

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Vice-Mayor Ricky Arriola
DATE: September 11, 2019
SUBJECT: REFERRAL TO THE FINANCE AND CITYWIDE PROJECTS COMMITTEE
TO DISCUSS SPONSORSHIP OF THE AMERICAN BLACK FILM
FESTIVAL.

ANALYSIS

The American Black Film Festival (ABFF) is an annual five-day event dedicated to empowering black artists 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 filmmaking community by encouraging resource sharing, education and artistic collaboration. ABFF has called Miami Beach home for over two decades.

ABFF has grown in popularity, and as a result, its costs have too. ABFF is asking the City of Miami Beach to support it by becoming an official sponsor. ABFF will produce and market the festival for 2020-2022, promote partner hotels, and offer community Wallcasts in Soundscape Park for a \$250,000 annual cash sponsorship from 2020-2022. Additional details of the proposal can be found in the attachments.

I ask the Finance and Citywide Projects Committee to consider ABFF's proposal.

Applicable Area

Citywide

Is this a Resident Right to Know item?

Yes

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Vice-Mayor Ricky Arriola

ATTACHMENTS:

Description

- ▢ ABFF Overview
- ▢ ABFF Marketing Report
- ▢ ABFF Sponsorship Proposal



ABFF OVERVIEW



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THE SPIRIT OF ABFF

"At the heart of the American Black Film Festival (ABFF) organization is our commitment to community – a community of artists, industry executives and film and TV lovers, we gather to elevate one another and be inspired."

- Jeff Friday, ABFF Founder & CEO



ABOUT ABFF

The American Black Film Festival (ABFF) is an annual five-day event dedicated to empowering black artists 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 filmmaking community by encouraging resource sharing, education and artistic collaboration. He ultimately envisioned it as a cornerstone of diversity in Hollywood.

For more than two decades the festival has been a platform for emerging black artists — premiering the early work and showcased the talent of many of today's most successful actors, producers, writers, directors and stand-up comedians — including Halle Berry (*Monsters Ball*), Ryan Coogler (*Black Panther*), Anthony Anderson (*Black-ish*), Will Packer (*Girls Trip*), Issa Rae (*Insecure*), Kevin Hart (*Night School*), Kerry Washington (*Scandal*), Omari Hardwick (*Power*) and Steven Caple Jr. (*Creed II*). ABFF is the pre-eminent pipeline for black artists in front of and behind the camera, and has significantly expanded the range of talent working in Hollywood.

As “the nation’s largest gathering of black film and television enthusiasts” the festival attracts a broad audience of A-list talent, emerging artists, upscale consumers and industry stakeholders. Approximately 9,000 people travel to Miami Beach for the June event. The festival opens with the premiere of an upcoming Hollywood release followed by independent film screenings, master classes, panels, celebrity talks, live entertainment, and a variety of networking and hospitality events.

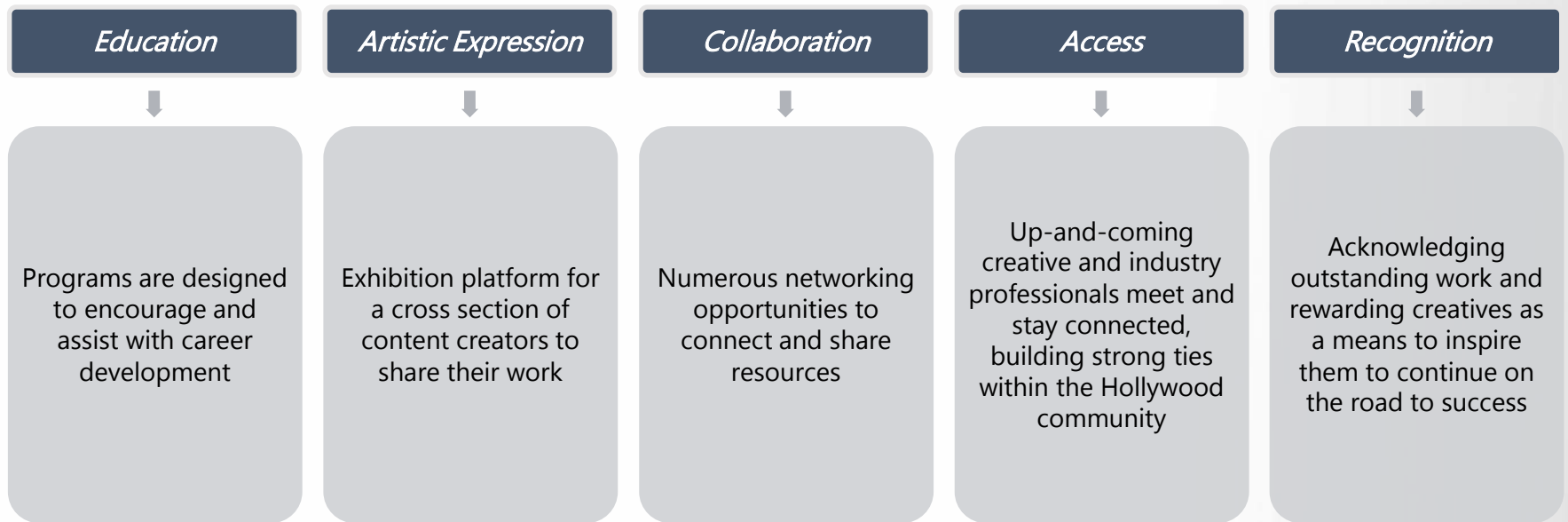
The ABFF’s dynamic programming continues to evolve. In recent years, it has extended beyond the inclusion of television-related content to launch the Business of Entertainment seminar series co-programmed with leading media and technology companies.

