



ASPEN FILM

SHORTSFEST

34TH EDITION | MARCH 31 - APRIL 6, 2025 | @ASPENFILM



SHORTSFEST 2025



34TH EDITION

- **Dates:** March 31- April 6, 2025
- **Screening Venues:** Wheeler Opera House
+ Aspen Film Isis Theatre
- **Opening Night Reception:** Stranahan's Whiskey Lodge
- **Shortsfest Awards Ceremony:** Aspen Film Isis Theatre

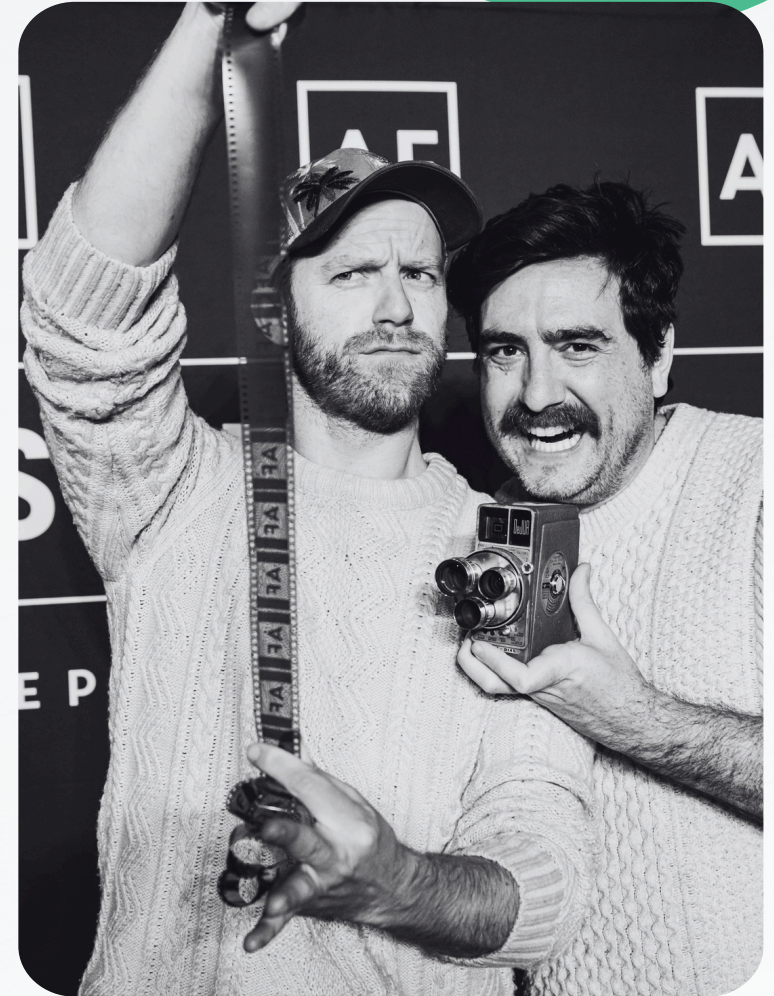
- **Closing Night Party:** TBC
- **Special Events and Additional Programming:** Daily Happy Hours + Après Screenings, Panel Discussions, Master Classes, + Educational Programming



WHO WE ARE

Founded in 1979, Aspen Film is a 501c3 nonprofit that produces two diverse film festivals annually — **Filmfest + Shortsfest** — along with robust **Winter + Summer of Cinema** programs and a variety of year-round, **community, and educational screenings and events.**

Each year, we engage with more than **30,000 people** (including students, teachers, festival attendees, and general moviegoers), host more than **100 film artists and industry guests**, and partner with **40+ organizations, schools, and businesses.**



MISSION + VISION

Aspen Film's mission is to ENLIGHTEN, ENRICH, EDUCATE, and ENTERTAIN through film.

