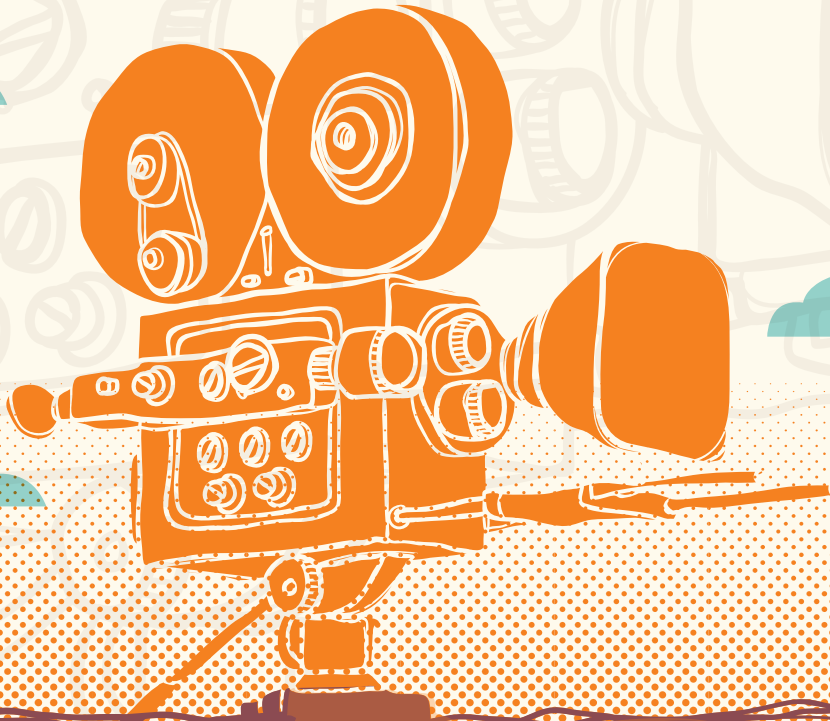


Back to our Roots



EDMONTON
SHORT
FILM
FESTIVAL



About Us



The Edmonton Short Film Festival

We began as a grassroots festival in 2012, with the goal of promoting our local film community and since then we've tremendously expanded to an international and virtual reach.



ESFF seeks to encourage and elevate independent film, with a special emphasis on showcasing Alberta filmmakers. Our Long Shorts program extended this opportunity to international artists.

When you attend the *Edmonton Short Film Festival*, expect to see almost anything—trailers, music videos, web series, drama, horror, comedy, documentaries, commercials, even 360° Virtual Reality. We accept exceptional short film projects from any creation date, even (or perhaps especially) those that are on the fringe of the “normal” festival market.

Our galas and workshops have emphasized hands-on, interactive entertainment. Our virtual events have increased accessibility, and further developing our online impact is a big part of the ESFF's future.

We recognize the power of film to bring people together and to foster an inclusive sense of community. We intentionally organize and participate in events that acknowledge and uplift diverse stories and voices



Our Community

TODAY, WE OFFER YEAR-ROUND WORKSHOPS, EVENTS, AND SCREENINGS THAT REACH FILMMAKERS AND AN AUDIENCE FROM EDMONTON AND BEYOND.



As active members of the Edmonton arts community, our network includes other arts organizations, filmmaking professionals, and professionals in related fields. We've prioritized collaborating with other local organizations for events and opportunities because we are passionate about mutual support in our community.

When ESFF grew to include the Long Shorts Program (showcasing films up to sixty minutes in length and open to submissions from filmmakers from all over the world), our audience grew as well. When the opportunity arose to provide virtual access to the films selected for ESFF, we took it! This has made ESFF accessible to supporters of our international filmmakers, worldwide communities, and those who can't attend in-person.

Our online audience is highly engaged, with over 5000 followers for our social media posts. Our events, news, and educational opportunities have been boosted by platforms like Global News, CBC Edmonton, the Edmonton Journal, Edify Magazine and more.

