



2017

Festival Review

for Curb Records





ABOUT NashFilm

MISSION

The Nashville Film Festival (NashFilm) amplifies our collective and individual awareness by bringing the world to Nashville to celebrate innovation, music and the many voices of the human spirit through the art of film.

HISTORY

Founded in 1969 by Mary Jane Coleman, NashFilm was originally known as the Sinking Creek Film Celebration. Nearly 20 years later, it was renamed the Nashville Independent Film Festival. In 2003, it was named the Nashville Film Festival. NashFilm was voted one of "25 Film Festivals Worth the Entry Fee" by *MovieMaker Magazine* and highlighted as "One of the Best Film Festival Prizes" by *Film Festival Today*. Brooks Institute named it, "One of the Top Five Film Festivals in the U.S."

NashFilm is an Academy Award Qualifying Festival in three shorts categories, a rare distinction. Since 2014, NashFilm introduced screenwriting, web series, virtual reality, and music competitions.

MORE SHATTERED RECORDS

- Audience: Largest ever with 40,000+
- Films: 303 in 10 days!
- Nations Represented: 125
- Total Competition Entries: 8,000!
- Media Value: Over \$520,000 with 12.5 million social media impressions
- Expanded Media Partnerships with *Variety Magazine*, *The Scene*, *Nashville Arts* and more
- \$40,000 advertising from Xfinity/Comcast

WORLD-CLASS FILMS

Top films of the past 5 years

May at Last - portrait of the Avett Brothers, Hero, Love & Friendship, The Lobster, Sing Street, Hunt for the Wilderpeople, Weiner, Morris from America, Little Men, (500) Days of Summer, Mud, The Way Way Back, The Intouchables, Love & Mercy, Ida, Cyrus, Glen Campbell...I'll Be Me, The Spectacular Now, Me and Earl and the Dying Girl.

SPECIAL GUESTS OVER THE YEARS

Oprah, Keiffer Sutherland, Nicole Kidman, Sheryl Crow, Nick Kroll, Faith Hill, William Shatner, Chamique Holdsclaw, Emmylou Harris, The Blind Boys of Alabama, Colin Jost, Sharon Lawrence, John Oats, Sam Bush, Manuel, Thelma Harper, Che "Rhymefest" Smith, and many more.

PUBLICITY

113 TRADITIONAL AND NEW MEDIA OUTLETS COVERED NashFilm 2017!

PRINT

- Media value exceeded \$520,000
- NashFilm expanded partnerships with *The Scene Magazine*, *Variety*, the nation's leading entertainment industry magazine, and *Nashville Arts*
- *The Scene* gave NashFilm the cover, a 4-page insert and multiple articles with total distribution of 127,500
- *The Tennessean*, *Native Magazine*, the *Murfreesboro Pulse* and others printed multiple articles

TELEVISION and RADIO

- Xfinity gave NashFilm more than \$40,000 in prime-time, multi-channel television advertising. Nashville Public Television provided significant underwriting and editorial coverage
- NashFilm staff and visiting celebrities made appearances on three of the four local network affiliates on shows ranging including *Talk of the Town*, *Out and About Live* and many others
- Radio messaging continues to build with partnerships including NPR and Lightning 100

SOCIAL MEDIA

- NashFilm now has nearly 25,000 followers on Facebook
- Over 10,670 Twitter followers
- Over 3,700 followers on Instagram
- The total number of social media impressions exceeded 12.5 million

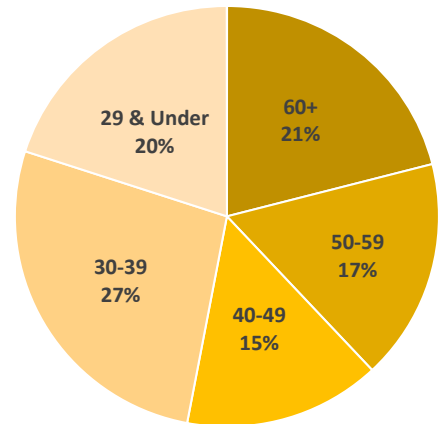


DEMOGRAPHICS

Film Festival Audiences are demographically desirable. They are forward-thinking, educated, affluent, and creative. The Tennessean calls NashFilm, “a cultural happening.” It’s one great reason people and businesses are moving to Nashville.

