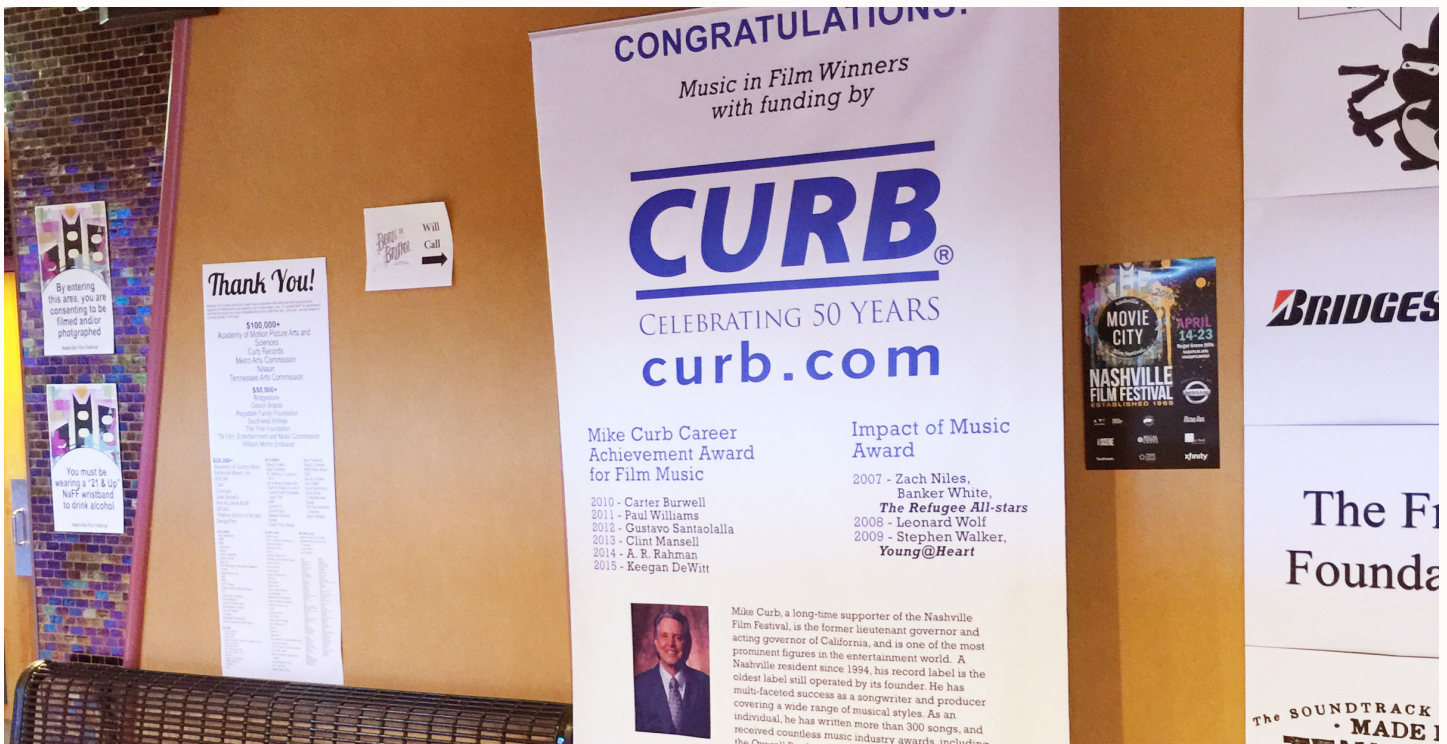




**2016
REPORT**

CURB RECORDS





ABOUT NaFF

MISSION

NaFF 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, NaFF 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. NaFF 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.”

NaFF is an Academy Award Qualifying Festival in three shorts categories, a rare distinction. Since 2014, NaFF introduced a screenwriting, web series and music competition.

MORE SHATTERED RECORDS

- Audience: Largest ever with 43,000+
- Films: 285 in 10 days!
- Nations Represented: 49 with entries from 125
- Total Competition Entries: over 7,000!
- 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*
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 Holdscaw, Emmylou Harris, The Blind Boys of Alabama, Colin Jost, Sharon Lawrence, John Oats, Sam Bush, Manuel, Thelma Harper, Che “Rhymefest” Smith, and many more.

CONGRATULATIONS!

