

# The Future of Innovation and Storytelling

November 13-17, 2024

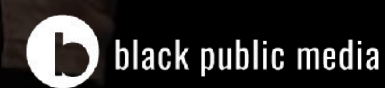
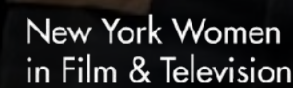




WE ALL KNOW



# Industry Partners







# Press Coverage

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## TELEVISION

CBS This Morning  
ET  
EXTRA  
Inside Edition  
E!  
MTV  
MYV2  
Oprah  
CNN  
Headline News  
BET  
WNBC 4  
CW  
CBS

## PRINT

LA Times  
NY Times  
NY Post  
USA Today  
LA Daily News  
Forbes  
VIBE  
Fortune  
Black Enterprise  
Crain's Business  
Essence  
The Source  
XXL  
The Hollywood  
Reporter  
Deadline  
Variety  
Village Voice  
Uptown  
NY Daily News  
Amsterdam News  
Impacto Latino

## ONLINE

CNN.com  
BET.com  
COMPLEX  
REMEZCLA  
MTV.com  
BlackFilm.com  
OKAYPLAYER  
TheUrbanDaily.com  
TheRoot.com  
VH1  
AllHipHop.com  
IndieWire.com  
Variety.com

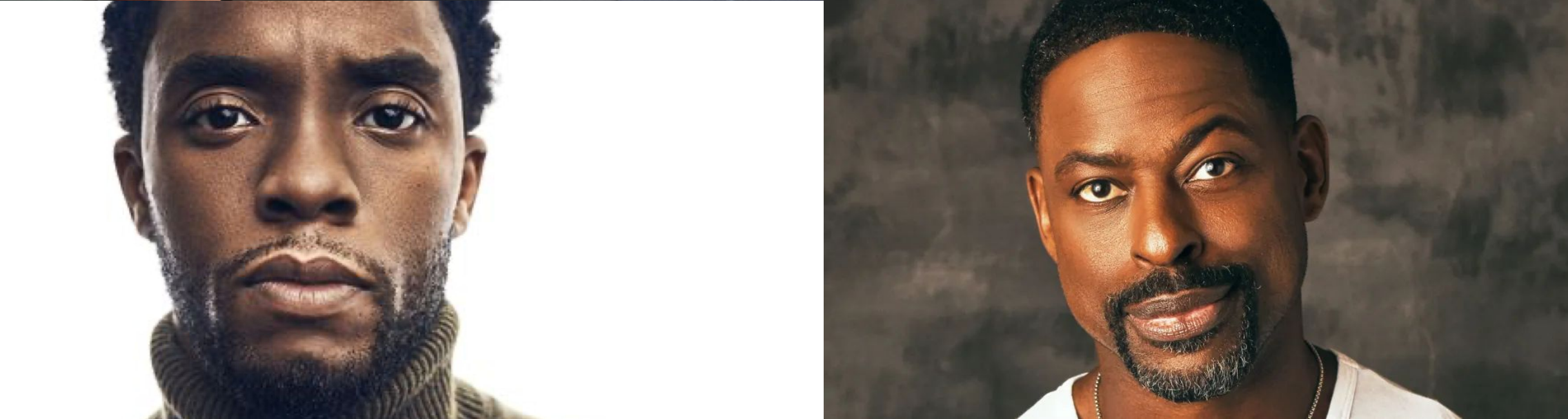
## RADIO

Power 105  
Hot 97  
WNYC  
WBAI  
NPR  
WBLS  
WLIB

**Misty Copeland**  
Spotlight - Flower 2023







# Starmaking Legacy

Over our 28 year history, Urbanworld has launched and supported the careers of many of the film industry's best and brightest talent, both behind and in front of the camera.