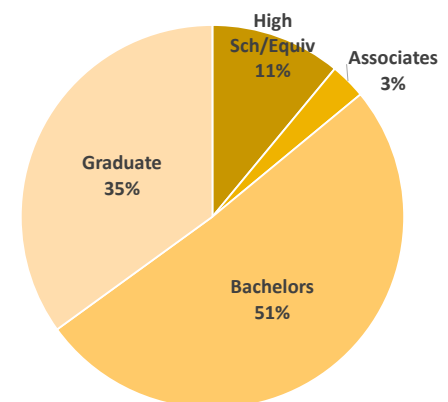
NashFilm Audiences are **young**

48% are 39, or under
32% are 49-59



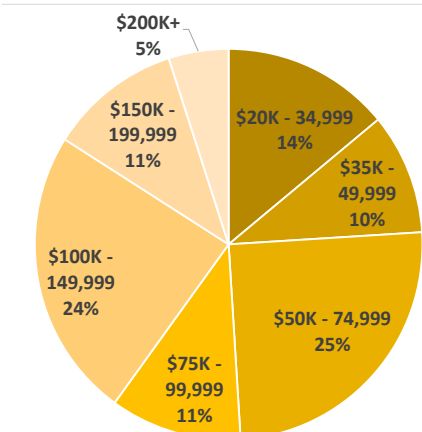
NashFilm Audiences are **educated**

86% have college degrees
Over 1/3 have advanced degrees



NashFilm Audiences are **affluent**

40% earn more than \$100,000
76% earn more than \$50,000



NashFilm Delivers **economic impact**

\$1,800,000 and growing
NashFilm creates jobs and build community

* Source: Demographic information is from surveys filled out at the Nashville Film Festival. Economic Impact information is from the Arts & Prosperity Report: www.usaarts.org



NASHFILM17 ANALYTICS

April 2017

Page Impressions



NashFilm Total Followers

24,877

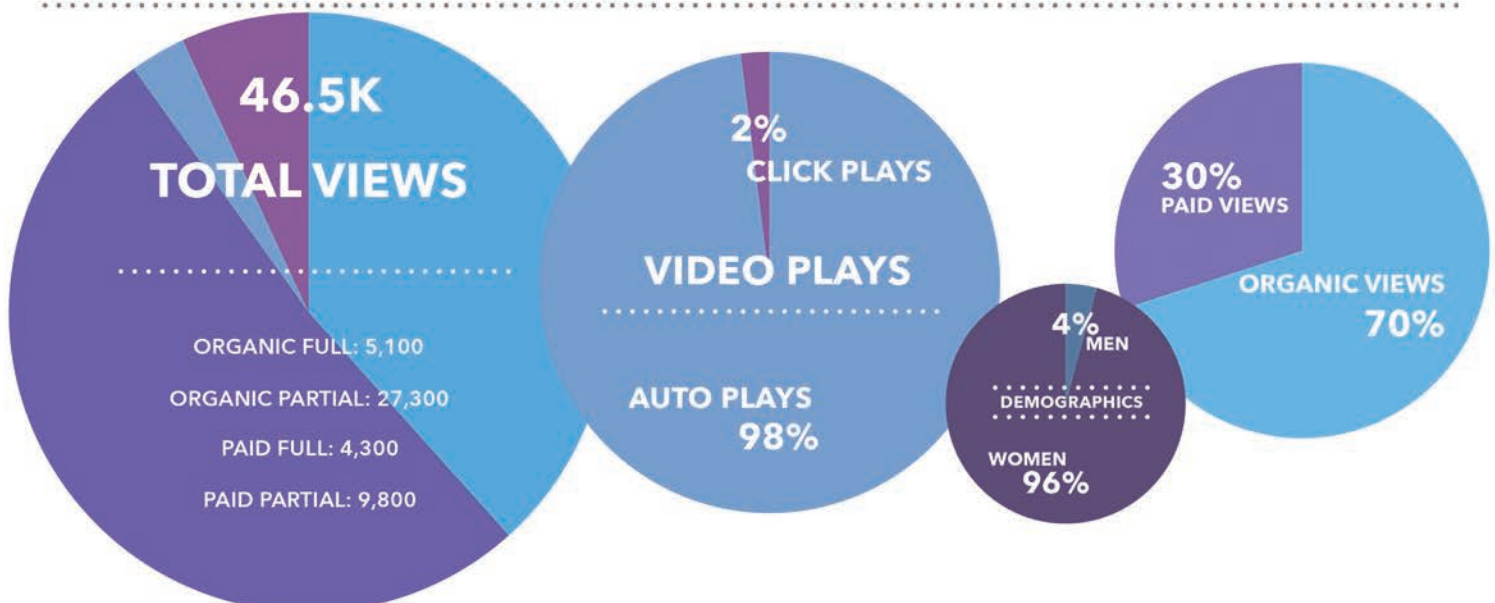
Total Followers Gained

545

Total Impressions

408,237

Video Performance



Facebook Live Lounge



Total Video Views

10,537

Total Reach

28,773

Total Post Engagements

1,504

Profile Engagement



NashFilm Total Followers

3,709

Total Followers Gained

286

(an 8.4% increase)