*Music in Film Winners
with funding by*



Mike Curb Career Achievement Award for Film Music

2010 - Carter Burwell
2011 - Paul Williams
2012 - Gustavo Santaolalla
2013 - Clint Mansell
2014 - A. R. Rahman
2015 - Keegan DeWitt
2016 - T Bone Burnett

Impact of Music Award

2007 - Zach Niles,
Banker White,
The Refugee All-stars
2008 - Leonard Wolf
2009 - Stephen Walker,
Young@Heart



Mike Curb, a long-time supporter of the Nashville Film Festival, is the former lieutenant governor and acting governor of California, and is one of the most prominent figures in the entertainment world. A Nashville resident since 1994, his record label is the oldest label still operated by its founder. He has multi-faceted success as a songwriter and producer covering a wide range of musical styles. As an individual, he has written more than 300 songs, and received countless music industry awards, including the Overall Producer of the Year Award from Billboard Magazine in 1972. He is Chairman/Owner of Curb Records, Chairman of the Mike Curb Family Foundation and Chairman of gospel music's Word Entertainment, which was Billboard magazine's Overall Top Imprint in that genre for 2006. In 2007, Curb was honored with a star on the historic Hollywood Walk of Fame, and in 2009 he was honored to be Nashvillian of the Year and receive a star on Nashville's Music City Walk of Fame.



PUBLICITY

113 TRADITIONAL AND NEW MEDIA OUTLETS COVERED NaFF 2016!

PRINT

- Media value exceeded \$520,000
- NaFF expanded partnerships with *The Scene Magazine*, *Variety*, the nation's leading entertainment industry magazine, and *Nashville Arts*
- *The Scene* gave NaFF 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 NaFF more than \$40,000 in prime-time, multi-channel television advertising. Nashville Public Television provided significant underwriting and editorial coverage
- NaFF 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

- NaFF now has over 22,000 followers on Facebook
- Over 10,000 Twitter followers
- Over 3,000 followers on Instagram
- The total number of social media impressions exceeded 12.5 million

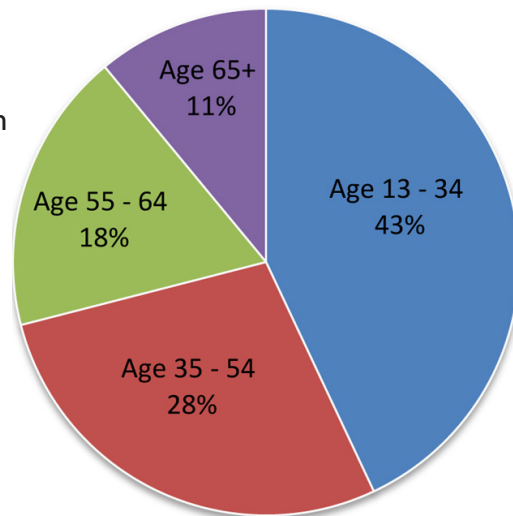


DEMOGRAPHICS

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

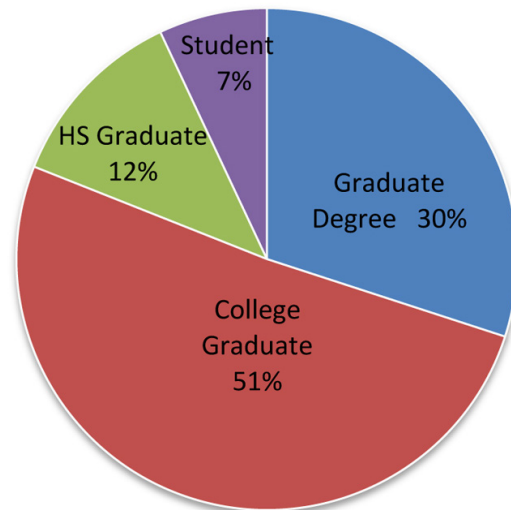
NaFF Audiences are **young**

43% are 34 or under
89% are 64 or under



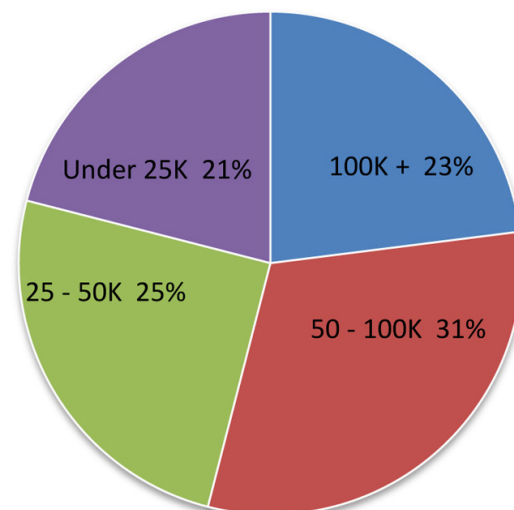
NaFF Audiences are **educated**

Over 81% have, or are pursuing college degrees
Nearly 1/3 have, or are pursuing advanced degrees
7% are current HS students



NaFF Audiences are **affluent**

23% earn more than \$100,000
54% earn more than \$50,000



NaFF Delivers **economic impact**

\$1,800,000 and growing
NaFF 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

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



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Fifth Third Bank
Film Musicians Secondary Markets Fund
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Gardens of Babylon
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Nashville Arts Magazine
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