In 2017, the ABFF launched its Greenlighters Academy, an annual pipeline program for students attending Historically Black Colleges and Universities with an interest in pursuing corporate careers in film, television and entertainment media. The 2019 festival will introduce *About Women*, a global initiative focused on empowering and inspiring women of color in the film and television industry. ABFF will also unveil a new section showcasing films based on cause-related topics impacting communities of color.

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 Film Life Inc. and Black Enterprise, two prominent media and event companies, each with legacies of showcasing the best of African American culture and achievement.

The 23rd annual American Black Film Festival will be held in Miami Beach June 12–16, 2019.

PROGRAMMING INITIATIVES



ABFF Talentworks® is a unit within the American Black Film that produces talent pipeline programs to introduce diverse artists to the industry at large and provides marketing outreach services to organizations with existing talent inclusion initiatives.

These partners recognize the value of ABFF's unparalleled access to emerging black talent. They engage us to produce pipeline programs (contests, competitions, showcases, labs, etc.) and promote their initiatives, steering diverse talent to their organizations. Through these efforts, many of the industry's most successful producers, writers, directors, actors and stand-up comedians have been discovered. The festival's partner roster includes HBO, Comcast NBCUniversal, truTV, Kevin Hart's LOL Network, Amazon Video Direct, Lightbox, TVONE, BET and Xfinity's Streampix.

Our collection of recent talent pipeline programs include:

1. *ABFF Comedy Wings Competition: Identifies emerging stand-up comics; presented in association with HBO*
2. *ABFF Turner TV Writing Contest: Discovers quality diverse writers for television*
3. *ABFF Lightbox Documentary Features Initiative: Identifies non-fiction storytellers with compelling projects which be produced in partnership with academy award-winning production company, Lightbox.*
4. *ABFF Laugh Out Loud Filmmaker Fellowship: Seeks creative script ideas for content development on Kevin Hart's Laugh Out Loud (LOL) Network*
5. *ABFF truTV Comedy Writers Competition: Designed to find comedy writers with a distinct POV*
6. *TV One Narrative Screenplay Competition: Feature-length screenplays are submitted for an opportunity to be produced for network television*
7. *BET ColorCreative Script to Screen Contest: Talented episodic television writers compete to have their idea developed into a pilot ready script.*
8. *NBCUniversal Hosting Workshop: A competitive workshop to cultivate on-camera host talent for news- and entertainment-formatted shows*
9. *ABFF Star Project: A search for undiscovered talented actors on the verge of stardom*

A PROVEN TALENT PLATFORM

The ABFF began as the Acapulco Black Film Festival. John Singleton, Morgan Freeman, Robert Townsend in attendance; Halle Berry Received the Rising Star Award



1999

Kerry Washington attends the festival to promote her first leading role in the feature film *LIFT*; Anthony Anderson (*Black-ish*) receives the Rising Star Award



2006

Ryan Coogler wins the short film competition. He goes on to write and direct highly-acclaimed films, *Fruitvale Station* and *Creed* as well as the blockbuster hit *Black Panther*



2016

1997



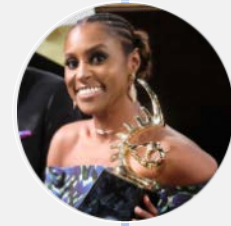
Will Packer screens his first feature film, *TROIS*, and wins the Audience Award

2001



Kevin Hart performs in the ABFF Comedy Showcase

2011



ABFF Honors has its inaugural television broadcast. The festival celebrates its 20th anniversary in Miami Beach with 10,000 attendees and a premier screening of *Insecure*, Issa's Rae debut series

OUR AUDIENCE



Gender	Age	Income	Ethnicity	Top Markets	Education
Female – 61%	18-25 – 8%	Under \$25K – 9%	81% Black / AA	NY/NJ – 26%	Post-Graduate Degree – 34%
Male – 39%	26-34 – 36%	\$26K-\$49.9K – 23%	5% Hispanic	MD/DC – 16%	Bachelor Degree – 43%
	35-44 – 32%	\$50K-\$74.9K – 19%	6% White / Caucasian	GA – 16%	Associate Degree – 5%
	45-54 – 17%	\$75K-\$99.9K – 22%	3% Native American	CA – 11%	Some College – 10%
	55+ – 7%	\$100K-\$199.9K – 18%	1% Asian	IL – 8%	High School – 7%
		\$200K + – 9%	4% Other	TX – 8%	
				NC – 4%	
				Other States – 8%	
				Outside US – 3%	

