



BLUE MOUNTAIN FILM FESTIVAL

See th

Blue





Blue Mountain Film Festival

June 1-4, 2023

Following the extraordinary launch of the BMFF in 2022, we invite you to participate in our second year - which we know will be even better. Building on our inaugural season, year two's programming will feature the best of international and Canadian cinema - with a focus on Ontario productions.

With support from our founding partner Blue Mountain Resort, we invite film-lovers, film makers and luminaries to connect, be inspired and escape to Blue for this boutique festival.

- 4 Days
- 25 International Films
- 30+ Screenings
- 2 Day Creative Industry Forum
- Celebrity & Guest Appearances



2022 AUDIENCE

3563

Total Attendance

795

Unique Scans

24

Sponsors

6

Parties & Events

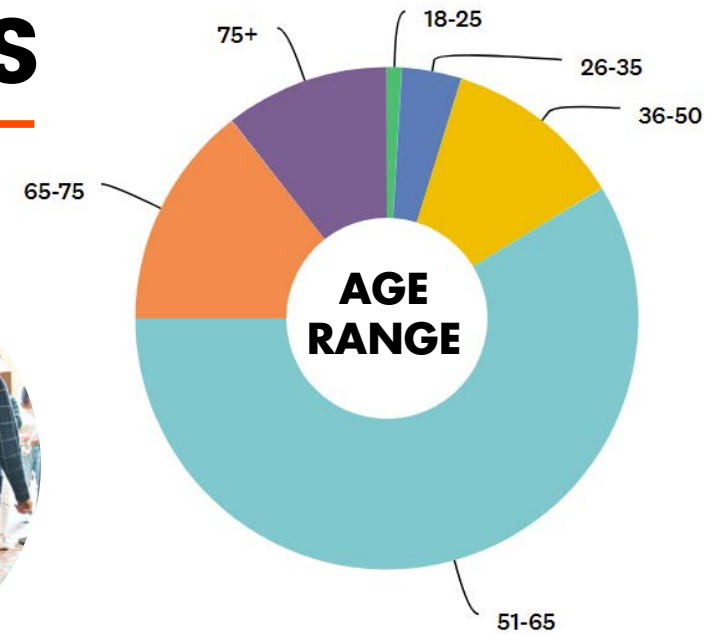


FILMMAKERS AND
INDUSTRY
PROFESSIONALS
INDUSTRY

DESTINATION AUDIENCE
- LOVERS OF THE ARTS
AND THE OUTDOORS
GTA

CULTURAL SUPPORTERS
OF THE ARTS IN SOUTH
GEORGIAN BAY
LOCAL

AUDIENCE INSIGHTS



Survey says...

+70%

The first year exceeded their expectations.

connecting with other audience

80%

- The quality of events offered was very high!

- Found the festival well organized and operated.

100%

- Had fun at Blue Mountain Film Festival!

- Felt festival volunteers were friendly and helpful.



Join Us!

After a successful launch we are ready for year 2 but we can't do it without you!

Premiere Sponsor	\$65K
Marquee Sponsor	\$30K
Industry Partner	\$18-20K
Development Partner	\$10-15K
Corporate Friend	\$5-10K
Local Supporter	\$2K



Ontario Film & TV Industry is Still BOOMING

Ontario Film & TV production is a >\$2 Billion business

- 1** Festivals are major attractions – and cultural tourists are big spenders. Attendees boost the economy, partake in local activities, and, most importantly, they foster a sense of community.
- 2** Festivals are a hub for filmmakers and celebrities and a discovery spot for new talent. Plus festivals are a hell of a good time!
- 3** Film production is big business and a boost to local economies. The festival is a great place to lure future film productions to our region.

Our Optimism is Well Placed

Despite launching a new festival during the pandemic, our festival was an unmitigated success. We are proud to report that we balanced the books in year one.

The word is out and we have the capacity. We anticipate doubling or perhaps tripling our audience attendance in year 2.



**Hollywood North
is moving just a
little further
North!**



What 's our secret sauce?!

Like Telluride (America's favourite boutique film festival), Blue Mountain Village is set in a stunning location. This enables attendees to truly connect - with each other and with nature.

One of the top four tourism destinations in Ontario, Blue's convenient location (90 min. from GTA) enables the festival to draw cast, crew and fans to pack our world class hotels, shops and restaurants. In addition, affluent vacation homeowners in and around the resort will fill our theatres, hungry to experience the best of world cinema in their own backyard.

