



Almost Famous Film Festival

Mission Statement

To provide opportunities for independent filmmakers, actors and actresses and crew members to improve their artistic skills and gain public recognition for their creative efforts.

-- Jae Staats, A3F Director



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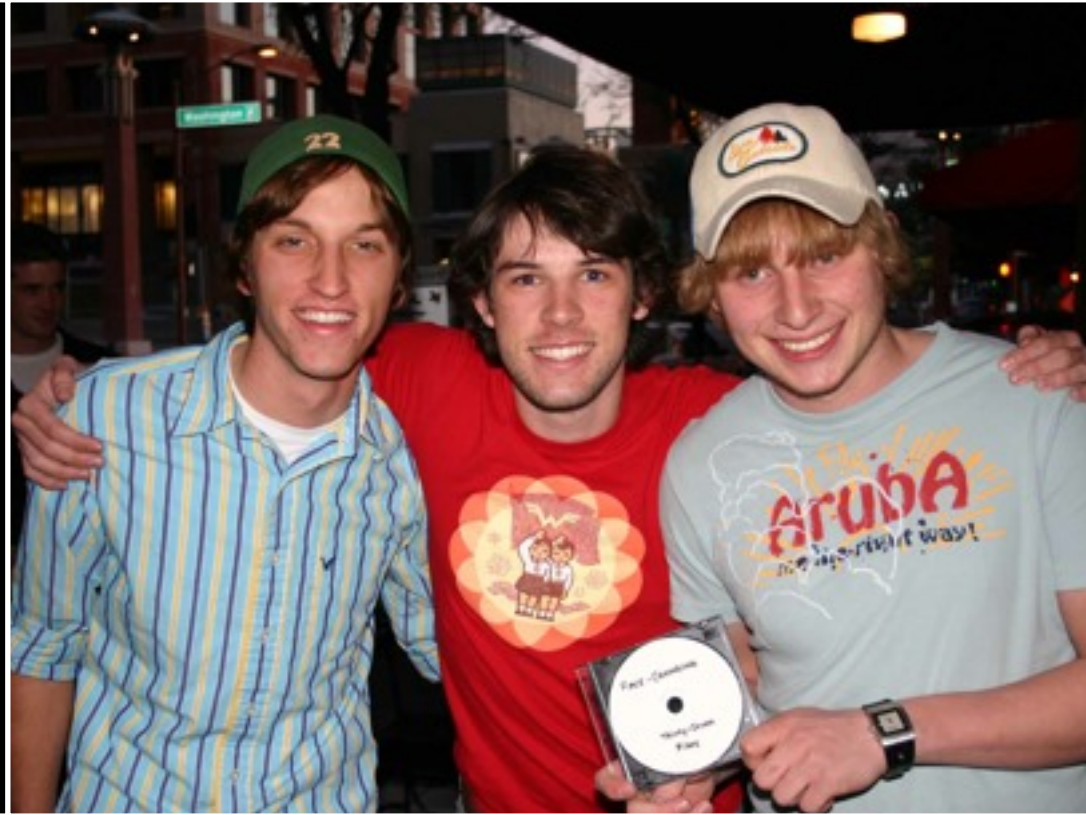
Community Involvement

Since its inception in 2005, the A3F has immersed itself into the community. Throughout the past seven years, thousands of individuals passionate about the process of filmmaking have participated in A3F sponsored film challenges, festivals, mixers, workshops and seminars.

The A3F became a 501(c)3 non-profit organization in 2008.



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A3F History
takes action!

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A3F 2005-06

The A3F began in 2005 with its inaugural 48 Hour Short Film Challenge. Twenty-six teams participated from around the metro Phoenix area.

In 2006, the A3F exploded to 64 teams with participants from Texas, Colorado, California and across Arizona.



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A3F 2006-07

In 2006, the A3F hosted a public screen-writing workshop at Phoenix College with a capacity crowd of 108 individuals.

This attendance record for a seminar at the college led to four additional workshops the following year in 2007.



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A3F 2007

In 2007, the number of participants grew to 82 teams of filmmakers; making the A3F one of the largest film challenges in the world.

Over 700 people attended the public screenings of the Top 40 films with tremendous fanfare. Over \$3500 in sponsored prizes and awards were distributed to the filmmakers.



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A3F New Challenges

In the fall of 2007, the A3F introduced two new events for indie filmmakers -- an All-Stars competition and Arizona's first-ever 24 Hour Short Film Challenge.

The film challenges drew over 60 participating teams and an enthusiastic response from the general public, media and screening attendees.

