



ABFF Ventures, LLC
6600 Sunset Boulevard
Suite 316
Los Angeles, CA 90028
Phone 323.513.6298

AMERICAN BLACK FILM FESTIVAL HOST CITY PROPOSAL Prepared for the City of Miami Beach

1. ABOUT THE ABFF

The American Black Film Festival (ABFF) is an annual event dedicated to recognizing black talent and showcasing quality film and television content by and about people of African descent. Committed to the belief that diverse artists deserve the same opportunities as their mainstream counterparts, ABFF founder Jeff Friday conceived the festival in 1997 as a vehicle to strengthen the black entertainment community by encouraging resource sharing, education, and artistic collaboration.

After 23 years, the festival has become a cornerstone of diversity in Hollywood, providing a platform for emerging black artists—many of who have become today’s most successful actors, producers, writers, directors, and stand-up comedians including Ryan Coogler (*Black Panther*), Will Packer (*Girls Trip*), Issa Rae (*Insecure*), Kevin Hart (*Night School*), Omari Hardwick (*Power*) and Steven Caple Jr. (*Creed II*). ABFF is the preeminent pipeline for black artists in front of and behind the camera, and has significantly expanded the range of black talent working in the entertainment industry.

As “the nation’s largest gathering of black film and television enthusiasts” the ABFF attracts a broad audience of celebrity talent, emerging artists, upscale consumers and industry stakeholders. Approximately 7,000 people travel to Miami Beach each year for the five-day event. The festival opens with the premiere of an upcoming Hollywood release, followed by a robust schedule of independent film screenings, master classes, panels, celebrity talks, live entertainment, and a variety of networking and hospitality events. With support of the world’s leading entertainment, media and consumer product companies, the Festival continues to lead the way, fostering diversity in the motion picture and television industry.

The American Black Film Festival is a property of ABFF Ventures LLC (ABFFV), a multifaceted entertainment company specializing in the production of live events, television and film focused on African American culture. Headquartered in Los Angeles, the company is a joint venture of Jeff Friday Media and Black Enterprise, two prominent media and event companies, each with legacies of showcasing the best of African American culture and achievement.

The 24th annual ABFF will be held from June 17–21, 2020 and will mark the event’s 14th year hosted in the City of Miami Beach.

2. PARTNERSHIP PROPOSAL

The following sets forth proposed terms of a three-year agreement between ABFF Ventures (“ABFFV”) and the City of Miami Beach (“CMB”) regarding hosting of the American Black Film Festival. The 24th annual festival will take place from June 17-21, 2020. The 25th and 26th annual festivals will take place in June 2021 and June 2022 respectively. ABFFV agrees with the City of Miami Beach to hold festivals in Miami Beach under the following terms and conditions.

ABFFV agrees to do the following:

- a) ABFFV will produce and market the 2020, 2021, 2022 ABFF, a five-day event attracting upscale African American leisure and business travelers, while encouraging diversity in the film and television industry. As is customary, festival activities will be centered in the City of Miami Beach.
- b) ABFFV will promote 2-4 partner hotels each year and allow the properties to offer incentives to its attendees.
- c) ABFFV will also host a free community WALLCAST® screening in Soundscape Park during the festival (weather permitting) and subject to the CMB's use of its waiver to cover the venue rental cost. The day and time of the event will be at the discretion of the ABFF.
- d) In connection with the City of Miami Beach support of the 2020 and 2021 ABFF, it will also receive additional marketing benefits and rights as outlined in Exhibit A

In consideration of the above, ABFFV agrees to do the following:

- a) In exchange for ABFFV agreeing to hold the film festivals in Miami Beach and providing additional marketing benefits as described above, CMB agrees to pay ABFFV an annual fee of \$250,000 to help subsidize the costs of the event. Payments to be made in January 2020 and January 2021 and 2022.
- b) CMB will also serve as an advocate for and assist ABFFV in securing permits, venues and services controlled/managed by the City.

EXHIBIT A
SPONSORSHIP BENEFITS AND RIGHTS

- 1) **Marketing (Pre-Festival):** In connection with the pre-Festival Marketing, Sponsor will receive:
 - a) Outdoor: Logo inclusion in outdoor advertisements promoting the festival.
 - b) Email: Inclusion in all e-mail advertisements promoting the festival
 - c) Magazine: Logo inclusion in print ads national magazine advertisements. Sponsor's logo shall be displayed in the "Host Sponsors" category of Sponsors. The parties acknowledge that such inclusion shall be subject to the terms and conditions of the third party barter media agreements between ABFFV and the applicable third party media party. For the avoidance of doubt, Sponsor's failure to receive such media impressions related to such magazine advertising shall not be deemed a breach of this Agreement and shall not entitle Sponsor to any reduction of the Sponsorship Fee and/or other remedies.
 - d) Television: Logo inclusion in television commercials promoting the festival. The parties acknowledge that such inclusion shall be subject to the terms and conditions of the third party barter media agreements between ABFFV and the applicable third party media party. For the avoidance of doubt, Sponsor's failure to receive such media impressions related to such magazine advertising shall not be deemed a breach of this Agreement and shall not entitle Sponsor to any reduction of the Sponsorship Fee and/or other remedies.
 - e) Website:
 - i. Right to place a 728 x 90 static banner on the festival Website. The banner will rotate on with other sponsors on designated pages within the website.
 - ii. Sponsor logo and company boilerplate on Sponsor page of festival Website.
 - c) Direct Mail: Sponsor logo placement on promotional postcards to be distributed at ABFF Partner events and via targeted mailings (distribution 30,000+).
- 2) **On-Site Branding:** During the Festival, Sponsor shall be entitled to receive the following on-site branding and presence:
 - a) Venue Branding: Sponsor logo will be prominently displayed on pop up banners (Welcome banners) placed in high trafficked areas of the key festival venues – host hotels and official screening venues.
 - b) Film Screening Pre-Roll Commercial: Right to play a thirty-second (30) video prior to all film screenings.
 - c) Festival Signage: Sponsor logo will be included on festival event screensavers, in such location as designated by ABFFV.
 - d) Program Guide: One (1) full-page color ad in the Festival's Program guide.
- 3) **Festival Credentials & Hospitality:** Sponsor will be entitled to receive access to Festival activities as follows:
 - a) Ten (10) Sponsor badges allowing VIP entry to official festival events
 - b) Reserved seating for Opening Night Film.
 - c) Invitation for up to two (2) guests to attend the Founder's Brunch (or similar VIP event).
- 4) **Public Relations:**
 - a) Prominent mention on all press releases.
 - b) Opportunity for a City Official to make Welcome remarks during the Opening Night ceremony and the Founder's Brunch attended by corporate partners.