We are continually looking for new ways to expand and reach broader audiences, while prioritizing the promotion of local creatives and sponsors.



Our Initiatives

THE CHALLENGE OF COVID-19 AND THE CANCELLATION OF LIFE EVENTS IN 2020 GAVE US THE OPPORTUNITY TO TRANSITION TO AN ONLINE AND BLENDED MODEL..

Audiences can choose to attend the Edmonton Short Film Festival in-theatre or virtually from home. This blended model proved very successful since 2020 providing more opportunities to connect with broader online audiences.

Throughout COVID, we offered limited community events and starting in 2021 we have hosted screenings in partnership with other organizations to recognize important events throughout the year. These included partnering with Arts on the Ave to screen at Deep Freeze Festival; International Festival of Winter Cinema at Silver Skate Festival; Edmonton Public Library and Stony Plain Multicultural Centre for Black History Month; with Dreamspeakers Festival Society in recognition of National Indigenous History Month in June; and holding multiple screenings as part of Kaleido Family Arts Festival, Alberta Culture Days; Root 107 in downtown Edmonton, and Downtown Business Association for the Holiday Light Up in Churchill Square.

The Edmonton Short Film Festival is always seeking new opportunities to support our local filmmakers and to offer the public the chance to view entertaining, educational, original, and often deeply moving films.

Whether motivated by injustice, community activism, personal experiences, artistic expression, or comedic relief, the short films submitted to ESFF over the years have told stories that need to be shared and have shown us and our audiences the undeniable talent brewing right in our community.

In 2022 we marked our 10th anniversary by giving back to the community and launched the Alberta Screenwriter Accelerator Program (ASAP), designed to amplify more voices and help more Albertans branch into the film industry.

We asked screenwriters to submit a short script about anything they wanted, with the winning submission to be produced into a short film. David Haas won with his script Stage Door Johnny and was awarded with script editing, a cast and professional crew, post-production, and mentorship from writer Neil Chase, producer Sharlene Millang and director Gilbert Allan. Stage Door Johnny was filmed in February and premiered at our 10th anniversary ESFF Red Carpet Gala on October 15, 2022. This amazing opportunity was only possible with the strong support of sponsors like you.

We are grateful for all the individuals and organizations that have partnered with us as we develop programming and opportunities like this for filmmakers and the public.

We have several levels of sponsorship available. Your support helps keep this grassroots festival accessible and growing!



Digital Initiatives

THE PANDEMIC HAS REQUIRED EVERYONE TO ADAPT TO LIVING, WORKING, AND DOING BUSINESS DIFFERENTLY. AS AN ARTS ORGANIZATION, THIS HAS MEANT FINDING NEW WAYS TO CONNECT WITH OUR SUPPORTERS AND AUDIENCE.

As one of our sponsors, your support will allow us to create a unique experience for our audience, our filmmakers our volunteers and, of course, you – our sponsor.

Online Event Sponsorship Benefits

- Reach new audiences with your brand visuals.
- Create positive PR and strengthen relationships with your existing stakeholders.
- Showcase your investment in the local community and set yourself apart from your competitors.
- Our attendees share photos, quotes, and videos; your business can be highlighted through your logo on our promotional and event materials.

Your support will be recognized as a commitment to local creators and independent film during a pivotal moment for the arts community – support that's sorely needed as people turn to music, film, television, books, gaming, and the arts in general to maintain their health and well-being.

Depending on your level of support:

- Your logo and link on our website, screening event platform, and in-theatre printed program.
- Promotion on our social media platforms before the festival.
- Links to downloadable resources provided by you, our sponsor (such as brochures or product collateral).
- Sponsored emails to a targeted segment of our audience, with your logo on our registration/ ticket event website.