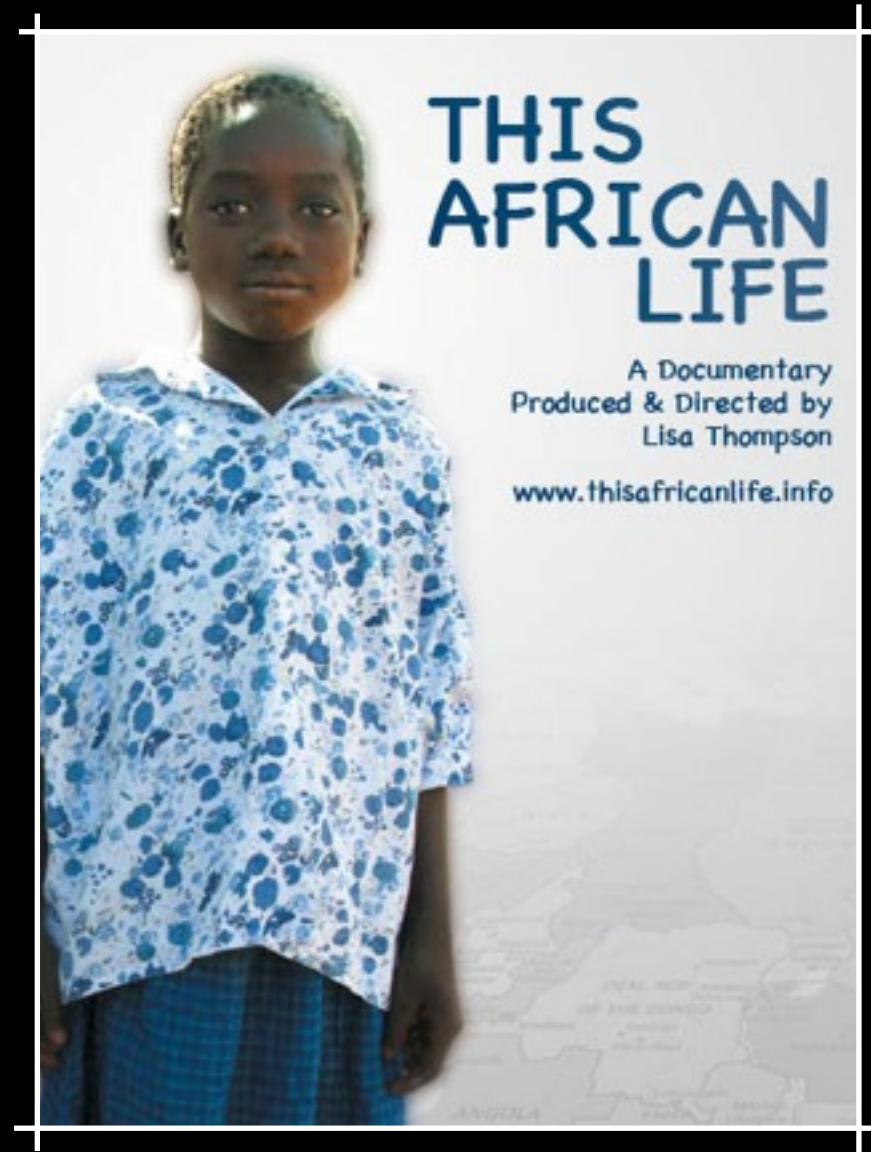


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A3F 2008

In February 2008, the inaugural A3F International Short Film Festival made its debut. Twenty-six films from over 75 submissions screened during an exciting two day festival in downtown Phoenix.

Documentaries, comedies and dramas from around the world delighted and entertained indie-film and general public audiences.