- |                   |                       |                     |
|-------------------|-----------------------|---------------------|
| Maya Angelou      | Nelson George         | Rosie Perez         |
| Halle Berry       | Tyrese Gibson         | Issa Rae            |
| Chadwick Boseman  | Meagan Good           | Chris Rock          |
| Sterling K. Brown | Tiffany Haddish       | AV Rockwell         |
| Gerard Butler     | Kevin Hart            | Kelly Rowland       |
| Mariah Carey      | Kate Hudson           | RZA                 |
| Ryan Coogler      | Jennifer Hudson       | Jill Scott          |
| Misty Copeland    | Cord Jefferson        | Jada Pinkett Smith  |
| Tom Cruise        | Queen Latifah         | Algee Smith         |
| Ice Cube          | Spike Lee             | Amandla Stenberg    |
| Viola Davis       | Malcolm D. Lee        | Gabrielle Union     |
| Rosario Dawson    | Jennifer Lopez        | Lena Waithe         |
| Colman Domingo    | Joe Morton            | Kerry Washington    |
| Ava DuVernay      | David Oyelowo         | Denzel Washington   |
| Cynthia Erivo     | Nate Parker           | Michael K. Williams |
| Jamie Foxx        | Gina Prince-Bythewood | Jeffrey Wright      |





# "THE PEOPLE'S FESTIVAL"

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- Daily News

## THE LARGEST MULTICULTURAL FILM FEST & INNOVATION SUMMIT IN THE WORLD

Going into its 28th year, Urbanworld continues to showcase creativity and innovation, while highlighting cultural touchpoints and building community around the world.

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**5 DAY EVENT** | **15,000+ ATTENDEES**

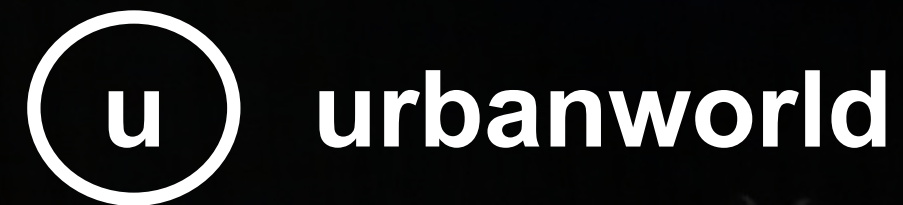
Urbanworld is an Academy Award qualifying festival that includes Red Carpet Premieres, Indie Film Screenings, Pitch Presentations, Live Music Performances, Parties, Live Screenplay Readings, Innovation Sessions, Community Engagements, and Awards Ceremonies.



**Jeffrey Wright, Oscar Nominee**  
Premiere - American Fiction 2023

COMMUNITY - CULTURE - CREATIVITY





## Who We Are

The Urbanworld Foundation is a 501(c)3 nonprofit organization dedicated to providing a platform that highlights storytelling from around the world and fosters a community of distinct voices. Our vision is to advance the inclusion and impact of diverse content creators.

Through our signature event, the Urbanworld Film Festival and Innovation Summit, the Foundation celebrates diverse narratives in content creation while highlighting emerging technology. Founded by Stacy Spikes in 1997, the festival is now in its 28th year and annually takes place in New York City. Showcasing narrative features, documentaries, short films, screenplays, and other content created by and about people of African, Asian, Latinx, and Native American heritage, the festival has become a cultural cornerstone.

The Innovation Summit complements the festival with panels, workshops, and presentations aligned with the convergence of cutting-edge technology, industry trends, and the evolving landscape of media and entertainment. By merging film and technology, the five-day event provides a global stage for underrepresented filmmakers and creators to not only present their work but also explore how technology and innovation can further enhance and amplify innovative storytelling.

In addition to the preeminent film screenings, the Festival features networking events, luncheons, award ceremonies, and showcases, fostering a unique environment where voices in the entertainment industry can thrive, connect, and collaborate, driving the future of innovative content creation.

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***where technology, storytelling and culture converge***





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# Storytelling Across All Screens