We believe communities are made better through access to art and culture. As a presenting and producing arts organization, we strive to **cultivate curiosity, express diversity, promote thoughtful conversation, and deepen the appreciation** for one of the most potent forms of **creative expression — film.**

Our programming showcases diverse **stories and voices from around the globe.** Along with presenting films, we host **dynamic conversations** on topics ranging from art, music, and culture to science, technology, and wellness.

Of the more than **200 films** we present annually, most are **regional debuts** that would not screen in Western Colorado without Aspen Film.

SHORTSFEST AT-A-GLANCE

- Aspen Shortsfest is an **Oscar®-qualifying** festival dedicated exclusively to Short Film. It is one of only **10** such festivals in the United States.
- The festival receives close to **3000 annual submissions** from **90+ countries**.
- On average, we curate **70 short films** per festival edition, representing some of the best animation, documentary, and fictional work created around the globe.



SHORTSFEST AT-A-GLANCE

- Shortsfest has been hailed as “**One of the 25 Coolest Film Festivals in the World**” by *Moviemaker* magazine
- Each Spring, **over 75 filmmakers and industry professionals** travel to Aspen to share their work and participate in discussions about the art of filmmaking.
- Festival Alumni Include: **Sean Baker, Damien Chazelle, Destin Daniel Cretton, Reinaldo Marcus Green, Sarah Polley, Jason Reitman, Jean-Marc Vallée, and Lucy Walker.**



ASPEN SHORTSFEST:

CELEBRATING SHORT FILM FOR MORE THAN 30 YEARS!



1700+

Films
Screened



93

Countries
Represented



330+

Industry and
Filmmaker
Events and Q+A's



Shortsfest concludes with an Awards Celebration honoring winners in NINE categories.

Winner in these categories become eligible for Academy Award® consideration:

Animation Comedy Drama
Documentary Short Short
(Under 10 Minutes)

Additional Awards are presented for:

Audience Award Student Short
Youth Jury Ellen Award
(Honoring our Founder)





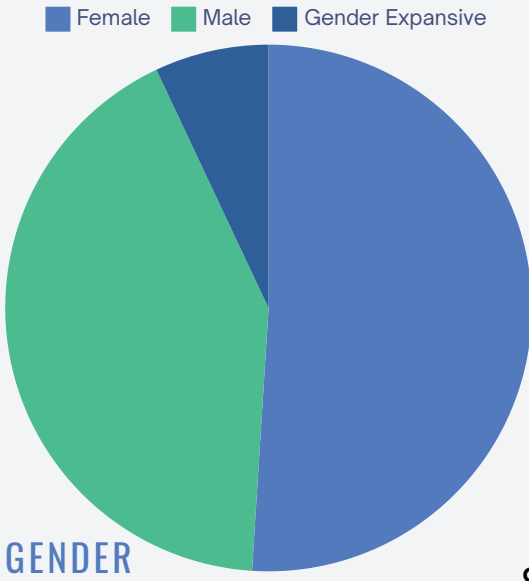
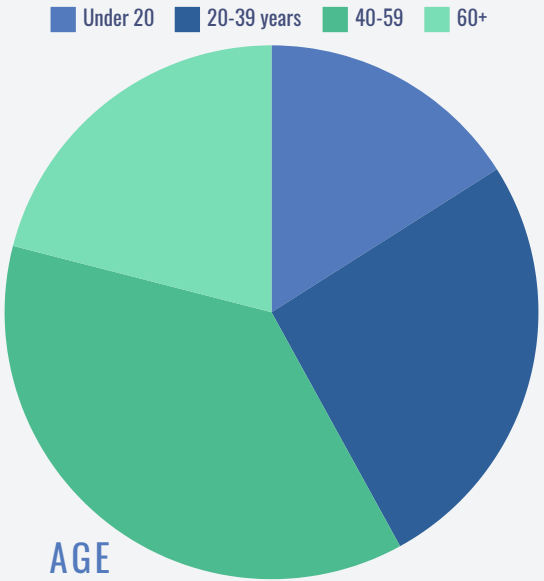
OUR AUDIENCE

SOPHISTICATED | CURIOUS | ADVENTUROUS

Aspen Film's audience is **engaged** and made up of a **global cross-section** of Aspen's year-round residents, second homeowners, and seasonal visitors.