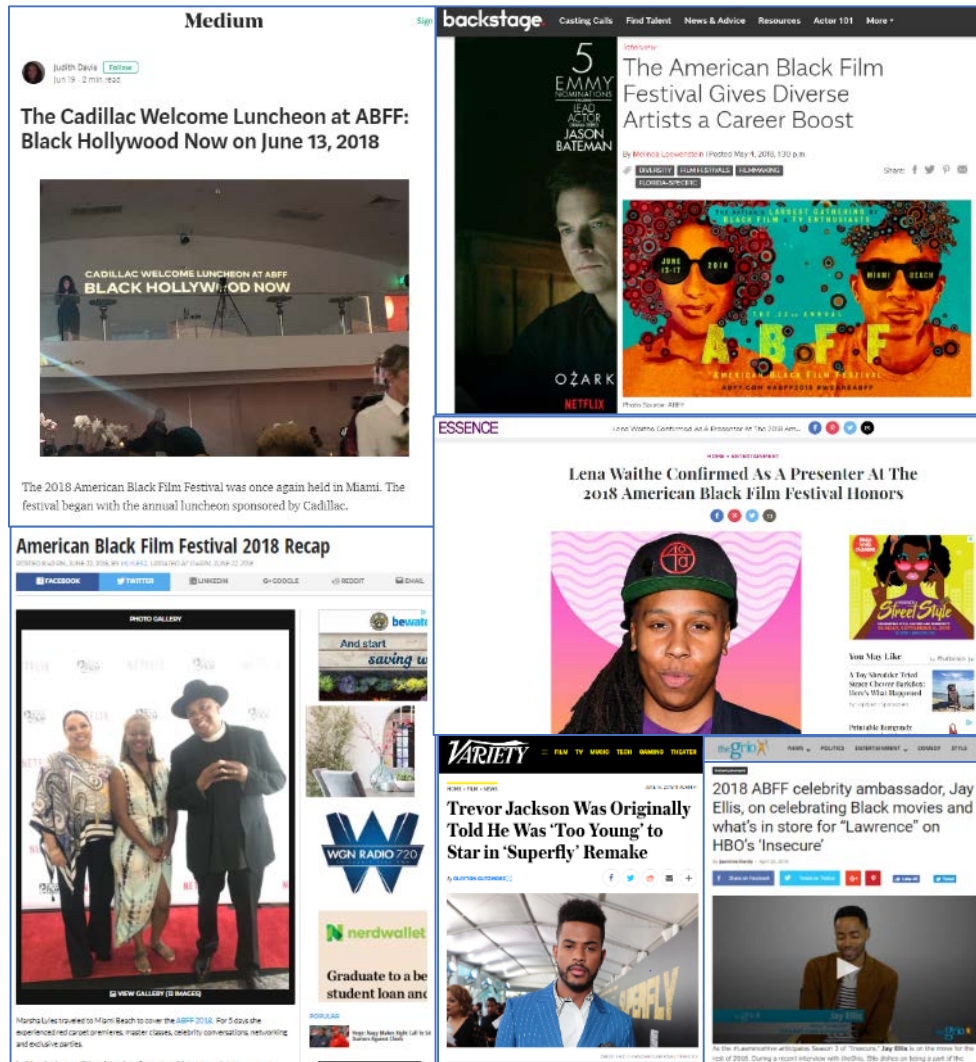
MARKETING

Each year the ABFF executes a 10-month marketing campaign comprised of national and local advertising. Its inclusive of television commercials, digital and radio advertising and promotions, social media, print ads and email marketing. Through strategic partnerships with networks, magazines, internet outlets, professional and industry organizations, our marketing efforts are amplified throughout the year.

In 2018 ABFF reached an estimate of 43 million impressions.



PRESS & MEDIA



Each year the festival has a six-month press campaign targeted to African American consumer and entertainment trade media.

The 2018 ABFF garnered an access of 6 billion media impressions through print, electronic, broadcast, and digital press coverage.

Among the outlets that have prominently covered the event are: *The New York Times*, *Los Angeles Times*, *Deadline*, *Billboard*, *Inc.*, *CNN*, *People*, *Essence*, *Variety*, *Black Enterprise*, *theGrio.com*, *The Hollywood Reporter*, *Huffington Post*, *Tom Joyner Morning Show*, and *USA Today*, to name a few.

More than **80 media outlets** covered the 2018 ABFF, highlighted by NBC Nightly News with Lester Holt:

<https://www.nbcnews.com/nightly-news/video/film-festival-supports-black-storytellers-as-they-try-to-transform-Hollywood>.

TOP TIER PARTNERSHIPS

Partners are essential to the continued success of the American Black Film Festival, standing side-by-side with us in support of diversity and inclusion in Hollywood. HBO, now in its 22nd consecutive year as a partner, is the ABFF's Founding Sponsor.

Leading consumer brands, entertainment and technology companies have leveraged the partnership to promote their products, services and multicultural initiatives to our coveted upscale, hyper-connected African American audience.

ABFF delivers:

- *Access to a captive audience of influential culture drivers*
- *Potential to stimulate sales and build brand affinity*
- *Opportunity to entertain valuable clients*
- *Relationship-building with the entertainment industry and creative community*
- *Ability to showcase "good corporate citizenship" through our well-known mission and values*



2019 FESTIVAL SNAPSHOT

Dates: June 12 – 16, 2019

Location: Miami Beach, FL

Key Venues: Loews Miami Beach Hotel, New World Center and Regal Cinemas

Host Hotels: Loews Miami Beach Hotel and W South Beach Hotel

Committed Partners to Date: HBO, Greater Miami Convention & Visitors Bureau, and Turner

2019 Marketing Launch: September 10, 2018

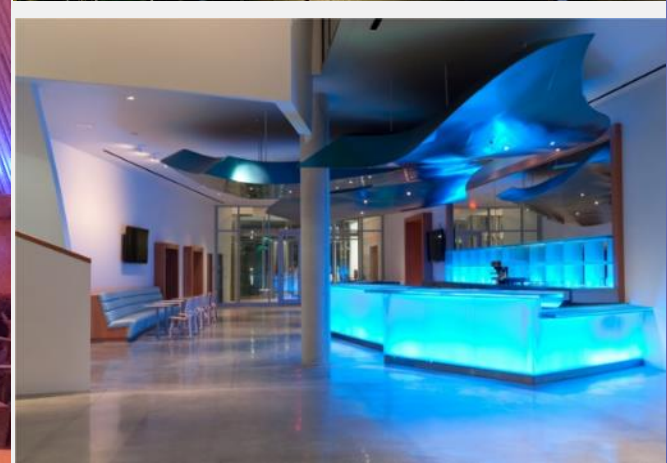


2019 Creative Artwork – Print Announcement

FESTIVAL VENUES

NEW WORLD CENTER

Hosts ABFF Broadcast Events, Spotlight Screenings, and select hospitality and custom events.



FESTIVAL VENUES (cont.)

