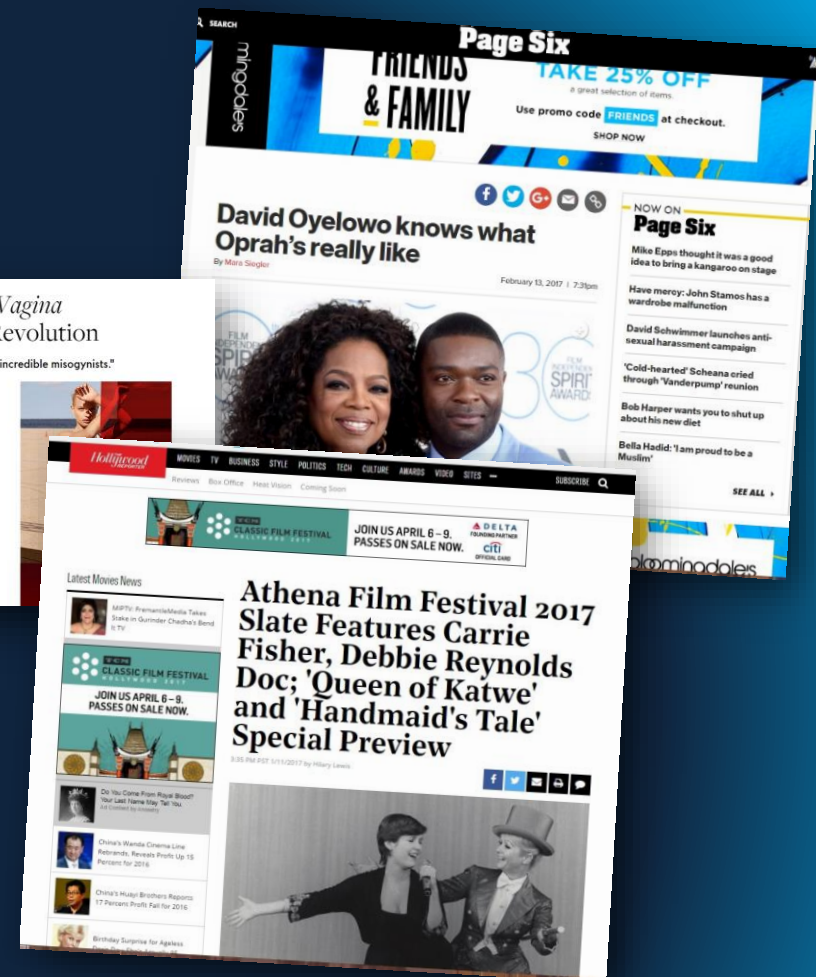
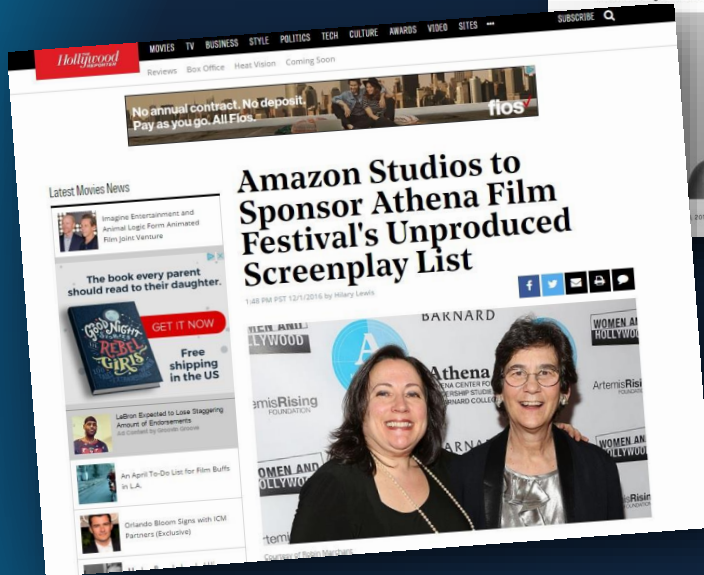
## Engaged Audiences

Over 6000 attendees including 250+ filmmakers, artists, and VIPs, a 20% increase from 2016. A young, predominantly female, engaged, educated, diverse, and high income audience: more than 90% of attendees are female; 30% identify as people of color; >50% are between the ages of 19 and 35.



