

## **MISSION & OBJECTIVE**

(From the FSLC web site: <http://www.filmlinc.com/nyff2013/pages/submissions2013>)

The Film Society of Lincoln Center was founded in 1969 to celebrate American and international cinema, to recognize and support new filmmakers, and to enhance awareness, accessibility and understanding of the art among a broad and diverse film going audience.

As an independent constituent of the world's foremost performing arts center, the Film Society of Lincoln Center presents a 365-day season that includes premieres of new films from an international roster of established and emerging directors; major retrospectives; in-depth symposia and high profile events. The Film Society is one of those rare institutions whose stature is matched by its popularity, each year welcoming an aggregate audience of more than 350,000 film aficionados, filmmakers and industry leaders of every nationality, age, economic and ethnic group. The organization has been a pioneer among film institutions and one of the film world's most respected and influential arbiters of cinematic trends and discoveries. François Truffaut, R.W. Fassbinder, Jean-Luc Godard, Pedro Almodóvar, Martin Scorsese, Wes Anderson— over the last four decades there is scarcely a major director who has not been introduced to American audiences by the Film Society.

## **ABOUT THE FESTIVAL**

The New York Film Festival was founded in 1963 and is produced by the Film Society of Lincoln Center which aims to demonstrate the development of international film art and contemporary trends in content, form, and style.

The festival is highly competitive with an average of 28 feature films in the Main Slate and 16 short films selected each year by the five person screening committee. There are no categories and no prizes are awarded.

Views from the Avant-Garde is a sidebar of NYFF which premieres non-narrative, experimental film and video. Work of any length is considered.



**TARGETED MARKETING AGENDA**

Sell FSLC to the community as a leading Film Society  
 More than fifty years of film making history  
 51st annual event  
 Over 40 films, 28 as Main Features  
 Over 350,000 attendees across the 16 days  
 Well received by the community  
 Exceptional history of famous directors shown at the festival  
 Sell the various styles of films to be shown

**MARKETING MESSAGE:**

The films that can change the world  
 History is made by those that make it  
 Film makers move audiences  
 Delivering the vision of Directors for more than 50 years

**Art Community**

Creative  
**Colorful**  
 Explosive  
 Passionate  
 Enduring  
 Historic  
 Groundbreaking

**Independent Projects**

**Free form/Limitless**  
 Low budget  
 Avant-garde  
 Cutting edge  
 Experimental

**Films/Movies**

Creative  
 Fantastic  
**Special Effects**  
 Camera Tricks  
 Digital vs. Film  
 Colorful  
 Classics  
 Suspenseful  
 Emotional  
 Gripping

**New York City**

**Bright**  
 Exciting  
 Colorful  
**Bustling**  
 Epicenter  
 Cultural  
 Energetic



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Font selection:

TW Cent MT:  
- Regular - 12pt  
- **Bold** - 12pt



















