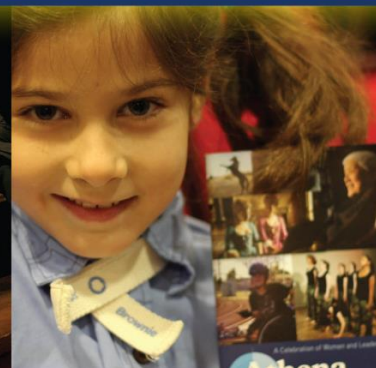


Athena

February 5-8, 2015 • Barnard College • New York, NY

Film Festival



Founding Sponsor: Artemis Rising Foundation

A project of Barnard's Athena Center for Leadership Studies and Women and Hollywood



A Celebration of Women and Leadership

Now in its fifth year, the Athena Film Festival is an engaging weekend of feature films, documentaries, and shorts that highlight women's leadership in real life and the fictional world.

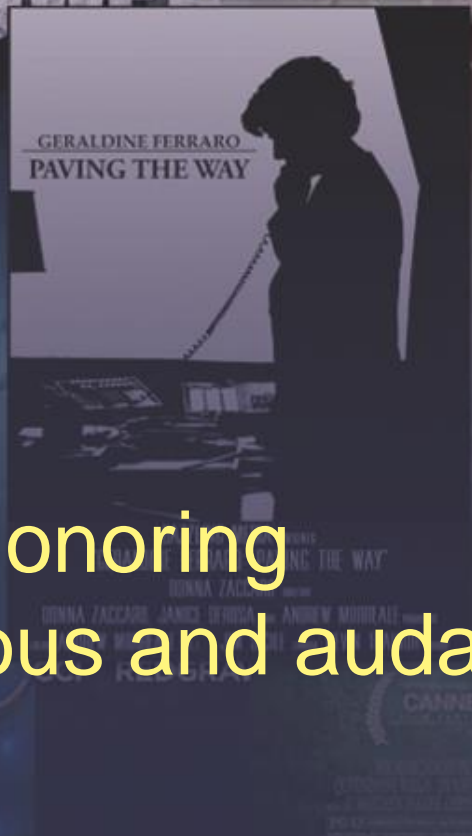
The four-day festival, which includes conversations with directors and Hollywood stars and workshops for filmmakers, has quickly established itself as one of the most prestigious festivals of its kind.

THE WHISTLEBLOWER



"AMONG THE BEST FILMS TO PLAY AT SUNDANCE IN TWO DECADES...
...beautiful both visually and in the tenderness it shows towards the characters."
Marilyn D'Amico
The New York Times

BEASTS OF THE SOUTHERN WILD



A weekend honoring the courageous and audacious.





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THE LIBERAL ARTS COLLEGE
FOR WOMEN
NEW YORK CITY

Athena
ATHENA CENTER FOR
LEADERSHIP STUDIES
AT BARNARD COLLEGE

**WOMEN AND
HOLLYWOOD**

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WOMEN AND
HOLLYWOOD

BARNARD
LIBERAL ARTS COLLEGE
FOR WOMEN
NEW YORK CITY

Illustrious guests, intriguing ideas.



**Sparking conversations,
igniting the next generation of leaders.**



Highlights

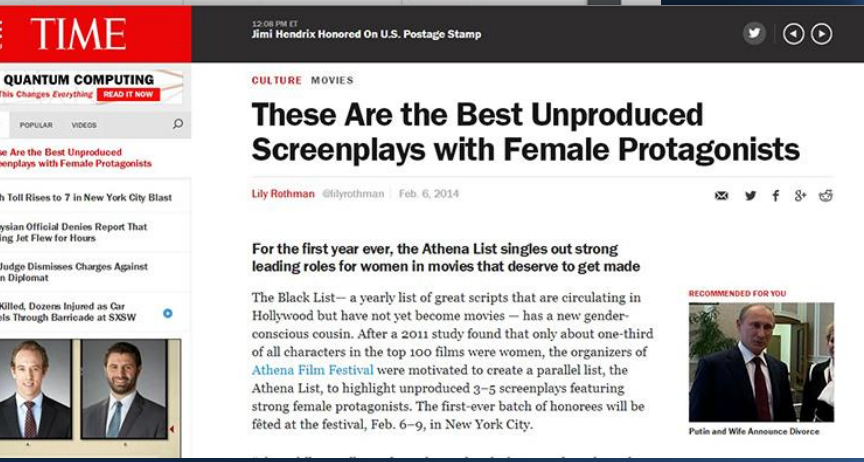
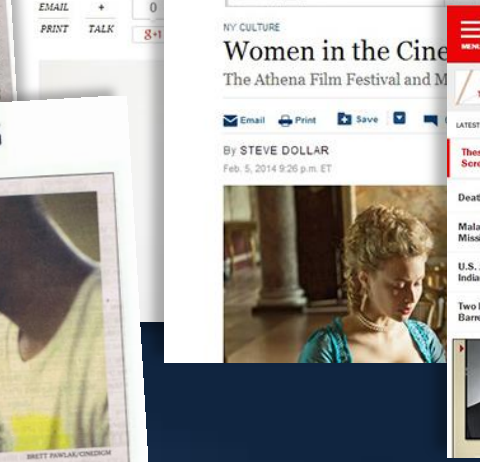
- 35+ features, documentaries, shorts, and works-in-progress
- Stimulating conversations and panels
- Master classes with industry experts
- Red-carpet awards ceremony
- Receptions with special guests
- *Athena List* scripts — a gender conscious alternative to Hollywood's Black List