An aerial photograph of the Blue Mountain Village resort. The image shows a cluster of buildings with red-tiled roofs, surrounded by lush greenery and a winding river or lake. The surrounding hills are covered in dense forest with trees displaying vibrant autumn colors in shades of orange, yellow, and red. The text "Location, location, location..." is overlaid in large, white, bold letters on the upper left portion of the image.

Location, location, location...

As the festival's founding partners, Blue Mountain Village and Blue Mountain Resort are uniquely equipped with the right infrastructure, experience and staff. With over 1,000 hotel rooms we can comfortably accommodate attending crowds as they grow, enabling Blue Mountain Village to fulfill its true destiny as a cultural hub for the region.

WHAT PEOPLE HAD TO SAY



"We would like to extend a warm thanks to the staff and crew at the Blue Mountain International Film Festival for their hospitality while the film was screening this past week. It was an absolute joy. A homecoming, indeed! Thank you, thank you @BlueMtnResort @bluemtnfilmfest"

-Rita Leistner, Photographer & Director of "Forest for the Trees".



"I've been covering film festivals for over 22 years now, and BMFF really hit the ground running on their first year."

-W. Andrew Powell, Founder & Writer, The GATE Magazine



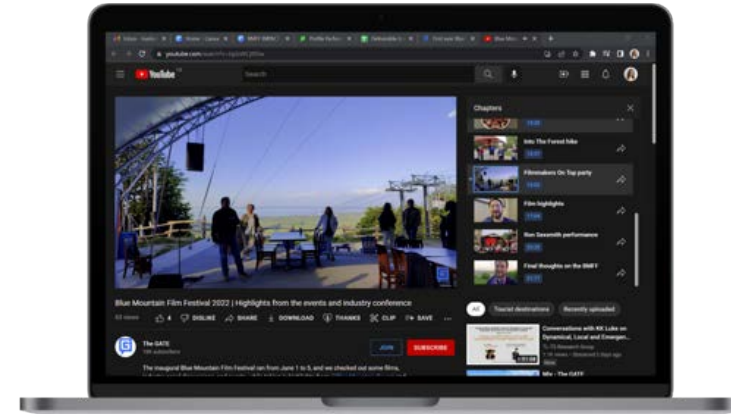
"...the laughs and inspiration of gathering together and talking stories (and watching stories!) was so nourishing and long overdue."

-Allison Black, Producer & BMFF Advisory Committee member



"Had the best time at the inaugural [film fest] watching movies meeting other filmmakers and movie lovers, hiking and taking in the beautiful views! Thank you for having me!"

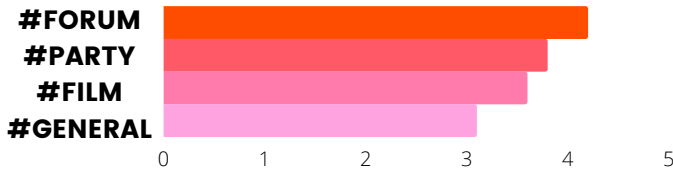
-Marriska Fernandes, Film Critic/ Entertainment Reporter, Toronto Star



**The
Reviews
Are In!**

ALIGN YOUR BRAND

BMFF social following grew from zero to a almost 1000 in just 3 months!



Not Your Average Snooze-Letter!

#1	#2	#3	#4	#5
Sent to: 279	Sent to: 297	Sent to: 13,784	Sent to: 13,262	Sent to: 874
Open Rate: 82.5%	Open Rate: 79.1%	Open Rate: 36.6%	Open Rate: 42%	Open Rate: 62.4%
CTR: 29.1%	CTR: 18.1%	CTR: 1.5%	CTR: 1.9%	CTR: 1%

5.1M Impressions
265K Engagements
74.2K Followers
5.1% Engagement Rate



Organic Social

@BLUEMOUNTFILMFEST

1,043 Total Followers	73,156 Total Followers
376 Published Posts	76* Published Posts
1,659,934 Impressions	241,063* Impressions
28,865 Engagements	6,378 Engagements

@BLUEMOUNTVILLAGE

Paid Social

Overall, our paid social campaigns were delivered over 1.5 million times to over 500K people, generating over 11,000 clicks to the website, surpassing our initial estimates based on the budget and timeline.

Our targeted Letterboxd newsletter campaign proved very successful:

- 37K Recipients
- 76.3% Open Rate
- 2.4% CTR (900+ Clicks!)