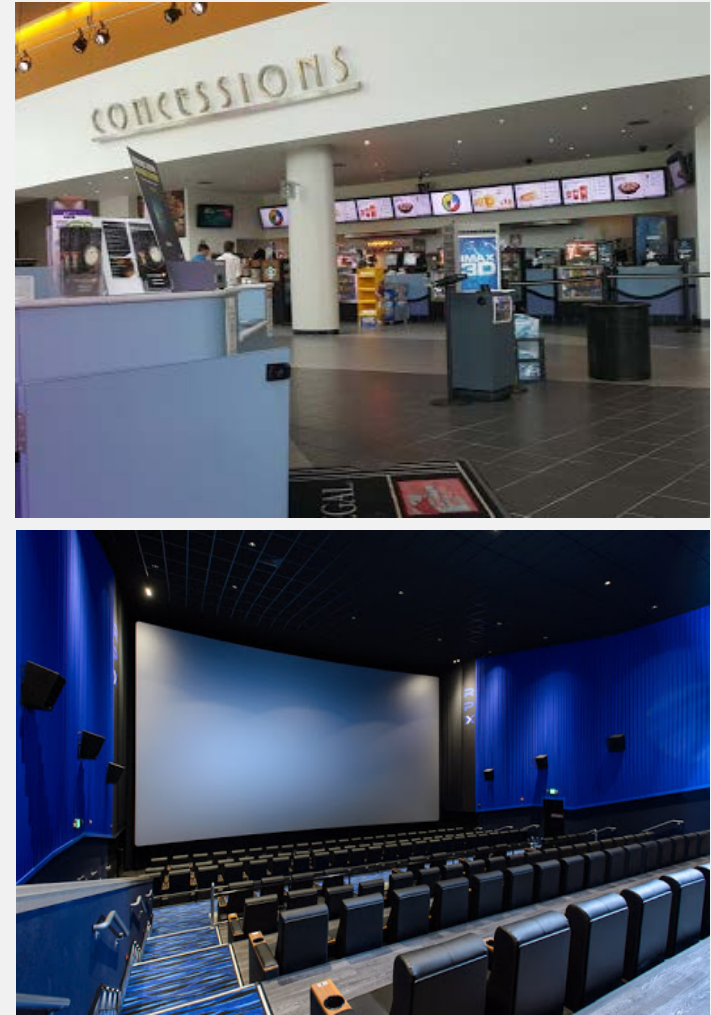
LOEWS MIAMI BEACH HOTEL

Hosts Registration Center, Talk Events, Lounges, Industry Expo, and Media Room



REGAL SOUTH BEACH STADIUM 18

Hosts Independent and Partner Screenings



FESTIVAL ACTIVITIES

The ABFF offers a wide range of industry-focused programs and consumer-facing events including:

1. *Broadcast Events*
2. *Sponsored Screenings*
3. *Independent Film Screenings*
4. *Talk Events*
5. *Hospitality Events*
6. *Partner Activations & Attractions*



BROADCAST EVENTS

The 2019 ABFF will broadcast select consumer events, with the goal expanding to a global audience. The following events will be recorded and broadcast post-festival on ABFF's social platform.

1. **Best of the ABFF Awards** - The festival culminates with the "Best of the ABFF" awards presentation, where awards are presented to winners of the film competitions.
2. **ABFF Comedy Wings Finals** – A culmination event for a national comedy competition where five finalists compete for the title of "ABFF Comedy Wings Winner."
3. **ABOUT WOMEN Panel** – A new global initiative focused on empowering and inspiring women of color in the film and television industry. The mission is to ensure that the voices of multicultural women in Hollywood are heard and their perspectives considered. It will also offer insight and define clear pathways to success for aspiring female artists and executives. ABOUT WOMEN will launch with a panel discussion at the 2019 ABFF and expand into a conference scheduled for 2020 in Los Angeles, CA.



SPONSORED SCREENINGS

The festival showcases a variety of content throughout the week, as well as partner with film studios, television networks and production companies to promote upcoming releases.

1. **Opening Night Film** – A premiere of an upcoming release, courtesy of a major motion picture studio in association with the MPAA.
2. **Spotlight Screenings** – Film studios and television networks present advance screenings of their show and films. Includes talent appearances, branded photos and onstage speaking opportunities.
3. **Partner Screenings** – Special screenings of film and television content, courtesy of independent production companies and digital studios.



INDEPENDENT FILM SCREENINGS

Competitive Screenings

1. **Narrative Features Competition:** A competitive section for feature-length films directed by or written and produced by persons of African descent. Participants compete for several jury and audience awards.
2. **Documentary Features Competition:** A competitive section for nonfiction feature films directed by persons of African descent. Participants compete for the Jury Award for Best Documentary Film.
3. **HBO® Short Film Competition:** A competitive section for narrative shorts directed by or produced and written by persons of African descent. Now in its 22nd year, the HBO Short Film Competition is regarded as one of the most prestigious short film showcases in the country. Five filmmakers are selected as finalists and receive an all-expenses-paid trip to the festival and the opportunity to compete for the coveted HBO Short Film Award.
4. **Web Series:** A competitive section for short form episodic television series. Participants compete for the Jury Award for Best Web Series.

Showcase Sections

1. **Narratives Showcase:** A non-competitive section for narrative feature films made by persons of African descent or depicting a multicultural experience.
2. **World Showcase:** A non-competitive section that showcases short films, documentaries, music videos and other content of talented directors of African descent.
3. **Social Impact Screenings:** A non-competitive section showcasing films based on cause-related topics impacting communities of color. These films provide perspectives that are different from mainstream media portrayals, thereby positively affecting society's view of the subject. The 2019 Social Impact Screenings topic will be *Fatherhood: The Foundation of the Black Family*.

TALK EVENTS

1. **Panels & Conversations** – On-stage discussions with industry experts and influencers covering a wide range of topics related to entertainment, media and technology.
2. **Business of Entertainment Seminars** – Industry-focused sessions co-programmed with leading media, entertainment and technology companies curated to provide information to build career development strategies.
3. **Master Classes** – Intensive two-hour workshops focused on various disciplines related to the film and television industry.
4. **Table Read** – An onstage presentation of a scene from a selected script is acted out before the festival audience.



