



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
Version 3, Revised 12/2/19

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. Dedicated 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 fostering 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*). The ABFF is the preeminent pipeline for black artists in-front-of and behind the camera, and has significantly expanded the range of 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 full schedule of intriguing independent film screenings, master classes, panels, celebrity talks, live entertainment, and a variety of networking and hospitality events.

The ABFF’s dynamic program continues to evolve. In 2020 it will expand to include the John Singleton Award for Best First Feature Film; “ABFF Fit,” the festival’s new health and wellness initiative; and “ABFF Pride,” this year’s social impact showcase theme centered on the Black LGBTQIA community. In addition, the National Museum of African American History and Culture (NMAAHC) in Washington, D.C., recently acquired ABFF photographs and other archival materials to be included in its permanent collection. With the support of the world’s leading entertainment, media and consumer product companies, the festival continues to lead the way promoting diversity in the motion picture and television industries.

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.

The 25th annual ABFF will be held in Miami Beach June 16 – 20, 2021, tentatively.

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 25th, 26th and 27th annual festivals will take place in June 2021, 2022 and 2023 respectively. ABFFV agrees with the City of Miami Beach to hold the festivals in Miami Beach under the following terms and conditions.

ABFFV agrees to do the following in connection with the American Black Film Festival:

- a) ABFFV will produce and market the 2021, 2022, and 2023 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 two partner hotels each year on its website.
- c) In connection with the City of Miami Beach’s support of the festival in 2021, 2022, and 2023, it will also receive additional marketing benefits and rights as outlined in Exhibit A.

In addition, ABFFV will conduct the following community-oriented activities as a direct benefit to CMB residents:

- a) Curatorial Services - ABFFV will serve as an advisor for 2020-2021 Soundscape Cinema Series and curate/confirm one (1) African American classic film per month throughout the October to May season.
- b) Educational Seminars - ABFFV will produce a quarterly seminar series entitled “The Business of Hollywood,” featuring leading creatives and executives in the film and television industry. The program, beginning in January 2021, will be geared towards youth and young adults and will educate City residents about the inner-workings of the film and television industries and provide career insight. It is proposed that the CMB provide the venue.
- c) ABFF Job Fair –ABFFV will host a one-day job fair in order to recruit local professionals and volunteers to work the upcoming film festivals.
- d) Festival Discounts - residents will have the opportunity to purchase a pre-determined number of festival passes and event tickets for a 15% discount.

In consideration of the ABFFV agreeing to hold the film festivals in Miami Beach and providing additional marketing and programming benefits as described above, CMB agrees to the following:

- a) Pay ABFFV an annual partnership fee of \$250,000 with payments to be made in January 2021, 2022 and 2023.
- b) CMB will also serve as an advocate for and assist ABFFV in securing permits, venues and services controlled/managed by the City.
- c) Provide the venue for the quarterly “Business of Hollywood” seminar series and three luxury hotel rooms to accommodate the featured speaker and production staff.

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) 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.
 - d) 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) Ten (10) Reserved seats for the 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.