Additional sponsorship perks may include:

- Pre-event competitions or giveaways to attendees with your branding.
- Logo banner on pre-roll prior to screening of films as well as over the intermission. If you sponsor a specific genre category, your logo will be prominently displayed on the slide announcing the next category of films.
- A full screen thank you message at the end of the event.
- Sponsored virtual event swag bags – these may include coupons or vouchers, a free trial for software, an e-book, tickets to an online event or online course. The gift will be shared directly with our attendees for them to access via email, either before, during, or following the event;
- VIP passes to attend the event, including the invitation-only After-Party where you can hang out with the filmmakers and festival organizers

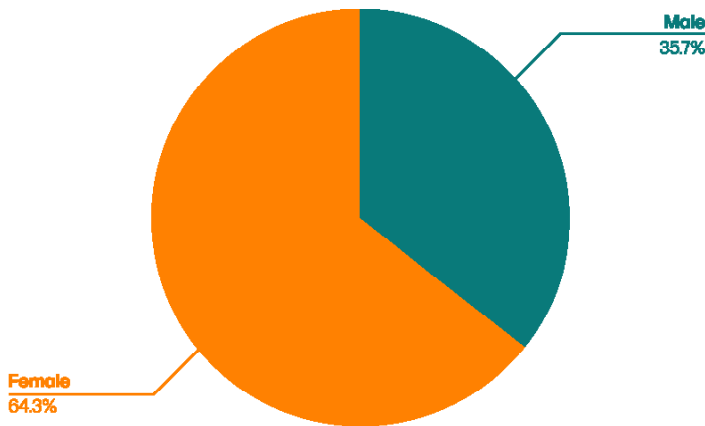


Our Demographics

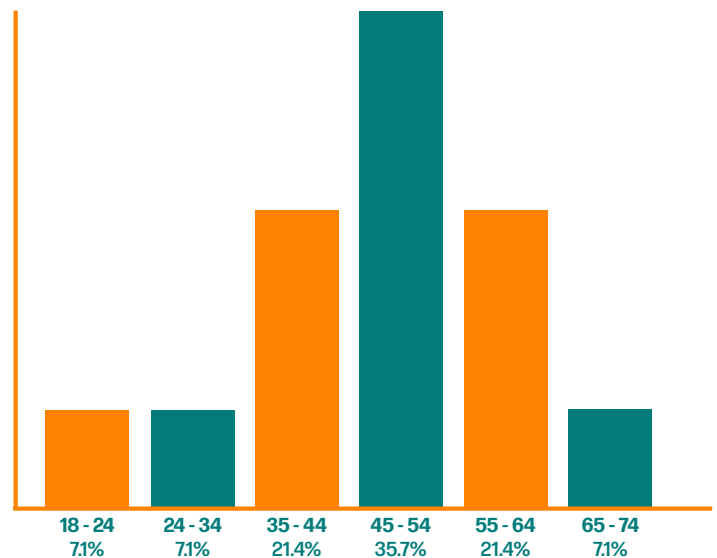
WHILE OUR REACH IS DIVERSE AND INCLUSIVE, AS AN ALBERTA FESTIVAL, OUR ATTENDEES AND FOLLOWERS ARE MOSTLY ALBERTANS.

Businesses benefit from marketing to people in our own communities who live and shop right here in Alberta.

Gender Demographics



Age Demographics



Upcoming Events

ESFF GALA 2022

Open for submissions May 1, 2023
Final deadline August 15, 2023

ESFF Red Carpet

Alberta Shorts / October 14, 2023

ESFF Long Shorts

October 15, 2023



Sponsorship Opportunities

A WIDE RANGE OF PEOPLE, INCLUDING FILMMAKERS, ATTEND THE FESTIVAL.

We are an Alberta-based festival with mostly Albertan attendees, but we have increased our marketing and outreach capabilities to assist with online content accessible to a global audience.

We want to keep our festival accessible to our filmmakers, our audience, and our partners who rely on ESFF to reach their stakeholders.



Please note we have both cash sponsorship and in-kind sponsorship available. We truly value all our sponsors and ask that you contact us with your ideas for partnership so we can work together for proper and full recognition of your support.

Thank you for your support!

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