HOSPITALITY EVENTS

1. **Opening Night Welcome Reception** – A reception following the Opening Night Film event, the first festival-wide social event kicking off the week.
2. **ABFF Closing Night Celebration, Game Night Themed** – A fun-filled night where festival attendees can connect and socialize, while enjoying some friendly competition. With a combination of board, casino, and card games, as well as interactive games, dancing and an engaging host, there will be something for everyone to enjoy.
3. **Filmmaker Reception** – An opportunity to host the official filmmakers of the festival.
4. **The Legendary White Party** – A highly anticipated annual themed party that attracts both the celebrity and general attendees.
5. **29 Below Mixer** – A happy hour networking event for participants in the festival's "29 Below" program, an incentive program offering millennials early in their careers the opportunity to experience the festival.
6. **Private Events** – Sanctioned hospitality events offering companies the opportunities to connect with specific audience within the festival.



PARTNER ACTIVATIONS & ATTRACTIONS

ABFF offers companies the opportunity to customize their onsite experience, including auto displays, interactive murals, and other dedicated events to showcase their brands.

New to the 2019 festival is a branded “ABFF House.” The **“ABFF House”** is a multi-day experience for companies to customize a variety of engaging activities throughout the festival to connect with the audience and showcase its brand.

Other activations and attractions include:

Ride With Cadillac – A complementary shuttle service offering rides to ABFF passholders to/from key festival venues.

Cocktails & Conversations – Company-hosted events offering cocktail hours paired with curated talks and meet & greets.



THE BETSY: ABFF House



PARTNER ACTIVATIONS & ATTRACTIONS (cont.)

ABFF Industry Expo – Exhibit area where ABFF partners share information about their companies' products, services and recruitment initiatives. Participating companies host a dedicated 3-hour time slot to create engaging experiences for the festival audience.

Passholder Lounge – A networking lounge where festival passholders have a chance to connect with fellow attendees. The lounge also features daily meet and greets with the official filmmakers of the festival as well as happy hours.

Custom Lounges – Dedicated lounges offer the opportunity to customize an engaging experience for the audience. Past lounges have hosted a variety of activities such as featured celebrity meet & greets, technology suites, and cocktail hours.



ABFF VENTURES TEAM

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2019 Marketing Recap

— 23RD ANNUAL —



**AMERICAN
BLACK MIAMI
FILM BEACH
FESTIVAL®** JUNE 12-16, 2019

THE NATION'S LARGEST GATHERING OF BLACK FILM & TV ENTHUSIASTS



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Outdoor



Estimated impressions: 1,817,044

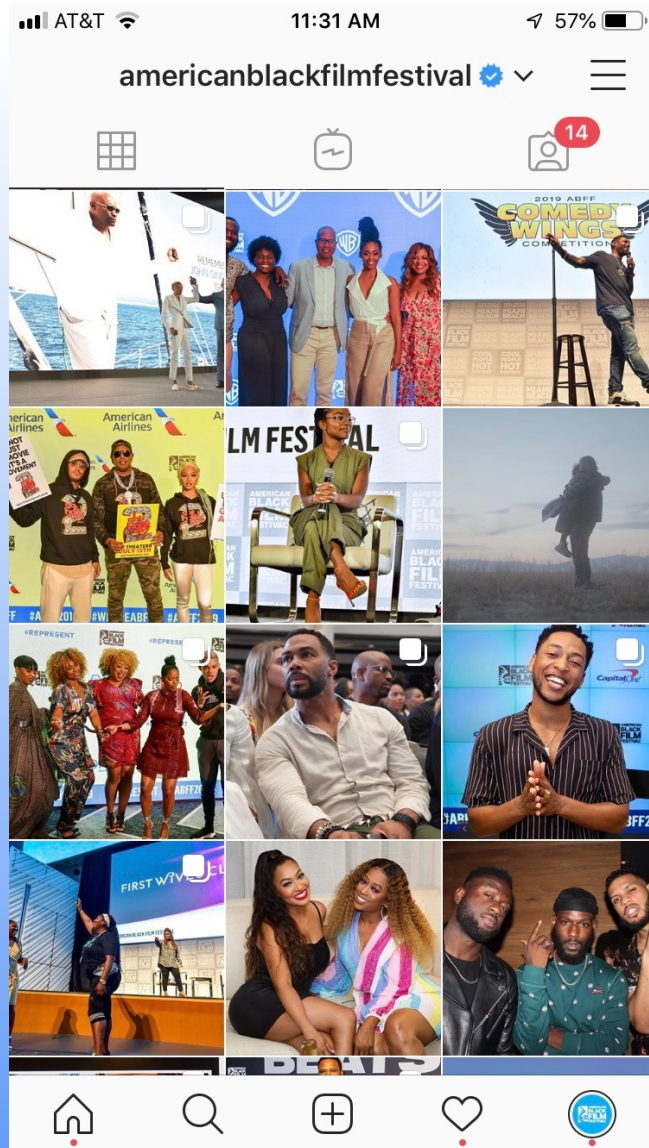
Market: Los Angeles

Timing: Jan- Feb

Campaign Overview:

Ads were placed in seven key locations in Los Angeles county targeting affluent African Americans (Ladera Heights), Industry insiders (Study City), and trendsetters in the millennial + gen X generations (Hollywood; Beverly Hills).