Audience

Nearly 5,000 attendees, 500+ filmmakers and VIPs, 300+ volunteers

- **High Income:** 25% earn \$50k-\$99k, 24% earn \$100k-\$199k, 17% earn \$200k+
- **Well Educated:** 51% undergraduate degrees, 31% Masters, 14% Doctorates
- **Diverse in Age:** 35% are 19-25, 16% are 26-35, 20% are 36-55, 26% are 55+
- **Gender:** 91% female
- **Residency:** 80% New Yorkers, 20% from across the U.S.



Significant Media

- Over 380 million media impressions
- Coverage in notable publications including *New York Times*, *Variety*, *Time.com*, *Wall Street Journal*, *ETOnline*, *AM New York*, *Huffington Post*, *Indiewire*, and more

ATHENA FILM FESTIVAL (Friday through Sunday) This annual festival celebrating strong women in film started on Thursday and continues with screenings, discussions and other events at Barnard College, 3009 Broadway, between 116th and 120th Streets, Morningside Heights.

The centerpiece is "Decoding Annie Parker," Steven Bernstein's 2013 film starring Helen Hunt, above center, as a geneticist. It is based on the true story of two women whose lives were affected by breast cancer, and will be shown on Friday at 8 p.m. Also on Friday night at 8: "Reaching for the Moon," Bruno Larson, left, and Keith Stanfield), a 2013 feature written and directed by Destin Daniel Cretton. It will be shown on Saturday at 6 p.m. The writer Alice Walker, below left, is the subject of "Alice Walker: Beauty in Truth," a 2013 documentary by Pratibha Parmar. It will be screened on Saturday at 9 p.m. Callie Khouri, who won an Oscar in 1992 for her original screenplay for "Thelma and Louise," will talk on Saturday at 3 p.m. Screenings and events are \$12 each, \$5 for students; an all-evenings pass is \$65, \$20 for students. Details: athenafilmmfestival.com. (Anne Mancuso)



Retweeted by Athena Film Festival
Katie Couric @katiecouric · 9 Feb 2012
 With two gorgeous ladies I admire, Julie Taymor and @gloriasteinem on the red carpet at #athenafilmfest on.fb.me/z7nYq9

Retweeted by Athena Film Festival
Callie Khouri @CallieKhouri · Feb 8
 Just had a lovely, inspiring night @Athenafilmfest Received a beautiful award and connected with old friends and new. Deep thanks @melsil

Retweeted by Athena Film Festival
Ava DuVernay @AVAETC · Feb 6
 Fab piece in Interview Magazine on Callie Khouri. With epic shout-out to @MeISil, whose @AthenaFilmFest is this wknd.

Retweeted by Athena Film Festival
Amma Asante @AmmaAsante · Feb 8
 Bonafide #womenheroes @Athenafilmfest Women in Leadership awards tonight. Powerful evening. Congrats @athenakat @melsil & #Athena14 team.

Retweeted by Athena Film Festival
UN Women @UN_Women · 11 Feb 2012
 In #NYC? Check out @AthenaFilmFest this weekend - only film festival on women & #leadership in the region! owl.li/1G58TP

A Vibrant Online Community

- 600,000/year unique web visits
- 18,000+ social media followers
- Direct outreach to 35+ partnering orgs reaching 560,000 people.



Why Sponsor Athena?

- Associate your brand with the largest women's film festival in New York, at the nation's most sought-after women's college.
- Gain access to an engaged, educated, diverse, and high income audience
- Support your company's marketing and community outreach needs while inspiring the next generation of women leaders

Special Thanks to the Sponsors of
The Athena Film Festival

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Customized packages from \$10K to \$500K

Contributions are tax-deductible

Three ways to contribute:

- General support
- Sponsorship of specific events including Awards Ceremony, *Athena List*, films, panels, or receptions
- Honorary Host Committee membership



Sponsorship Benefits

- On-line, on-screen recognition
- Listing on banners and in program
- VIP passes with reserved seating
- Tickets to red-carpet awards ceremony and receptions



What do you see
when you picture leadership?



For more information

Athena Film Festival

A celebration of women and leadership

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212.854.1412

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Athenafilmfestival.com

Founding Sponsor:

REGINA K. SCULLY / FOUNDER & CEO

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