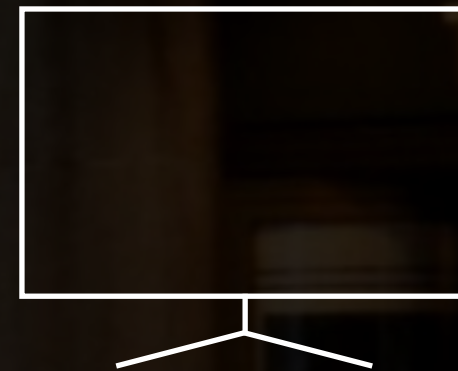
Mobile



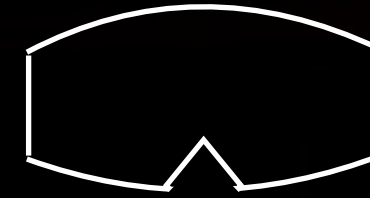
Tablet



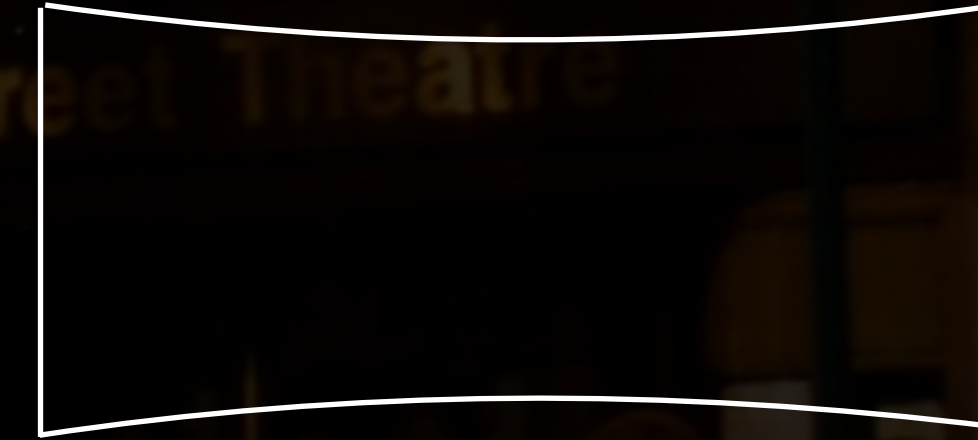
Computer



TV



VR / Gaming



Cinema





# Innovation Summit & Film Festival Schedule

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**Day 1:** Innovation Summit Kick-Off / Film Festival Opening Night Premiere

**Day 2:** Innovation Summit Continues / Film Festival Screenings and Events

**Day 3:** Film Festival - Screenings and Events

**Day 4:** Film Festival - Closing Night Premiere / Celebration

**Day 5:** Film Festival - Awards Brunch





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## Innovation Summit

Innovation and technology play a pivotal role in shaping today's world across business, media and culture. The landscape of the film industry and content creation is evolving quickly. A revolution is taking place in the way stories are told, experienced, and distributed.

Urbanworld's Innovation Summit ensures that diverse communities remain at the forefront of learning, accessing and engaging with the emerging tech that is impacting the future of the industry and ways stories are told.

**Innovation Summit Highlights**



*The 2024 Urbanworld  
Innovation Summit  
in Partnership with*

**FutureCast**<sup>®</sup>  
FORWARD TOGETHER







# Film Festival

The Urbanworld Film Festival is the world's largest festival celebrating works by BIPOC filmmakers. Distinct stories, which have been historically underrepresented in mainstream cinema, are shared and narratives amplified. Urbanworld not only celebrates the culture, history, and diverse perspectives on screen but fosters dialogue among audiences of all backgrounds.

Hollywood studios, indie film distributors, and established and emerging filmmakers have consistently chosen Urbanworld to premiere box office and award-winning hits.

**Film Festival Highlights**







# Programming

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## Content

A slate of programming that includes Studio, Streamers and Network Spotlight Premieres, Narrative and Documentary Features and Shorts, Branded Content, Web Originals, Music Videos, and Screenplays.

## Innovation

Dynamic sessions and speakers highlighting new media arts, initiatives, and opportunities across the digital landscape, with a focus on the intersection of content and technology.

## Social

5-days for mixers, receptions, including opening and closing parties, along with a filmmakers awards brunch.

## Culture

Curated experiences featuring artistry across music and the visual arts through collaboration with mission-aligned partners.