Social Media



Number of followers: 284,300
(Instagram, Twitter, & Facebook)

Estimated Monthly Impressions: 3.5 million
(Instagram, Twitter, & Facebook)

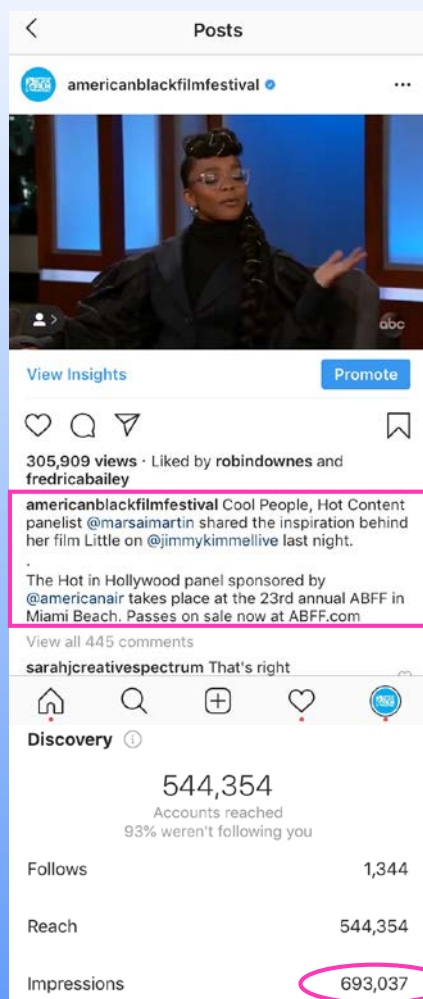
Markets: US, UK, Nigeria

Timing: Nov- July

Campaign Overview:
ABFF regularly posts content across its social media platforms and integrate our sponsors where possible.

Performance

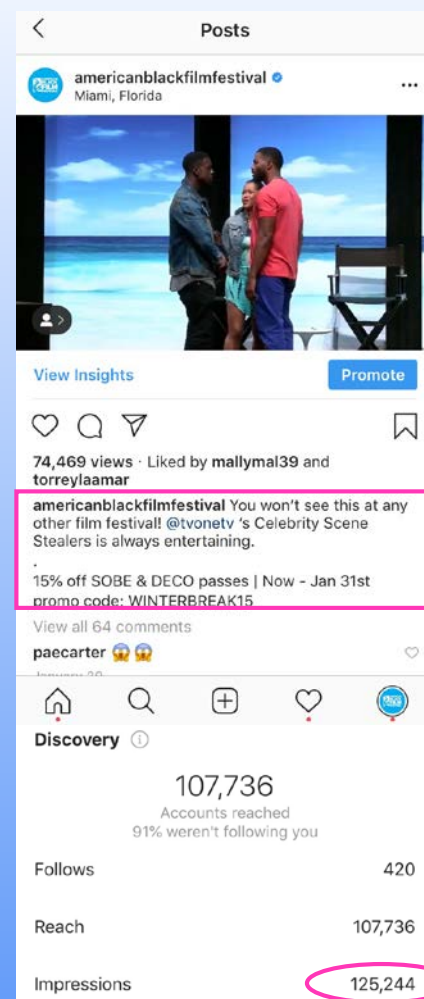
Sharing talent appearances to promote panels.



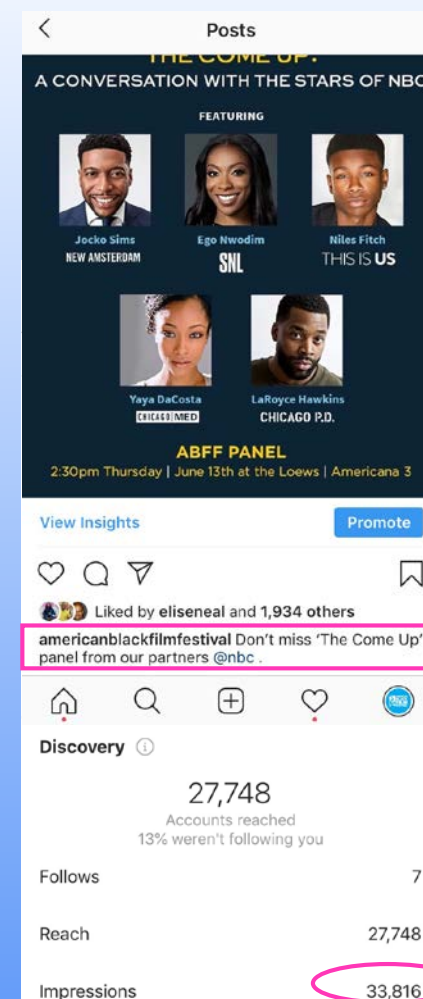
Leveraging current events to reach new audiences.



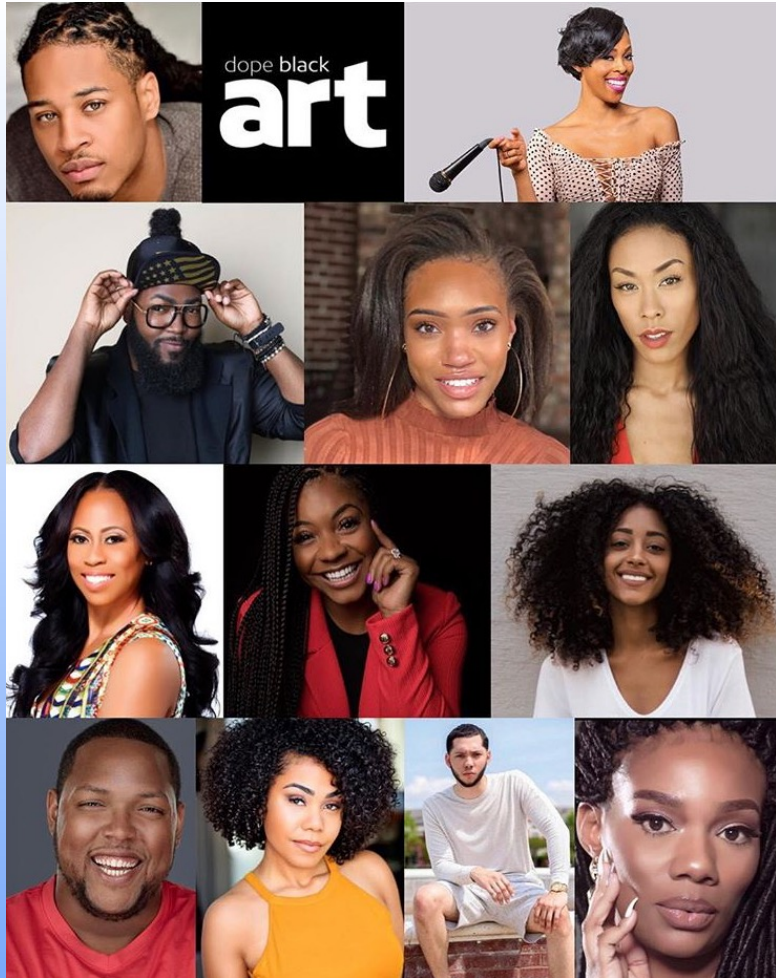
Utilizing past panels to promote upcoming panels.