Most Engaged Hashtags

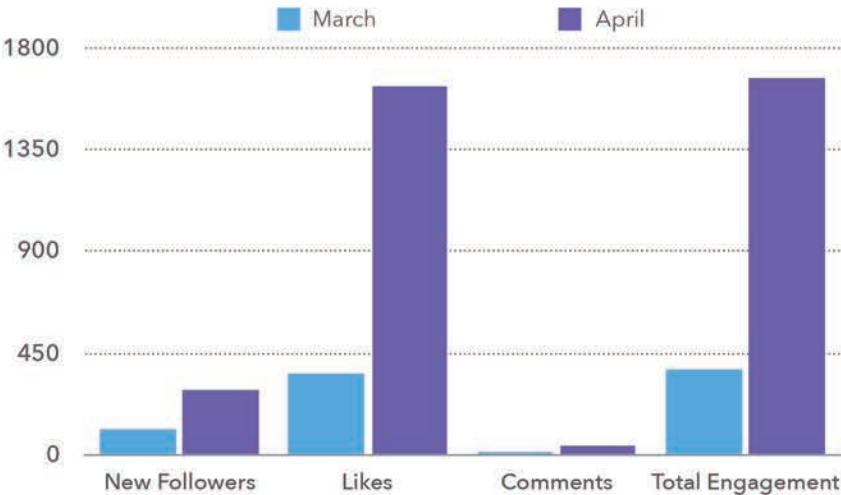
#nashfilm17

#nashfilmlivelounge

#tbt

Instagram Story Views

21,492



Profile Impressions



NashFilm Total Followers

10,670

Total Followers Gained

223

Total Impressions

208,365

Film Buyers/Music Supervisors in Attendance

Film Buyers

Babacar Michael Diene - Voltage
Daisy Hamilton - Tricoast Worldwide
Melanie Miller - Samuel Goldwyn
Andreas Olivarria - Level 33 Entertainment
Naia Cucukov Picot - Walden Media
Eric Williams - Zero Gravity Mgmt
Beau Stapleton - Rosen Law Group
Wendy Calhoun - Producer
Luke Taylor - Bondit Media Capital
Andrew Hunt - Raven Banner
Lauren Fisher - CBS Films
Helen Huang - Showtime
Patrick Ewald - Epic Pictures
Michael Repsch - Breaking Glass Pictures

Music Supervisors

Mike Ladman - Droga5
Michael Freeman - Ogilvy & Mather
Nick Keenan - VML
Rob Kaplan - Wool & Tusk
Joel C High - Creative Control Entertainment
Lori Cromwell - Ubisoft
Megan Barbour - Buddha Jones
PJ Bloom - Warner Bros. Records
Jon Ernst - ShowRunner Music LLC
Rick Clark - Sundance Channel TV & Hap and Leonard
Paul Logan - CMT
Jenee DeAngelis - Swill Merchant Music
Anastasia Brown - Format Entertainment
Aaron Mercer - Wool & Tusk



The Nashville Film Festival is both Southern-style welcoming and friendly, but at the same time very serious about film. I was impressed with the diversity of the audience, from business people, middle-aged couples, cool twenty-somethings, to groups arriving by the busload!

Beth Grant
The Mindy Project, No Country for Old Men, Crazy Heart

2017 SPONSORS

AARP
Adam Knight, Brad Scarbrough PLC
Agile Ticketing
Ah So LLC
AMD
Americana Music Publishing
Anheuser-Busch
Art Works (NEA)
ASCAP
Bam Solutions
Bank Robber Music
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Brown Forman
CAA
Carlin Nashville
China Film Screenings
Chord Real Estate
City National Bank
CMA
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Disney
Elfen Works
Fairgrounds Nashville
Film Musicians Secondary Markets Fund
Film Nashville
Freixenet sparkling wine
Frist Foundation
Gardens of Babylon
Gibson Foundation
Graffiti Indoor Advertising
Hutton Hotel
InkTip
Jeni's Ice Cream
Jewish Film Festival
LeQuire Art Gallery
Liberty Party Rental
Lightning 100
Lipscomb University
Lithographic Printing
Loving Henri Film
Lyft
Metro Arts
Mighty Swell Cocktails

Murfreesboro Pulse
Nashville Area Hispanic Chamber of Commerce
Nashville Arts Magazine
Nashville LGBT Chamber
Nashville Lifestyles
Nashville Public Radio (NPR)
Nashville Public Television (NPT)
Native Magazine
NCVC
nowplayingnashville.com
Ocean Way
Penguin DCP
Pinnacle
Regal Entertainment Group
Roundhill
SAG/AFTRA
Scarritt Bennett
Scene
ServisFirst Bank
SESAC
Song Freedom
Spirit Music Group
StyleBlueprint
Tennessee Arts Commission
Tennessee Women in Film and Media
Tennessee Latin American Chamber of Commerce
The Community Foundation of Middle TN
The Danner Foundation
The Memorial Foundation
The Press House
TN Dep. Of Economic & Community Development
TN Film Entertainment & Music Commission
Trevecca
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Watkins College of Art, Design & Film
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Women In Film & Television
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