# Partnership Activation

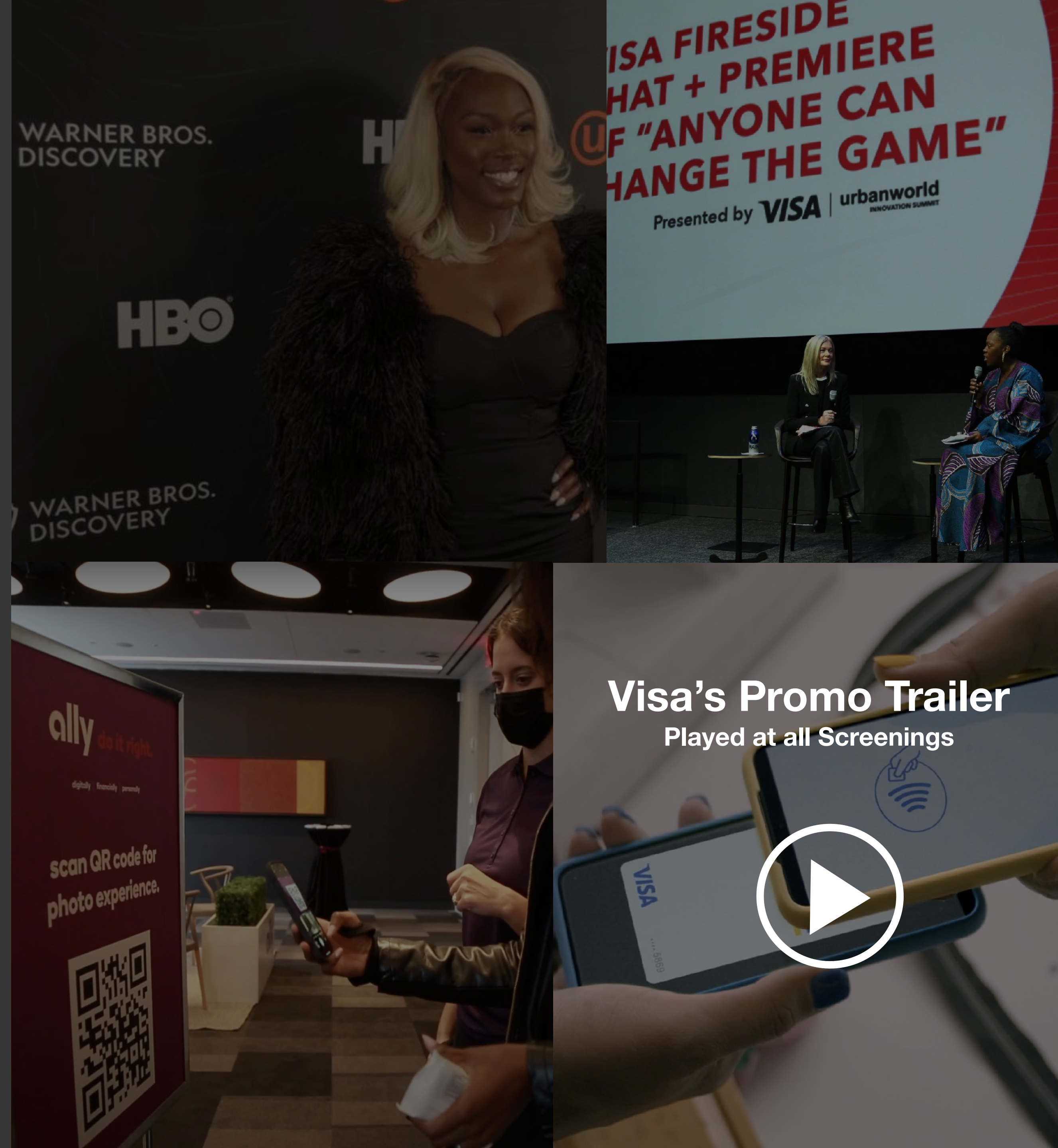
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From exclusive screenings, panels, luncheons, and networking engagements to interactive showcases, award ceremonies, and after-parties; Urbanworld partnership activations offer a unique opportunity for brand visibility and engagement.

Maximize your brand's impact, presence, and influence at the Urbanworld Film Festival and Innovation Summit, by collaborating with our creative team for opportunities to create original content, signage, promotional materials, and more.

Urbanworld partners enjoy customized ways of engaging with sought-after Urbanworld audiences.

Warner Bros. Discovery and HBO Step & Repeat Branding, Visa Keynote Fireside Chat, Visa Promo Trailer for all Pre-Screenings, Ally Bank Signage, and Custom Content Features







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## Communication

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Partner mention in press releases and logo placement or listing across key promotional materials and communications.

## Social Media

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Partner branded posts across Urbanworld social platforms during festival season and throughout 2024.