Socializing sponsor-provided memes.



Social Media Ambassadors



Combined Instagram Followers: 2,211,400

Market: Worldwide

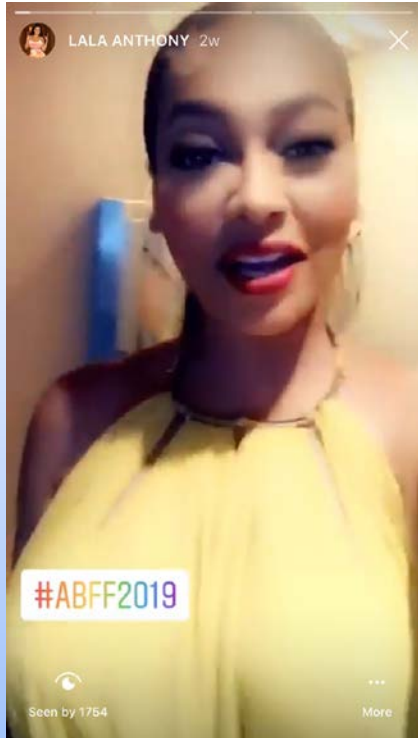
Timing: Jan- Mar

Campaign Overview:

Thirteen social media influencers whose platforms cover various niches including film, entertainment, lifestyle, comedy, and travel were enlisted to serve as our 2019 Social Media Ambassadors. The goal of the campaign was to organically engage new audiences throughout the US and in UK.

Instagram Takeover

LaLa Anthony



Meagan Good



Jacob Latimore



Combined Instagram audience:

14.5 million

Total posts:

36

Markets:

Worldwide

Timing:

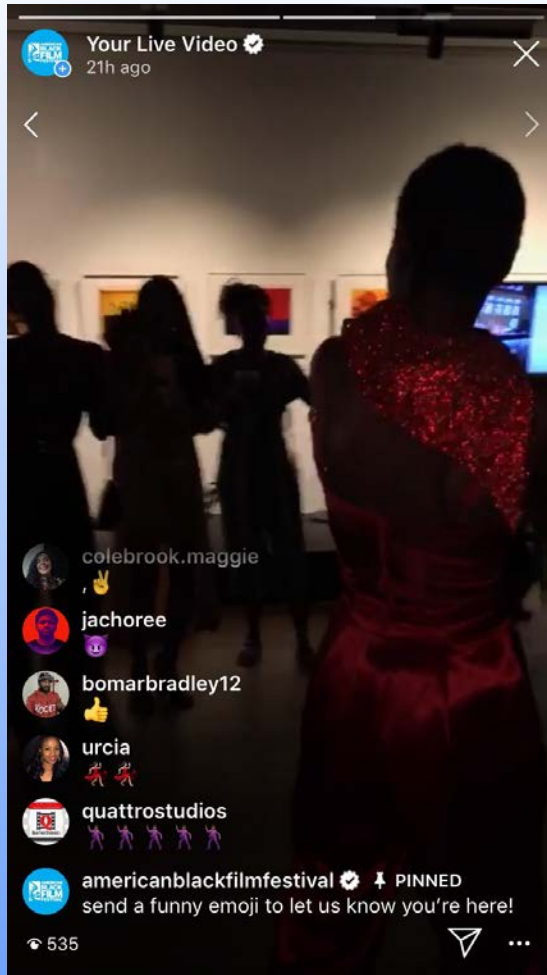
June 12-14

Campaign Overview:

Three celebrity influencers hosted an Instagram Takeover on Wednesday, Thursday, and Friday of the festival. Each celebrity posted first on their own platforms to urge their audience to follow their ABFF experience by viewing the Instagram stories @americanblackfilmfestival. They then made several posts on ABFF's platform in their own voice to create an authentic experience for viewers.

Live Streaming

V. Bozeman at the Dream In Black 29 Below Mixer



Potential audience:

182,000

Market:

Miami Beach, Florida


Timing:

June 12-15

Campaign Overview:

Select moments including live performances and red carpets were streamed on Instagram Live. Note: in previous years Facebook Live was used to live stream events; however, we discovered that views and engagement on Instagram Live are at least 50 times greater than that of Facebook Live and therefore converted our live streaming to Instagram delivering more eyeballs per event.

E-Blasts




AMERICAN BLACK FILM FESTIVAL

MIAMI BEACH, JUNE 12-16, 2019

Experience Miami With the ABFF


Already claimed your passes for the 2019 ABFF?
Book your air and hotel accommodations through [ABFF](#) to receive discounts from our partners.