Our attendees regularly include notable filmmakers, celebrity personalities, and high-net-worth individuals.

In 2024, we hosted **77 Filmmakers + 8 Industry Guests** during the festival.



ONLINE + SOCIAL

Average 50,000 website page views
in the six months leading up to each festival.



Facebook
Page Reach
97,628
Annual Average

Page Likes
8,085



Instagram
Reach
35,380
Annual Average

Followers
5,198



11,894
Email
Subscribers

45 %
Average
Open Rate

1.5 MILLION Eyes + Ears that see and hear messaging from Aspen Film

LOCAL MEDIA PARTNERSHIPS



ASPEN DAILY NEWS circulation 10,500
THE ASPEN TIMES circulation 21,000
THE POST INDEPENDENT circulation 9,000
THE SOPRIS SUN circulation 5,000
LOCAL MAGAZINE circulation 40,000
ASPEN PUBLIC RADIO 18,000 weekly listeners

SPONSOR, GRANTORS + COMMUNITY PARTNERS



FILMEDUCATES



Art education and community involvement in youth development have been at the center of Aspen Film's **FilmEducates** programs for 25+ years.

Through the years, thousands of youth have experienced the magic of film at **NO COST**.

Each of the education initiatives that take place at Shortsfest equips students to expand their worldviews, develop critical viewing skills, cultivate curiosity, and inspire creativity.

YOUTH JURY - The Aspen Shortsfest Youth Jury is made up of high-school students who learn how to analyze, think critically, and evaluate short films that are in competition at the festival. The Youth Jury presents an award to their favorite film at the festival.

SPOTLIGHT SESSIONS - The Art of the Interview - College Film and Media students conduct one-on-one interviews with visiting filmmakers to gain hands-on documentary filmmaking experience.



FILMEDUCATES

COLLABORATIVE WORK EXPERIENCES + INTERNSHIPS - student-driven projects which provide a chance for young people interested in the film industry, film festivals, and nonprofit work to gain hands-on work experience in festival production, programming, marketing, and film exhibition.

MAKING MOVIES MATTER - We provide online access for educators to use curated short film packages designed to enrich curriculum in language, STEAM, visual arts, history, world geography, LGBTQ+ issues, and the social sciences in their classrooms.

SCHOOLS TO THE FESTIVAL - Students and teachers receive free admission to programs + events during the festival.

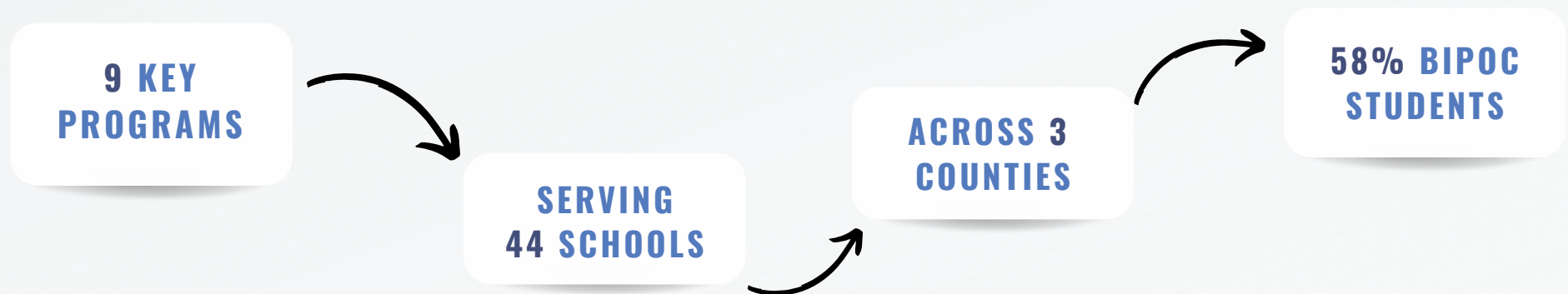


FILMMAKERS TO THE CLASSROOM - Filmmakers from around the globe visit local schools to share their films, culture, and creative process in classroom and auditorium settings.

