



September 2021

## Marketing Materials

Covid-19 has devastated the entertainment industry so we are delighted to offer our Festival Hosts the opportunity to reach out -- offering something new and exciting to their communities -- while re-vitalizing the economic health of their organizations.

We encourage our Festival Hosts to **treat September as an excellent and simple opportunity to raise funds for their organizations.** With these thoughts in mind we hope the following will be helpful.

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September's Festival is **all about fundraising** ... so make sure your team **encourages everybody they know** – via email, social media, text message, and phone – to buy an online Festival Pass because it will support your organization. Remember, **you keep 75% of the net revenue** that you generate.

### Overall Festival Marketing Strategy

- Promote the streaming Festival Pass to as many people as possible
- If you are scheduling in-person screenings, then we suggest you offer an admission discount to those who have already supported you by purchasing. Try to inject a party atmosphere into your in-person event.

### Some Sample Scripts to adapt to your own style.

#### Email

XXXXXX (your organization) is delighted to have been chosen as a Festival Host for the *Z-SHORTS International Film Festival* in September. This allows us to bring you **116** short films from **23** countries – almost **30** hours of entertainment -- streaming 24/7 throughout September ... and is a fundraiser for our organization.

Please support us by going here XXXXX (link to your Festival Pass) to get your online Festival Pass. It's only XX.XX (price).

Thank you. We really appreciate your support.

XXXXXX (your organization) has partnered with Z-SHORTS to bring you September's Z-SHORTS International Film Festival – **116** short films from **23** countries (almost **30** hours of online entertainment). This is a fundraiser for our organization so please support us by buying a Festival Pass. It's only XX.XX (price). Go here XXXXX (link to your Festival Pass) to get your online Festival Pass.

Thank you. We really appreciate your support.

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We get to retain 75% of your ticket price so please support XXXXXX (your organization) and buy a streaming Festival Pass. It's only XX.XX (price) and is good for the entire month of September. You'll get to see 116 short films from 23 countries – almost 30 hours of excellent film festival entertainment. Go here XXXXX (link to your Festival Pass) to get your online Festival Pass. Thank you. We really appreciate your support.

### Social Media

116 short films from 23 countries hosted by XXXXXX (your organization). Your online Festival Pass is only XX.XX (price). Go here XXXXX (link to your Festival Pass).

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Almost 30 hours of short films streaming in September for only XX.XX (price). Go here XXXXX (link to your Festival Pass).

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Streaming 24/7 in September - 116 short films from 23 countries for only XX.XX (price). Go here XXXXX (link to your Festival Pass).

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Please support us in September for only XX.XX (price). Go here XXXXX (link to your Festival Pass).

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Streaming 24/7 in September - almost 30 hours of short films for only XX.XX (price). Go here XXXXX (link to your Festival Pass).

## **Filmmaker/Director Interviews, etc**

<https://www.youtube.com/channel/UCVHU8zJL5PuDxyT8Qs4tjZg>

Our YouTube channel where over 20 of our filmmakers tell their stories ... what went into the making of their films.

## The Films

	Official Selections	Honorable Mentions	Total
Argentina		1	1
Australia	5	5	10
Belgium	1		1
Brazil	1		1
Canada	2	2	4
Cyprus		1	1
France	2		2
Ghana		1	1
Guatemala		1	1
Hungary		2	2
India	2	1	3
Iran		2	2
Israel		1	1
Italy	1	3	4
New Zealand	1		1
Peru	1	1	2
Poland		1	1
Slovenia		1	1
South Korea	1		1
Spain	1	1	2
Sweden		1	1
UK	4	3	7
UKS	5		5
USA	23	38	61

## Festival Logo

Feel free to use the logo



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