## Presence

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Activation and Partner branding on print and digital collateral:

- Website & E-blasts
- Trailer Block
- Event Signage
- Premium for Gift Bags

## All Access

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Festival all access for Partner executives, guests, talent and filmmakers.





# Sponsorship Levels

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## Presenting Sponsor - \$500,000

- Category Exclusivity
- Presenting sponsor recognition with top level logo and/or name listing across promotional and live event materials
- Recognition in remarks across the Film Festival and Innovation Summit
- Opportunity to host up to (4) four custom event activations, such as a keynote, a panel, an after party, etc. (or recognition on a pre-curated activation)
- Invitation for up to (2) two executives or talent to be featured on an additional panel as a moderator or panelist on a pre-curated panel
- Host a custom interactive display or demo during the Innovation Summit for attendees to engage with a product or emerging technology
- Up to (4) four executives or talent invited to sit on the jury for a TBD Film Festival award category
- Opportunity to include a trailer, up to :90 seconds, to play before all screenings.
- Up to (50) fifty All Access Passes

## Prestige Sponsor - \$250,000

- Prestige sponsor recognition with premier logo and/or name listing across promotional and live event materials
- Recognition in remarks across the Film Festival and Innovation Summit
- Opportunity to host up to (2) two custom event activations, such as a panel, a luncheon, an after party, etc. (or recognition on a pre-curated activation)
- Invitation for up to (2) two executives or talent to be featured on an additional panel as a moderator or panelist on a pre-identified panel
- Host a custom interactive display or demo during the Innovation Summit for attendees to engage with a product or emerging technology
- Up to (2) two executives or talent invited to sit on the jury for a TBD Film Festival award category
- Opportunity to include a trailer, up to :60 seconds, to play before all screenings.
- Up to (25) twenty five All Access Passes





### **Premiere Sponsor - \$100,000**

- Premiere sponsor recognition with logo and/or name listing across promotional and live event materials
- Opportunity to host up to (1) one custom event activation, such as a panel, a luncheon, an after party, etc.(or recognition on a pre-curated activation)
- Invitation for up to (1) one executive or talent to be featured on an additional panel as a moderator or panelist on a pre-curated panel
- Host a custom interactive display or demo during the Innovation Summit for attendees to engage with a product or emerging technology
- Up to (1) one executive or talent invited to sit on the jury for a TBD Film Festival award category
- Opportunity to include a trailer, up to :60 seconds, to play before all screenings.
- Up to (15) fifteen All Access Passes

### **Elite Sponsor - \$50,000**

- Elite sponsor recognition with logo and/or name listing across promotional and live event materials
- Opportunity to host up to (1) custom event activation, such as a panel, or workshop (or recognition on a pre-curated activation)
- Host a custom interactive display or demo during the Innovation Summit for attendees to engage with a product or emerging technology
- Up to (1) one executive or talent invited to sit on the jury for a TBD Film Festival award category
- Opportunity to include a trailer, up to :30 seconds, to play before all screenings.
- Up to (8) eight All Access Passes