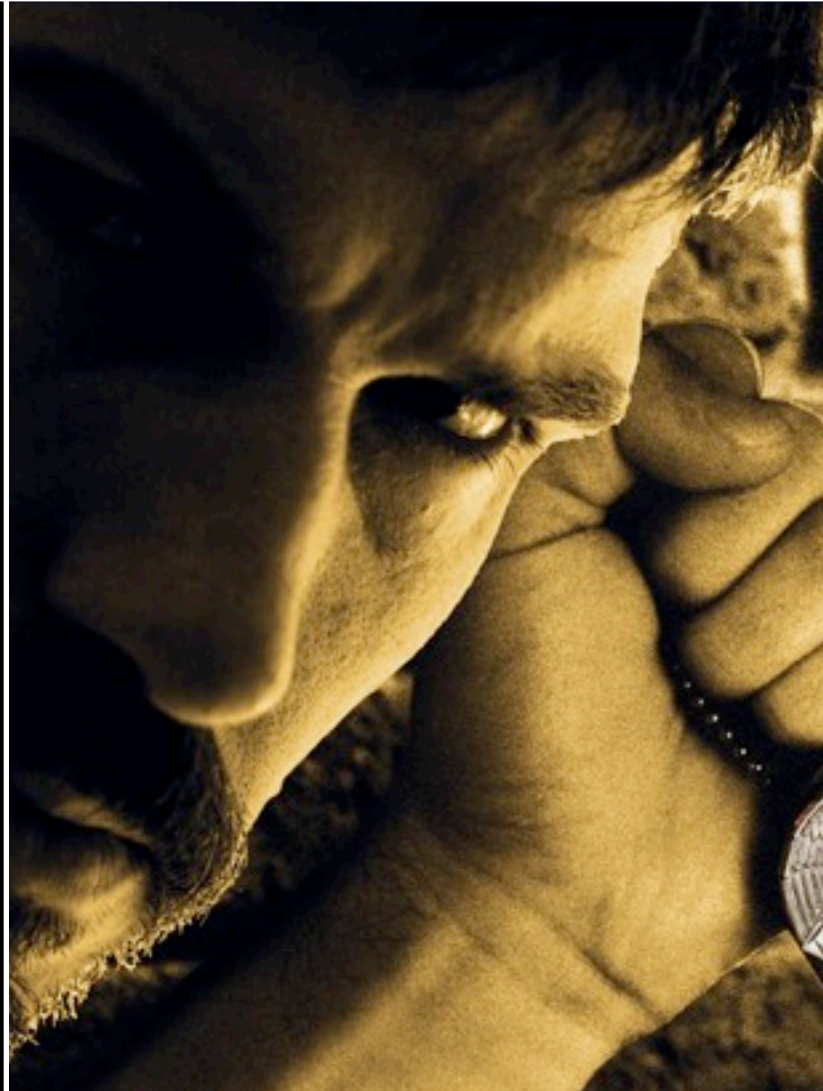


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A3F 2008

Highlighting the International Short Film Festival was the world premier of “Sympathetic Details,” a film directed by Benjamin Busch, star of HBO’s “The Wire.”

Benjamin attended the festival along with seven other filmmakers, directors and producers from outside of Arizona.



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A3F 2009

The A3F continued to lead the way in creativity with Arizona's first ever One-Shot 48 Hour Challenge in the Fall of 2009.

In addition to this original concept, a Heroes and Villains All-Star Challenge commenced with the top teams from past years putting everything on the line.



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A3F 2009

The A3F teamed up with MyStudio for a summer Actor's Challenge.

The contest was geared to help actors and actresses showcase their skills to a national audience without the need for a director, script or movie set.



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A3F 2010

The A3F celebrated its 6th Anniversary with the second largest turnout in its history. 75 teams of filmmakers entered the February 48 Hour Challenge.

October 2010 brought the second annual One-Shot Challenge. A sell-out crowd watched the Top 20 films and celebrated another successful night of indie filmmaking in Arizona.



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A3F 2011

Showing no signs of slowing down, 74 teams took part in the 7th annual A3F 48 Hour Challenge. Over \$3000 in prizes and gifts made for a memorable evening to the sold-out crowd of 447 film-goers.

October 2011 brings another unique film challenge to the indie scene in Arizona and neighboring states.



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A3F Community Impact
let's go see a movie!

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A3F in Review 2005-11

- ③ Sixteen diverse film events presented by A3F.
- ③ Over 900 teams of participating filmmakers.
- ③ 900+ films made for A3F challenges
- ③ 5500+ people attended A3F screenings.
- ③ National recognition and article in Videomaker Magazine, July 2010.
- ③ Attention to Community Outreach; creating a strong urban arts fellowship through collaboration with other local arts events.
- ③ Attracted filmmakers from California, Arizona, New Mexico, Nevada, Texas, Georgia and Colorado.



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👤 “Over the past four years, Majerle’s Sports Grill has been an active supporter of the Almost Famous Film Festival. Since the first year in 2005, this event has gone from 100 people to standing-room only 250 strong. It is amazing to see that much talent in Phoenix willing to work hard for 48 hours and commit to preparing and creating a film. Majerle’s will continue to support the A3F and its continuous efforts with this fantastic event.”

-- Cathie Ruiz, Manager at Majerle’s Sports Grill.

👤 “Since we are a new venue, it was very exciting for us to host two A3F after-parties. This is a group of people that are wonderful to work with and we enjoyed having their events here. As you well know, downtown businesses are having a hard time competing with other areas of the valley. We greatly appreciated Jae Staats bringing in a diverse group of people who probably would not have come down or known about us otherwise. The A3F is a great asset to the downtown community and its promotion of our restaurant was more beneficial than we could even have hoped for!”