## 20 Years Ago, Eve Ensler Gave Us *The Vagina Monologues*. She's Still Waiting for the Revolution

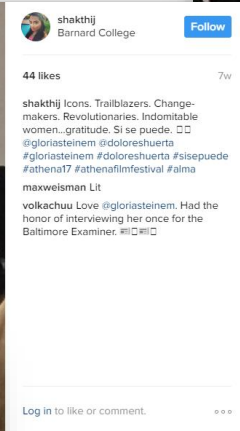
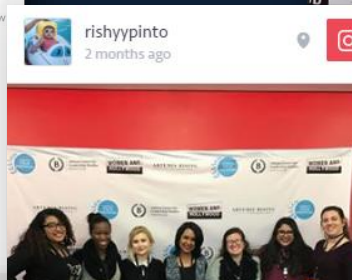
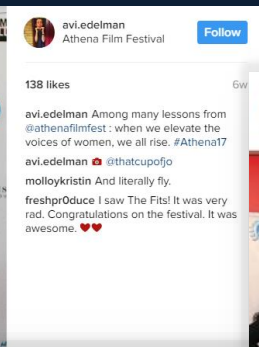
"We have a government that is now run by white nationalists, by billionaires...by incredible misogynists."



# Media Attention and Industry Buzz

- Over 250 million media impressions across a variety of print, broadcast, and online platforms in 2017
- In recent years, coverage in such notable publications as *Hollywood Reporter*, *Variety*, *New York Times*, *Wall St. Journal*, *Time Out New York*, and *Vanity Fair*