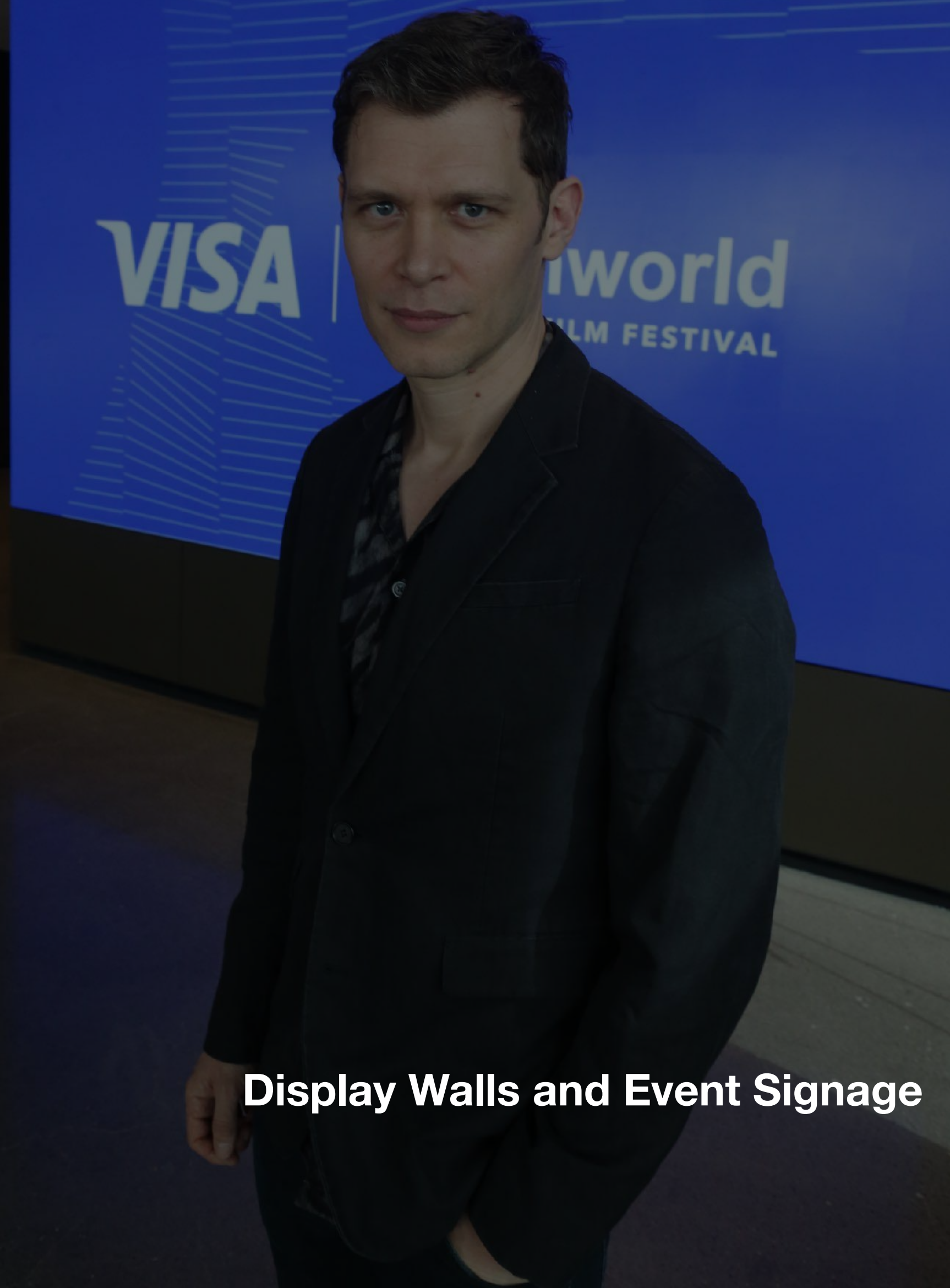
### **Contributing Sponsor - \$25,000**

- Contributing sponsor recognition with logo and/or name listing across promotional and live event materials
- Opportunity to sponsor (1) pre-curated activation, such as a panel, a programming block, or award category
- Host a custom interactive display or demo during the Innovation Summit for attendees to engage with a product or emerging technology
- Opportunity to include a trailer, up to :30 seconds, to play before all screenings.
- Up to (4) four All Access Passes





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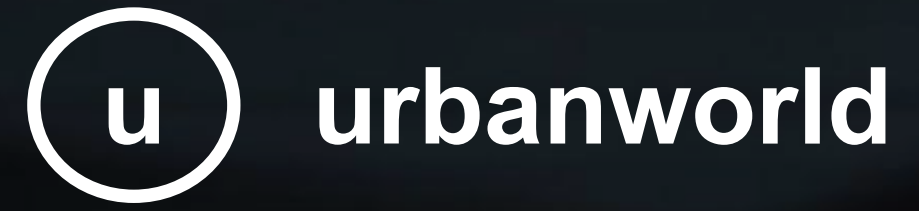
VISA | urbanworld  
FILM FESTIVAL