-- Leslie Adams, Manager at 1130 The Restaurant.

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A3F In The Media
hear all about it!

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A3F in the Media

Television

KTVK News Channel 3
KPNX News Channel 12
KSAZ Fox News Channel 10

Newspaper

Arizona Republic
East Valley Tribune
Tucson Citizen
Phoenix New Times

Print

Videomaker Magazine
MovieMaker Magazine
Phoenix Magazine
Phoenix Downtown

Making movies in 48 hours

48 Hour Short Film Challenge tests budding moviemakers

Linda Helser
The Arizona Republic
Feb. 4, 2006 12:00 AM

Dashing along the freeway in a dusky haze, minutes away from mall downtown Phoenix, Jason Ward's battery-driven laptop computer di

And, after working straight through the last two days without any sle claiming any "Bests" in last year's 48 Hour Short Film Challenge, sp Famous Film Festival, otherwise known as A3F.

But the 30-year-old systems engineer from San Bernardino, Calif., v the task of scripting, shooting and editing a complete film within two



[enlarge image](#)

Jae Staats (right), creator of the Almost Famous Film Festival 48 Hour Short Film Challenge, films a promotional video with Brock H. Brown and Evangeline Provost of Matter of Chance Production.

"As we pulled into the parking garage, we had to track down an adaptor and then go looking for a power supply so we could finish," Ward said.

With an extension cord snaking across the second or third level (I can't remember which) of the garage next to Majerle's Sports Grill, Ward completed his seven-minutes-or-less masterpiece, *On The Prowl*, before driving home to California

Jae Staats, the A3F 48 Hour Sho
Film Challenge master was

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A3F Sponsorships
target your audience!

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Sponsorship Opportunities

Film Events

Become a presenting sponsor of an upcoming film challenge, mixer, workshop or festival.

Web Site

Place a clickable ad/banner on the A3F web site.

Commercial Challenge

Have a product that would look great in a 30 second commercial? Let us host a contest!

In Kind Donations

Showcase your product to indie-film enthusiasts.

For more information on A3F sponsorship opportunities & rates, contact jae@theA3F.net



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A3F Market Demographics

Filmmakers and other (actors, producers, crew)

Male 65% • Female 35%

Ages: 18-24 21% • 25-35 56% • 36-54 22% • 55+ 1%

Central Phoenix 48% • East Valley 35% • West Valley 10% • Other 7%

Audience Members

Male 46% • Female 54%

Ages: 18-24 14% • 25-35 25% • 36-54 46% • 55+ 15%

Central Phoenix 40% • East Valley 39% • West Valley 10% • Other 11%

✓ Purchasing Decision based on: Quality 80% • Price 20%

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*Making People **Almost Famous!***

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🎬 “You are the only festival that has given such a kind and helpful consideration to all of those who have submitted. It is a generous extension of collective appreciation for the art and craft of filmmaking and we are glad to see a festival that has that feeling again. Others have lost it. You have renewed it.” -- Benjamin Busch, HBO’s “The Wire”

🎬 “The A3F is the kind of event that all filmmakers hope to experience on the film fest circuit. Not only is it the type of environment that generously supports film viewing, but it also creates the inspiration to make films. The A3F is done for filmmakers by filmmakers, who keep the true spirit of independent filmmaking at the forefront of their festival mission. We were proud and honored to screen at the A3F and hope to be a part of its film community in the future.” -- Christopher Leps, Writer/Director, “Ed & Vern’s Rock Store”

🎬 “I am writing to thank you from the bottom of my heart: from me, the crew, the cast, supporters and friends of CODE 7 for allowing us to screen at your festival! I will always remember the Almost Famous Film Festival and be sure to keep up with it and spread the word to everyone that I know.” -- Andrew Hutchings, Writer/Director, CODE 7

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👤 "Truly an impressive event. I felt like I was at the Oscars! The filmmakers will always be there, but the friends, family and general public would be impressed by the professionalism and come back for more. A cut above all the other local film events I have attended."

-- Joshua Provost, Matter of Chance Productions

👤 "WOW! WOW! WOW! That was my reaction last night as I watched your awesome festival. The venue was impressive, the filmmakers were so proud and excited, and it was so well organized! You've really done something great here and deserve a million congratulations." -- Lisa Thompson, Documentary Director, Los Angeles

👤 "I can't give you enough positive feedback on the whole experience! The films were really great and that you mentioned "we even had a 14 year-old director" was so special ... You have a knack for making people feel special! Way to inspire young people! Thanks you so much." -- Betsy B., Audience Member

👤 "This is a very good thing for the downtown arts and indie-film community and this type of event can only elevate the game." -- Jason Francois, Black Suit Studios

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