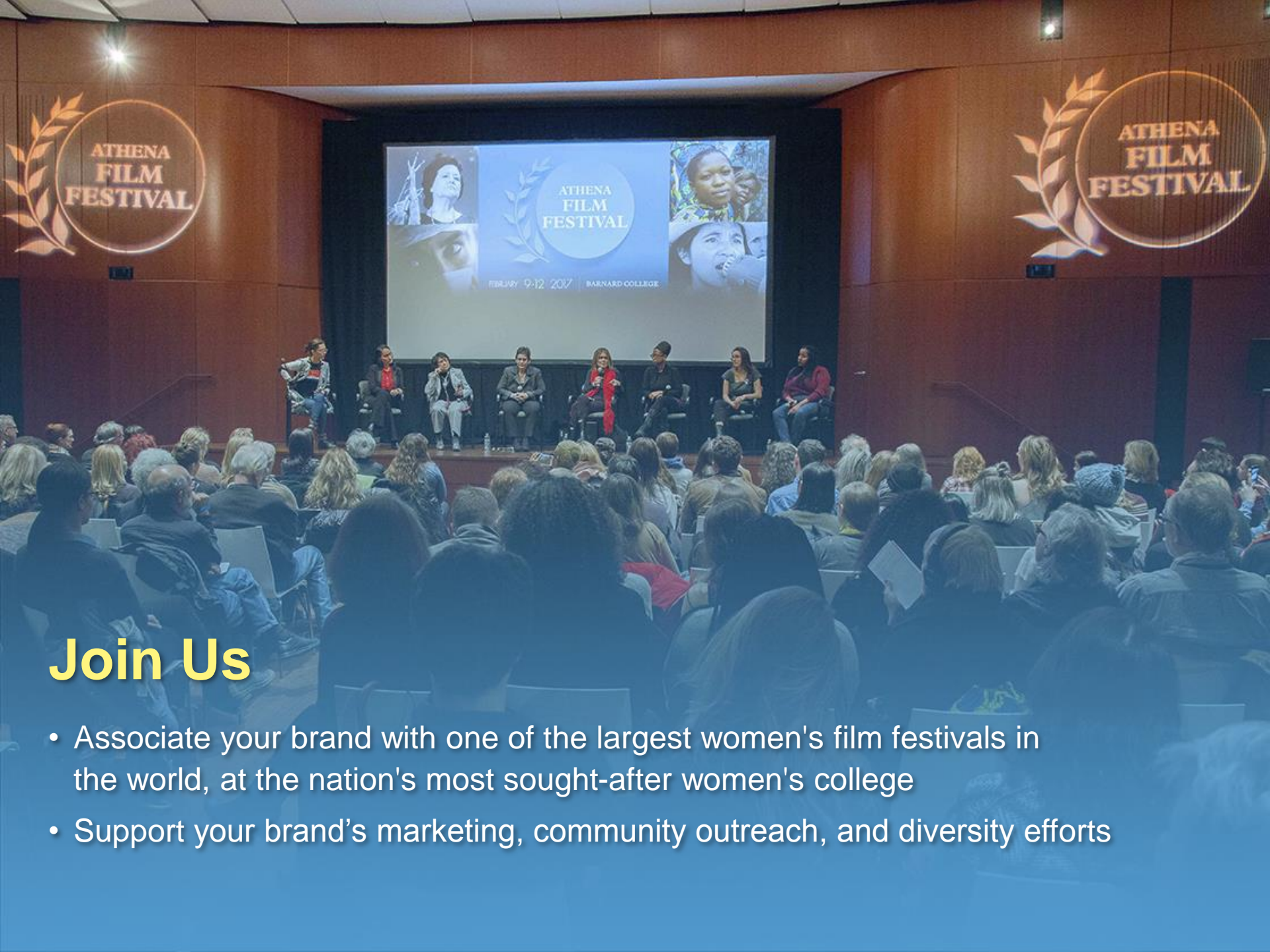




# Vibrant Online Community

- 1 million+ unique web visits
- 45,500+ social media followers
- Direct outreach to 80+ partnering organizations reaching over 2 million people





## Join Us

- Associate your brand with one of the largest women's film festivals in the world, at the nation's most sought-after women's college
- Support your brand's marketing, community outreach, and diversity efforts

REGINA KULIK SCULLY, FOUNDER & CEO FOUNDATION

# ARTEMIS RISING

FOUNDATION

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High performance. Delivered.

LUNA



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OF MOTION PICTURE  
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TIAA

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A Growing Community of Sponsors and Partners



# Sponsor Levels

	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						

The background of the slide features four glass awards, each with a faceted top and a base. The awards are arranged in a row, with the central one being the most prominent. Each award has a white, etched design of an olive branch with several leaves and a cluster of olives. The lighting is dramatic, with a bright light source from the upper left creating a strong lens flare and highlighting the edges of the glass. The overall color palette is dark, with the glass awards providing a focal point.

## Signature Branding and Naming Opportunities

- **Shorts Program:** Diverse short films that exemplify the Athena Mission
- **Virtual Reality:** Extremely popular experience customized for your brand
- **Student Luncheon:** Customized experience for high school and college student delegations
- **Leading Man Award:** Honoring a male actor, producer, director or executive who advocates for gender parity.





## Signature Branding and Naming Opportunities

- **Screenwriting Lab:** Intensive workshop pairing female professional screenwriters with newer writers. Participants selected through a competitive process
- **Works-in-Progress:** Moderating session where filmmakers showcase clips of their films and receive feedback from film professionals
- **Athena List:** Honoring an annual slate of screenplays with strong female protagonists that have yet to be made into films. <<SOLD>>





Join us in celebrating stories of remarkable women  
and supporting a new vision of leadership





Athena Center for  
Leadership Studies  
BARNARD COLLEGE

**WOMEN AND  
HOLLYWOOD**

# ARTEMIS RISING

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FOUNDATION

The Athena Film Festival is a project of 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.



## For more information

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All sponsorships are tax-deductible to the extent allowed by law  
[Athenafilmfestival.com](http://Athenafilmfestival.com)