YOUNG FILMMAKER LABS - Filmmakers and industry guests offer real-time, in-person filmmaking advice to students while screening films (including student works-in-progress).

EDUCATION REACH

Aspen FilmEducates programs serve youth from geographically and economically diverse backgrounds.



Over 8,000 Students + Teachers have FREE unique access to Aspen FilmEducates



CONTACT

Susan Wrubel

Executive + Artistic Director

swrubel@aspenfilm.org

970.925.6882

FilmEducates:

Regna Frank-Jones

Head of Education Development + Programs

aspenfilmeducates@gmail.com

970.925.6882



**IN-KIND SUPPORT +
SPONSORSHIP OPPORTUNITIES**

Sponsorship Levels

Benefit Comparison Chart

		NICKEL	BRONZE	SILVER	PLATINUM	GOLD	PALLADIUM
VALUE OF CONTRIBUTION		\$250-\$749	\$750-\$1249	\$1250-\$1749	\$1750-\$2499	\$2500-\$4999	\$5000-\$10000
Brand Logo Placement	Aspen Film Website	✓	✓	✓	✓	✓	✓
	Sponsors + Supporters Group On-Screen Slide	✓	✓	✓	✓	✓	✓
	Sponsors + Supporters Group Program Guide		✓	✓	✓	✓	✓
	Program Guide Cover					✓	✓
	Official Shortsfest Poster				✓	✓	✓
	Festival Venue Signage			✓	✓	✓	✓
	Aspen Film mailings + E-blasts			✓	✓	✓	✓
	Listed In Shortsfest Press Release					✓	✓
	Mention(s) in AF Social Media Stories		1	2	2	2	3
	Dedicated Brand Post AF Social Media				1	2	3
Product Placement	Inclusion of product or materials in 100 VIP Gift Bags	✓	✓	✓	✓	✓	✓
	Product/Brand Activation at Shortsfest						✓
Dedicated Supporter Advertising	Dedicated Supporter - Name Slide or Ad		✓	✓	✓	✓	✓
	Printed Program Guide Ad (1/2 or Full Page)				✓	✓	✓
	Dedicated Supporter Video or Ad :15 second spot					✓	
	Dedicated Supporter Video or Ad :30 second spot						✓
Festival Access	Film Program Tickets	2	4	4	4	4	4
	Festival Pass			1	1	2	4
	Reserved Seats						4
	Tickets to Awards Program			1	1	2	4

**In-Kind Support + Sponsor opportunity perks for donating cash, goods, or services vary by level.
ALL levels include Nickel perks**

Nickel (\$250-\$749) perks

- Supporter's logo or name included in:
 - Supporter's + Sponsors On-screen slide
 - Approximately 10 rotations before each of our 10 Film Programs
 - Aspen Film Website
 - Average 50,000 page views in the months leading up to Shortsfest
- If applicable - inclusion of Supporter's product/coupon/flyer in Shortsfest VIP Gift Bags (100 items)
- (2) Individual Film Program Tickets

Bronze (\$750-\$1249) perks

ALL Nickel perks, PLUS:

- Supporter's logo or name included in:
 - Shortsfest 2025 Printed Program Guide
 - Circulation - 5,000
 - (1) Mention in an AF Social Media Story
 - (1) Dedicated Supporter Static Slide - Name, Brand or Advertisement
 - On-screen for approximately 10 rotations before 10 Film Programs
 - (4) Individual Film Program Tickets

Silver (\$1250 - \$1749) perks

ALL Bronze perks, PLUS:

- Supporter's logo or name included in:
 - (2) Mentions in AF Social Media Stories
 - Festival Venue Signage in 5+ venues (WOH, Happy Hour venue; Opening + Closing Parties; Après party venues)
 - Aspen Film Mailings + E-blasts
 - (1) Festival Pass

Platinum (\$1750 - \$2499) perqs:

ALL Silver perqs, PLUS:

- (1) ½ Page (3.5" x 5") print ad included in the printed Shortsfest Program Guide
 - Print-ready ad due to Aspen Film by FEB 23, 2025
- Official Shortsfest 2025 Poster
 - 130 displayed in 86 locations across the entire Roaring Fork Valley
- (1) Dedicated Brand POST on AF Social Media Channels
 - 8,000+ Instagram + Facebook followers

Gold (\$2500 - \$4999) perqs:

ALL Platinum perqs, PLUS:

- (1) Dedicated Supporter :15 video (or ad)
 - Played on-screen before each of our 10 Film Programs
- Supporter's logo included on the Shortsfest Program Guide Cover
- Official Shortsfest 2025 Press Release
 - Sent to 200 local, 250 regional, and 150 National Media outlets
- (2) Dedicated Brand Posts on AF Social Media Channels
 - 8,000+ Instagram + Facebook followers
- (2) Festival Passes

Palladium (\$5000 - \$10,000) perqs:

ALL Gold perqs, PLUS:

- (1) Dedicated Supporter :30 video (or ad)
 - Played on-screen before each of our 10 Film Programs
- (1) Full-Page (7" x 10") print ad included in the printed Shortsfest Program Guide
 - Print ready ad due to Aspen Film by FEB 23, 2025
- (1) Product / Brand Activation during the Festival
- (3) Mentions AF Social Media Stories
- (3) Dedicated Brand posts on AF Social Media Channels
 - 8,000+ Instagram + Facebook followers
- (4) Reserved seats at each screening
- (4) Festival Passes



**CASH SPONSORSHIP
+ UNDERWRITING OPPORTUNITIES**

• SHORTSFEST AWARD UNDERWRITING

- Aspen Shortsfest juries award 9 cash prizes to in-competition films at the festival. Award underwriters receive **Bronze** Level Perqs + (4) Individual Tickets to the festival
 - Emerging Star Awards - \$1250: Audience Award, Short Short* (under 10 minutes), Student Film, Youth Jury Award
 - Filmmaker Phenom Awards - \$2500: Animation*, Comedy*, Documentary*, Drama*, The Ellen Award (honoring our founder)

**Oscar®-qualifying awards*

• FilmEducates SPONSORSHIP

- There are many opportunities to support Aspen FilmEducates programming during Shortsfest. Please reference the FilmEducates Underwriting **Opportunities appendix** for more information.

• \$1,000 - HAPPY HOUR HERO

- Official underwriter of (1) Aspen Shortsfest Happy Hour. Happy Hours take place Tuesday-Friday during the festival (4 total) and provide filmmakers with the opportunity to eat, drink and network prior to Film Program screenings. Happy Hours are open exclusively to filmmakers, industry guests, jury, and invited patrons of the festival.
 - Happy Hour Heros receive **BRONZE** Level Perqs PLUS:
 - Access for (2) people per Happy Hour

• **\$2,500 - PANEL OR CONVERSATION SPONSOR**

- Official underwriter of (1) Aspen Shortsfest Film Panel or Conversation.
 - Panel or Conversation sponsors receive **PLATINUM** Level Perqs
 - Panels available to Sponsor include:
 - Jury Panel - members of our esteemed competition Jury discuss their paths in the entertainment industry
 - Industry Panel - invited industry guests discuss their fields of work.
 - Programmer panel - the Shortsfest Programmers discuss the process of selecting films and programming film festivals