Sponsor socials total **3.3M+** followers

Press reached over **16.8M** media impressions

Community & Industry reached **280K** followers



In the Press!

- ✓ Total Clips/Articles: 129
- ✓ Total Media Impressions: 16,000,000 + (broadcast, print and online)
- ✓ Secured coverage in top-tier outlets including Deadline, Variety, National Post, & Toronto Star, among others.
- ✓ Invited key press to attend, including: Marriska Fernandes, Toronto Star, Jason Gorber, CBC/That Shelf Chris Knight, National Post & Andrew Powell, The Gate.



*Published posts and Impressions on Blue Mountain Village Association social channels were impacted by a temporary freeze on accounts due to external security breach.

SPONSORS ON SOCIAL

123

Featured Posts

89K

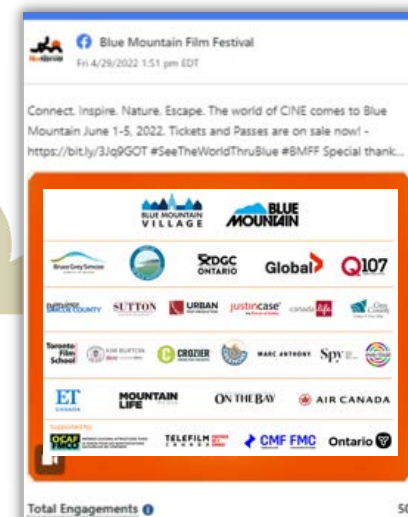
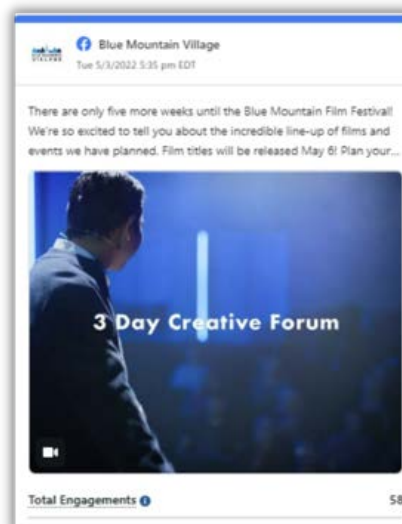
Impressions

4%

Engagement Rate

PERFORMANCE INSIGHTS

TOP PERFORMERS



- **Sponsor tagged posts performed in line with top industry benchmarks!**
 - Average engagement rate was 4% compared to the industry average of 1-5%
- **Facebook & Twitter posts provided higher CTR**
 - With links directly embedded in the copy, rather than in an Instagram bio, there were less barriers to click
- **Party content and Videos generated higher impressions & engagement**
 - Videos performed best across all social channels and both videos and party related content allowed the opportunity to leverage the social influence of multiple sponsors, film related accounts, and performers tagged for wider reach.

Levels of Partnership



65K

- Naming rights of one screening room
- Host of one signature Festival party (opening or closing, branding, activation, comp tickets)
- Activation Space in Screening Lobby or in front of Theatre
- 15 sec Ad on Festival sizzle reel, played at every film screening
- Comp Festival tickets
- Logo or name mention on TV, radio, media releases and editorials
- Logo on Festival tickets + signage
- Social media package
- Logo on website (landing + sponsor pages)
- Logo on Fest + Forum newsletter email footer
- Logo in Fest sizzle reel sponsor slide
- Logo on Forum lanyards
- Inclusion of 2-3 questions in post event attendee survey
- Full post event report

PREMIERE



30K

- Presenting Co-Host of Filmmakers on Top Industry Party (branding, activation, comp tickets)
- Exclusive Sponsor of 1 Forum Session
- Comp Festival tickets and or forum passes
- Logo on Fest + Forum tickets/signage
- Logo on Forum program
- Social media package
- Logo on website (landing + sponsor pages)
- Logo on Newsletter Email footer
- Logo in Fest + Forum sizzle reel
- Logo in Festival promo clip
- Activation space in screening lobby (10ft x 10ft)
- Logo on Forum lanyards
- Full post event report

MARQUEE



18k

- Exclusive Host of one Forum hospitality event (branding & activation)
- Comp Festival, Forum and Party tickets
- Logo on Festival tickets/signage
- Logo on Festival online program
- Social media posts
- Logo on website (sponsor page)
- Logo on Festival Newsletter Email footer
- Logo in Festival sizzle reel
- Activation space in forum lobby (10ft x 10ft, extra fee)
- Post event highlights report

INDUSTRY

Levels of Partnership cont'd...



