

OVERVIEW

Mayor Charlie Hales proclaimed Portland, "The City of Film" during our festival and *MovieMaker Magazine* named us "one of the coolest film festivals in the world." Over 23,000 people came in person with over 500k people online. More than 238 visiting filmmakers, actors and crew attached to the 145 films screened came to network with over 1200 area filmmakers. Over 36 bands, DJs and musicians answered our call to participate in this year's festival with over 308 volunteers working over 1200 hours during and leading up to the seven-day event. The event was capped with over 1,600 attendees to our FREE outdoor screenings. The festival screened 145 films with over 35 world-premieres, 38 US and 120 Oregon-premieres. The audience was delivered over 154 hours of movies, workshops, classes, networking events and evening socials.

SPONSORS/SUPPORTERS

Several organizations and major employers came out to support the festival including:



AUDIENCE

Our audience is divided into 3 groups:

Event Buffs - looking for a social event with friends

Film Lovers - passionate long term supporters

Filmmakers - presenters, industry and those that aspire



Demographic:

25-34 (primary)

35-44 (secondary)

54/46 female/male

76% from Portland metro area

Tertiary educated

Professional

Psychographic:

Time poor

Social

Media savvy

Early adopters

Socially aware

Influencers

PRINT/SCREEN/TV/RADIO - TOTAL IMPRESSIONS 9,750,000

KATU - (3) run of network tv spots

CW - (3) run of network tv spots

PANDORA - run of network radio spot w/ Haley Joel Osment calling all of Portland to come out to see Portland Film Festival

Willamette Week - Three-half page ads

Portland Mercury - (2) half page ads

OAMP - monthly newsletter - front page

OAMP - Oregon Source Guide - full page ad

Willamette Writers - Event Guide - back page quarter ad

Movies in the Park - Run of show slides and trailer

Venue Movie Theater Advertising - Run of show trailer at all venues during three-week lead up to festival

OUTDOOR

Street poll, bar and business posters/banners - 20,000 were posted with concentration around theaters and close-in areas in NW, SW, SE, NE neighborhoods - 11x17 posters/banners.

Venue banners - Each venue was branded with signage and schedules:

Crystal Ballroom & Lola's Room during opening night & festival

Closing Night Party Location White Gallery

Cinema 21 Theater

Waterfront Park and Wallace Park and surrounding Beer garden

Living Room Theater - Theater 5 & 6

5th Avenue Cinemas - two screens

Hollywood Theater

Clinton St. Theater

McMenamins Mission Theater

Laurelhurst Theater

Pro Photo Supply Event Center (classroom)

Penthouse garden & classroom in Pearl District (classroom)

Filmmakers Lounge at Crystal Ballroom Restaurant

**INTERNET**

PortlandFilmFestival.com - Over 56k unique visits to our website

PDXPipeline - inclusion in newsletter and website. main event listed on main website during festival.

OregonLive.com - Links to our ticket give-away program.

Facebook.com - Advertised 3 months prior and more during the event.

Over 2,000,000 impressions.

Twitter.com - Before and during event. Over 1,250,000 impressions.

MovieMaker Magazine - before and during event advertising.

GRASS ROOTS PROMOTION

Festival guide - 50,000 printed and distributed through Mercury as well as distributed to venues and over 500 locations in close-in areas in NW, SW, SE, NE neighborhoods.

Community Partnerships: Cooped events/marketing with FashionNXT, SAG AFTRA, Willamette Writers, OMPA, Women in Film and others.

Promotional Posters - 20,000 distributed through various sponsors, coffee shops and close-in neighborhoods.

HR Reach out Promotion - Distribute material to HR departments of top Portland employers and offered discounts and promotions.

Online Promo- Tickets/incentives on Oregonlive.com and PDX Pipeline.

Email Promotions/Newsletter: Promoted events through direct contact

Social Media - Twitter Followers: 3137 Instagram: 804

Facebook: 6919 Likes - 853,430 friends of fans Hashtag: #pdxff14

MEDIA COVERAGE

Oregonian - two articles daily during festival inc. sunday arts w/ photos & links to events.

Willamette Week - three articles including reviews from events - opening night film featured.

Portland Mercury - article and review.

Portland Monthly - events calendar.

KGW - Live broadcast and interview opening night.

KXL - Live broadcast and interview - twice.

OPB - Radio interview and 2 articles.

MovieMaker Magazine - featured festival of the week and accompanying article/interview.

KATU - Live broadcast and interview

AM NORTHWEST - 3 days of coverage

PASTE - Festival article.

Hammer to Nail: Festival article.

Film Colossus: Festival article and film reviews.

IndieWire: Festival article:

Entertainment Weekly: Film review.



LIVE MUSIC

Over 36 bands played during the festival including musicians from Dandy Warhols, Ciello Project and other local and national artists. Many genres of music were paired with film screenings, social events, classes, author talks and more.



OUTDOOR FESTIVAL OF FOOD, MUSIC AND DRINK

For three-nights, the festival took to Portland Parks. With over 1000 audience members at each of our outdoor screenings, 3-4 bands played each night and enjoyed a record-level crowd.



LOCAL CRAFT BEER, WINE & SPIRITS

The three-day beergarden during the festival's outdoor screenings and beer sales at all of our venues helped Stormbreaker Beer with record sales for a film festival event. We also had Vineyard and Apple Cider vendor offering drinks too.



OREGON CULINARY ARTISTS

Every day of the festival and at every venue, the audience were treated to some of the best food prepared by national renowned chefs and culinary brands from around the state of Oregon.



Each day highlighted several restaurant partners during networking and socializing events, group meals, filmmaker breakfasts, dinners, lunches, snacks and happy hour drinks. Over 9 food cart selections came out to serve and pair their food with our beergarden and spirits selection. It gave the over 3,000 attendees a tasty selection of Portland culinary arts.

