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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 artists 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.

Now in its 25 year, 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. 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 and digital events focused on African American/Black culture and achievement.

The 25th annual ABFF will be held in Miami Beach from November 3-7, 2021.

2. PARTNERSHIP PROPOSAL

The following sets forth proposed terms of a multiyear agreement between ABFF Ventures (“ABFFV”) and the City of Miami Beach (“CMB”) regarding hosting of the next three consecutive American Black Film Festivals. The 25th annual festival will take place in November 2021. The 26th and 27th annual festivals will take place in June 2022 and June 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 the following:

- a) ABFFV will produce and promote the 2021, 2022, 2023 festivals, a five-day event attracting upscale African American/Black leisure and business travelers. As is customary, festival activities will be centered in the South Beach area.
- b) ABFFV will conduct the following community-oriented activities as a direct benefit to Miami Beach residents:
 - i) Educational Seminars - ABFFV will curate and produce a semiannual seminar series entitled “The Business of Hollywood,” featuring leading executives in the film and television industry. The program geared towards students/young adults and will educate them about the inner workings of the industry and provide career insight.
 - ii) Curatorial Services - ABFFV will also serve as an advisor to the Soundscape Cinema Series in their efforts to curate African American/Black films throughout the season.
 - iii) ABFF Job Fair - ABFFV will host a one-day job fair to recruit local professionals and volunteers to work the upcoming film festivals.
 - iv) Festival Discounts – ABFFV will offer CMB residents (senior, disabled, military) a 15% discount on the purchase a predetermined number of festivals passes and event tickets for the festivals.
- c) In connection with the City of Miami Beach support of the festivals, it will also receive additional marketing benefits and rights as outlined in Exhibit A.

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

Pay an annual partnership fee of \$200,000 payable in October 2021 and January 2022 and 2023 and the waiver of Special Event fees.

- a) 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) 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) **Social Media Campaigns** - Two (2) dedicated social media post across ABFF social media assets. **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 digital Program guide.
- 3) **Festival Credentials & VIP 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) Five (5) 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) Opportunity to include a quote from a City Official in the festival’s announcement release.
 - b) Opportunity for a City Official to make Welcome remarks during the Opening Night ceremony and the Founder’s Brunch attended by corporate partners.