10-15k

- Opportunity to host one Forum session (branding & activation)
- Activation Space in Screening Lobby (10x10)
- Welcome and thank you social media post
- Logo where branded event is promoted
- Logo on Forum email footer
- Logo on website (sponsor page)
- Logo on Forum lanyards
- Post event highlights report

DEVELOPMENT



5-10K

- Exclusive Sponsor of one of the Festival screenings. Includes opportunity for company representative to address audience for 30 sec
- Welcome Signage at sponsored screening
- Comp tickets to screening
- VIP seating at sponsored screening.
- Welcome and thank you social media post
- Logo on website (sponsor pages)


CORPORATE



2K

- \$1,000 value in film festival tickets - party and screenings
- \$1,000 Donation to BMFF
- Logo on BMFF sponsor webpage
- Logo on Sponsor slide shown at all Film Screenings

FRIEND

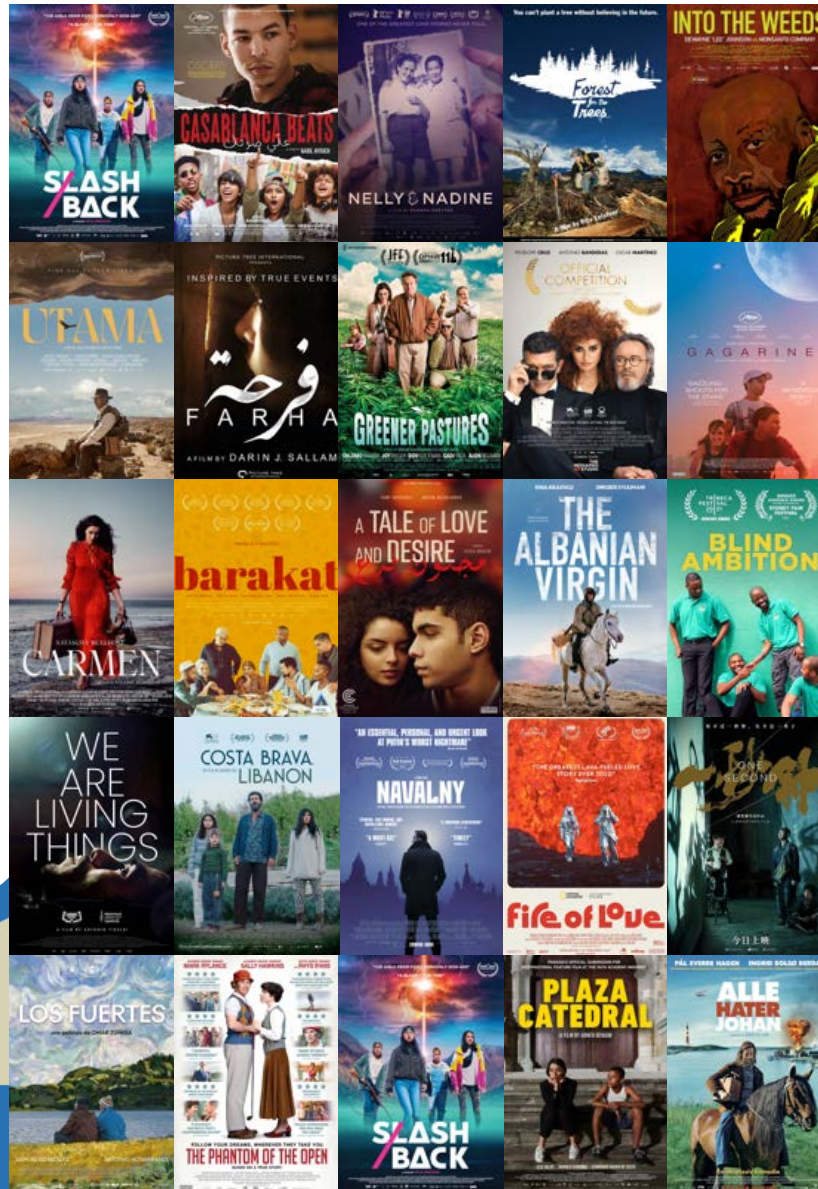


Save the date!
June 1-4, 2023



2022 FILM PROGRAMMING

“The BMFF programming team has curated a diverse selection of powerful films for our inaugural year. From comedy, romance, and adventure, to heavier themes such as war, human rights, and social issues, this slate of films reflects some of the most influential current films from around the world.” – Helen du Toit, Festival Director