Loews Miami Beach Hotel

Stay at the ABFF host hotel, a luxury oceanfront property, newly redesigned. Discounted room rates for ABFF attendees start at \$279 using promo code: **ABFF612**.

[Book Now](#)







American Airlines

The official airline of the ABFF offers attendees a 5% discount on American and American Eagle air travel anytime between June 8, 2019 - June 20, 2019 using promo code: **1169EA**.


[Book Now](#)

ABFF.com


Follow us    @abff




FOUNDING




NETWORKS





PRESENTING








SPARK BUSINESS

















PREMIER

OFFICIAL

SUPPORTING

Estimated impressions:

2,560,000

Market:

Nationwide

Timing:

Nov- July

Campaign Overview:

E-blasts regarding festival programming and promotions are regularly sent to our email database on an ongoing basis.

Radio Advertising



Total impressions:

1,571,300

Markets:

**Atlanta, DMV, Houston,
New York**

Timing:

Jan 28 – Feb 17

Campaign Overview:

A total of 233 thirty-second spots ran across five stations in four target markets. Each radio spot identified Miami Beach as the location of ABFF and highlighted festival programming relevant to its audience and promotional giveaways. The goal of the campaign was to target listeners in African-American dense communities who express interest in Black content via their choice of radio station.



Theatrical Advertising



Estimated Impressions: 6,124,449

Market: Nationwide
(Except NY, LA, & STL)

Timing: Feb 14-28

Campaign Overview:

As part of the festival's partnership with AMC Theaters, 30-second spots were shown prior to film trailers at AMC theaters nationwide, with the exception of 3 markets (NY, LA, St. Louis). The image shown is taken from the 30-second spot that played in AMC theaters nationwide.

Print Advertising



Sept 2018

Estimated impressions: 2,133,000

Market: Nationwide

Timing: Sept - Feb

Campaign Overview:
Ads were placed in Variety Magazine and Black Enterprise Magazine.

Print Advertising Artwork



Dec 2018



Feb 2019

Direct Mail



Estimated impressions: 10,000

Market: Nationwide

Timing: Sept - Jan

Campaign Overview:
Postcards were mailed out to ABFF's mailing list and are distributed at partner events.

Digital Advertising



Estimated impressions: 1,866,665

Market: Nationwide

Timing: Jan - Feb

Campaign Overview:

Paid advertisement across digital networks, including Google Display Network, Facebook, and Instagram, ran mid-January through February targeting individuals who are interested in entertainment, media, TV, film, black culture, and travel.

Digital Advertising Sample Images



Street Team



Estimated impressions:

130,000

Market:

Miami Beach, Florida

Timing:

Jan 11-14

Campaign Overview:

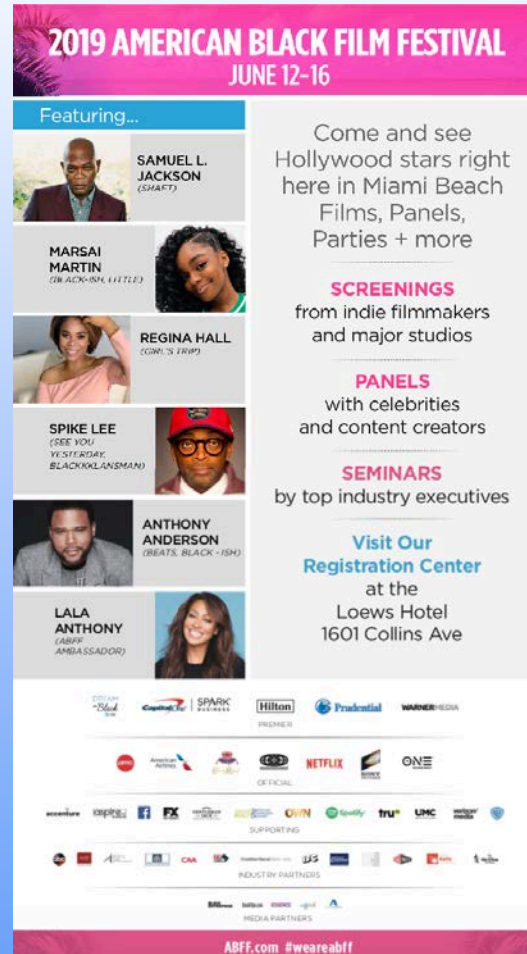
A street team of four brand ambassadors spent four days engaging with tourists and Miami locals to bring awareness to the American Black Film Festival and encourage people to attend ABFF events.

Concierge Cards

Front



Back



Estimated reach:

7,500

Market:

Miami Beach, Florida

Timing:

June 11-15

Campaign Overview:

The concierge service at dozens of South Beach hotels agreed to recommend that visitors attend the American Black Film Festival as a way to experience Miami and distributed “concierge cards” for guests to be able to carry the information with them. The cards highlighted festival programming, top stars appearing at ABFF, and sponsor logos.

Summary

MEDIUM	MARKET	RUN DATE(S)	CIRCULATION/IMPRESSIONS
Outdoor	Los Angeles, CA	Jan-Feb	1,817,044
Social Media	Global (US, UK, Nigeria)	Nov-July	31,500,000
Email	National	Nov-June	2,560,000
Radio	NY, DMV, Houston, ATL	Jan 28 – Feb 17	1,571,300
Theatrical	National	Feb 14-28	6,124,449
Print	National	Sept-Feb	2,133,000
Direct Mail	National	Sept-Jan	10,000
Digital	National	Jan-Feb	1,866,665
Grassroots Marketing	Miami Beach, FL	June 10-15	137,500

Total

47,719,958

THANK YOU AGAIN FOR YOUR SUPPORT!



PRESENTING



PREMIER



OFFICIAL



SUPPORTING



INDUSTRY PARTNERS



MEDIA PARTNERS



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.