• **\$5000 - OFFICIAL FESTIVAL T-SHIRT SPONSOR**

- Support the creation of the official Aspen Shortsfest Branded T-shirt that is given to all VIPs, industry guests, jury, filmmakers, staff, and volunteers. Add your name or company logo to a keepsake that will end up in all corners of the globe!
 - The Festival T-Shirt sponsor will receive **GOLD** Level Perqs PLUS:
 - Your name or company logo prominently displayed on the shirt
 - (10) T-shirts to distribute to your friends, family, company, etc

• **\$10,000 - PREMIERE RECEPTION SPONSOR - (Either OPENING or CLOSING Night)**


- Official sponsor of (1) Shortsfest Reception - Either Opening Night (March 31, 2025) or Closing Night (April 5th). Shortsfest Receptions are private parties held at local venues for aprox 100 people, which include VIPs, filmmakers, industry guests, jury, pass-holders and Aspen Film Members.
 - Each Reception sponsor will receive **Palladium** Level Perqs PLUS:
 - Verbal acknowledgement as the Premiere Reception Sponsor in the Aspen Film Executive Director's welcome remarks
 - (10) tickets to the sponsored Reception
 - Product/brand display table at the reception



- **\$15,000 - OFFICIAL SPONSOR OF FILMMAKER/INDUSTRY LOUNGE**

- Official sponsor of the 2025 Aspen Film Shortsfest Filmmaker/Industry Lounge
 - The Lounge sponsor will receive **Palladium** Level Perqs PLUS:
 - Verbal acknowledgement as the Premiere Reception Sponsor in the Aspen Film Executive Director's welcome remarks
 - (10) tickets to each the Opening + Closing Night Receptions
 - Product/brand display table in the Lounge

- **\$25,000 - OFFICIAL SPONSOR OF SHORTSFEST AWARDS CEREMONY**

- Official sponsor of the Shortsfest Awards Ceremony on Saturday, April 5th at The Aspen Film Isis Theatre. This joyous event recognizes the best in short form filmmaking and serves as the platform for the Competition Jury, as well as the Youth and Ellen Juries to present their coveted awards and cash prizes to their respective winning films.
 - The Awards Ceremony sponsor will receive **Palladium** Level Perqs PLUS:
 - Verbal acknowledgement from stage throughout the Awards Ceremony, as well as prior to all film program screenings
 - (8) Invitations to the Awards Ceremony
 - Name or Logo in Awards Ceremony Printed Program
- 

ADDITIONAL DONATION OPPORTUNITIES:

The below opportunities have flexible amounts and can be customized based on your interest. Please contact info@aspenfilm.org to discuss.

- **Fly a Filmmaker (or Industry Guest) to Aspen**
 - Donate airline miles or cash to help bring a Filmmaker or Guest to town for the festival (approximately \$700-800/ticket)
- **Host a Filmmaker**
 - Individual - Donate hotel points, a guest room or ADU to house a filmmaker during the festival in Aspen
 - Company - Donate Complimentary or Discount Room Nights at your property
- **VIP Gift Bag items**
 - Donate product to Aspen Shortsfest for inclusion in our VIP Gift Bags. Popular items include:
 - Snacks + Beverages
 - Water Bottles
 - Hats (beanie or trucker)
 - Stickers, notebooks, pens, etc
- **Gift Cards**
 - We welcome donations of Gift Cards (or Gift Certificates) from local restaurants + grocery stores, which help us feed Shortsfest Staff, Interns, Youth Jury, + Volunteers and buy last-minute supplies. Some favorites include:
 - City Market or Clark's Market
 - Bangkok Happy Bowl
 - Big Wrap
 - CP Burger
 - Grateful Deli
 - Silver Peak Grill
- **Your time!**
 - Our volunteer sign-up portal becomes active closer to the festival, but we are always looking for help. To inquire about volunteering prior to the festival, please email info@aspenfilm.org Potential volunteer opportunities include:
 - Ushering / scanning tickets for events + programs
 - Airport shuttles - picking up or dropping off traveling filmmakers
 - FilmEducates - driving filmmakers to & from schools throughout the week
 - Festival Runner - picking up lunches and various items around town as needed