Full Lineup

A TALE OF LOVE AND DESIRE	France, Tunisia
BARAKAT!	South, Africa
BLIND AMBITION	Zimbabwe, Australia
CARMEN	Canada, Malta
CASABLANCA BEATS	Morocco, France
COSTA BRAVA LIBANON	Lebanon
EVERYBODY HATES JOHAN	Norway
FARHA	Jordan, Sweden, Saudi Arabia
FIRE OF LOVE	USA, Canada
FOREST FOR THE TREES	Canada
GAGARINE	France
GREENER PASTURES	Israel
INTO THE WEEDS	Canada
NAVALNY	USA
NELLY & NADINE	Sweden, Belgium, Norway
OFFICIAL COMPETITION	Argentina, Spain
OUR HOME (UTAMA)	Bolivia, Uruguay, France
PHANTOM OF THE OPEN	United Kingdom
PLAZA CATEDRAL	Panama, Mexico
SECRET SCREENING	????
SLASH/BACK	Canada
THE ALBANIAN VIRGIN	Albania, Germany, Kosovo
THE LAST FILM SHOW	India, France, USA
THE STRONG ONES	Chile
WE ARE LIVING THINGS	China, USA

32 Screenings



The Art of Sound

Featuring master sound designer Jane Tattersall and Executive Producer Sheila Hockin. Presented by DGC Ontario

Female Genre Mash Up

In conversation with Director Nyla Innuksuk and SLASH/BACK star Tasiana Shirley, led by Telefilm Canada.

Creative Producing in a Destabilized Industry

Prolific producer Dan Bekerman led panel conversation with with top creative producers Allison Black, Shant Joshi, and Karen Harnisch. Presented by CMF.

Haunting Visions

Presented by DGC Ontario, Tara Woodbury moderated panel conversation with designers Elisa Sauvé and Phillip Barker.

"Into the Forest"

Hike with tips for shooting in nature with award-winning filmmaker Patricia Rozema

Eco-Activism in Film

Screening of Into the Weeds and extended Q&A featuring director Jennifer Baichwal and producer Danny Iron.

2022 CREATIVE FORUM

Set in a stunning location, the inaugural Creative Forum of the Blue Mountain Film Festival 2022 took attendees on a wild three-day ride exploring essential techniques in creative producing, sound design, creating haunting imagery, putting a new spin on genre films, eco-activism, and directing tips.

All six forum sessions were focused on industry-leading speakers and designed to maximize attendees creative potential across genres and platforms. Through various fun activities, BMFF's Creative Forum provided multiple opportunities for filmmakers to build lasting relationships with senior industry figures, collaborators, and decision-makers.





Media Coverage

VARIETY

"Former Palm Springs Director Helen du Toit to Lead Blue Mountain Film Festival"

<https://variety.com/2021/film/global/palm-springs-helen-du-toit-blue-mountain-film-festival-1235129977/>

TORONTO STAR

Blue Mountain film fest unites nature and movies
by Marriska Fernandes

<https://www.thestar.com/entertainment/movies/2022/05/30/blue-mountain-film-fest-unites-nature-and-movies.html?rf>

NATIONAL POST

"A fresh fest: Blue Mountain is home to Canada's newest film festival" by Chris Knight

<https://nationalpost.com/entertainment/movies/a-fresh-fest-blue-mountain-is-home-to-canadas-newest-film-festival>

DEADLINE

"Blue Mountain Film Festival Hires Former TIFF International Programmer"

<https://deadline.com/2022/03/blue-mountain-film-festival-hires-tiff-international-programmer-1234980084/>

ORIGINAL CIN

Blue Mountain Film Festival: Familiar Hands Guide the Wheel of Fledgling Fest
by Liam Lacey

<https://www.original-cin.ca/posts/2022/5/30/blue-mountain-film-festival-familiar-hands-guide-the-wheel-of-fledgling-fest>

THE GATE

"I've been covering film festivals for over 22 years now, and BMFF really hit the ground running on their first year. The festival team had a great plan, everything ran so smoothly, and the lineup of events was really excellent."— W. Andrew Powell

<https://www.thegate.ca/film/055292/first-ever-blue-mountain-film-festival/>

2022 SPONSORS



Supported by:



ONTARIO CULTURAL ATTRACTIONS FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO



CMF FMC
CANADA MEDIA FUND
FONDS DES MÉDIAS DU CANADA

