

Today's Date*

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- Name of Your Organization

San Luis Obispo International Film Festival

- History and brief description of your organization (500 words or less)*

Now celebrating its 31st annual event, the San Luis Obispo International Film Festival is a non-profit organization catered toward celebrating and showcasing independent films and filmmakers. With a 6-day highly regarded annual event, a week-long virtual festival, and other exciting events and screenings throughout the year, the SLO Film Festival is one of the pillar arts organizations in the community that provides a year-round destination for international independent cinema, promoting diversity, understanding, education, and inclusion through engaging storytelling. Acting as a venue for international and local filmmakers, and being able to expose an ever-expanding range of audiences to new ideas and experiences, we find it important to partner with other community organizations and local institutions to uplift the voices of those in the area whose important work betters our community. With a focus on showcasing a wide range of topics and communities through film, we invite filmmakers, industry professionals, media and special guests from around the country to participate in Q&A's and panel discussions that encourage conversations around the presented topics. Exciting, fun, impactful, and community building, the SLO Film Festival screens over 100 films throughout the week, hosts a VIP Festival Lounge, Red Carpet events, live music, educational conversations with industry leaders, and capstone events each night to bring the community together, celebrate the arts, and expose our audience to important topics around the world.

- Name, location and date/s of your event *

Community of Skate - Sunday, April 27th - Fremont Theatre
2025 SLO Film Festival: April 24-29, 2025

See the event description from our 2024 Community of Skate event:
www.slofilmfest.org/events/communityofskate

- Point of contact for your event*

Skye McLennan

- Phone No.

805-225-3219

- Email

skye@slofilmfest.org

- Required permits for this event, please provide status of permits *

ABC License

- **Cost of this event (if it is a ticketed event)***

\$25 General Admission \$20 Student/Film Society Members

- **Description of tourist attraction record or potential, please include percentage of in-county vs. out-of-county attendees:**

The SLO Film Festival, now in its 31st year, largely attracts locals throughout SLO county but is steadily growing attendance through outside visitation due to its central location and idyllic beauty. With over 100 films screened during the festival and a majority of them bringing in filmmaking teams and families from outside the area as first time visitors, we have seen an exciting increase in visitation during the week of the festival. Recently named one of MovieMaker Magazine's "Top 25 Coolest Film Festivals in the World," we believe that with this new honor we will be able to make even greater leaps in increasing tourism to the area.

SLO COUNTY - 70% (in-person festival)

Out of town - 30% (in-person festival)

- **Description of any collaborative efforts with other organizations relative to this event:***

Throughout the festival we work with many non-profits and tourism partners, including Visit SLO and Visit SLOCAL. Specifically for our Community of Skate event we work closely with SLO High School to give the design and media students an opportunity to design our posters and marketing materials, create designs and screen print merchandise at the event, and create custom skateboard artwork to display throughout the event halls. We also work closely with local skate shops such as Ceremony Skate shop and Skate Warehouse for promotional opportunities and giveaways. Though 2024 was our first skate night, we hosted over 300 attendees in a night filled with community, skateboarding and hearing from legendary skaters Stacey Peralta and Kareem Campbell.

- **The total amount requested, budget including a prioritized breakdown of individual line items within that total. ***

\$7,500 Cash - Title Sponsor for Community of Skate Night

\$3,000 - Travel for attending pro skaters

\$2,000 - Food budget for event mixer/party hosted at our Festival Lounge in Downtown SLO, catered by a local AG business (Jaffa Cafe).

\$1,000 - Marketing Costs, promoting the event via social media, flyers, ad space, etc.

\$1,000 - Licensing fees

\$500 - Security

In-Kind Room donations: In addition to the skate event we host over 70 filmmaking teams that come to the area during the week of the festival. We are looking for room donations to facilitate their stay during the festival dates.

- **Safety plan (large special events only) ***

We work closely with the Fremont Theatre to ensure that the event runs smoothly and safely. For major events hosted at this venue during the festival we hire the Fremont Theatre's security team.

They do line and ID checks at door entry and evaluate, facilitate and maintain safety protocols throughout the evening.

- **Description of your marketing strategy and reach. Please include how your organization will include Visit Arroyo Grande in your promotional marketing and materials.***

We believe in highlighting the many areas of San Luis Obispo County. As a principal sponsor of our Community of Skate night, you would have the great opportunity for Arroyo Grande to promote the amazing businesses, skate parks, downtown and community happenings to the larger county and out of towners. The city would be awarded the opportunity to showcase a video to play during the event and will be featured on all posters and web pages pertaining to the event. You will also be tagged in any social media promotion about the event.

- **Organizations and event URL's and social media channels***

Website: www.slofilmfest.org / Instagram, Facebook, Twitter: @slofilmfest