Display Walls and Event Signage



VISA | urbanworld  
FILM FESTIVAL





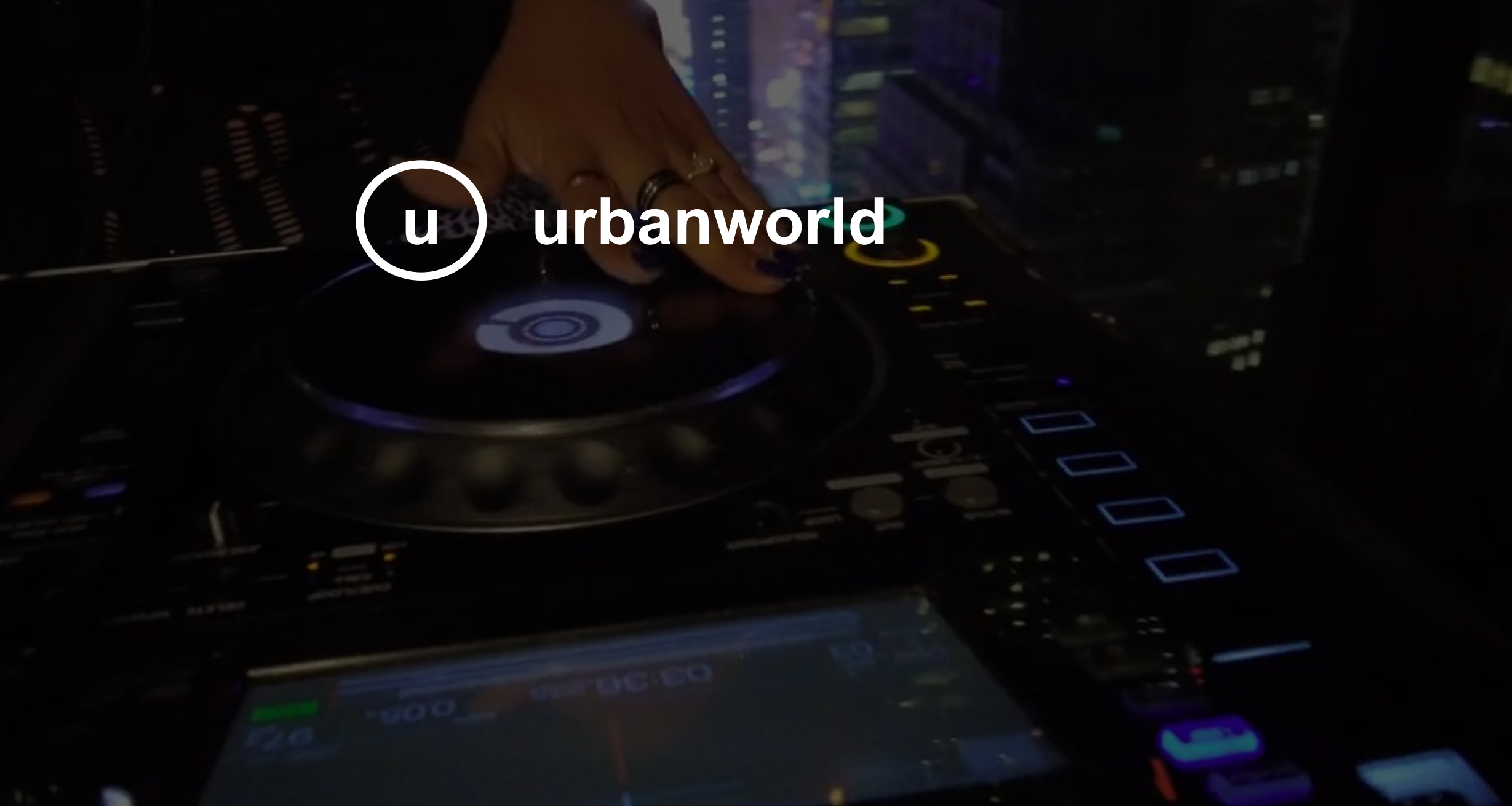
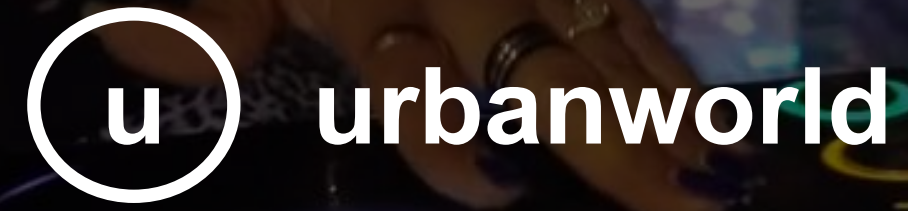
**Innovation Talks, Panels, and Pitch Competitions**



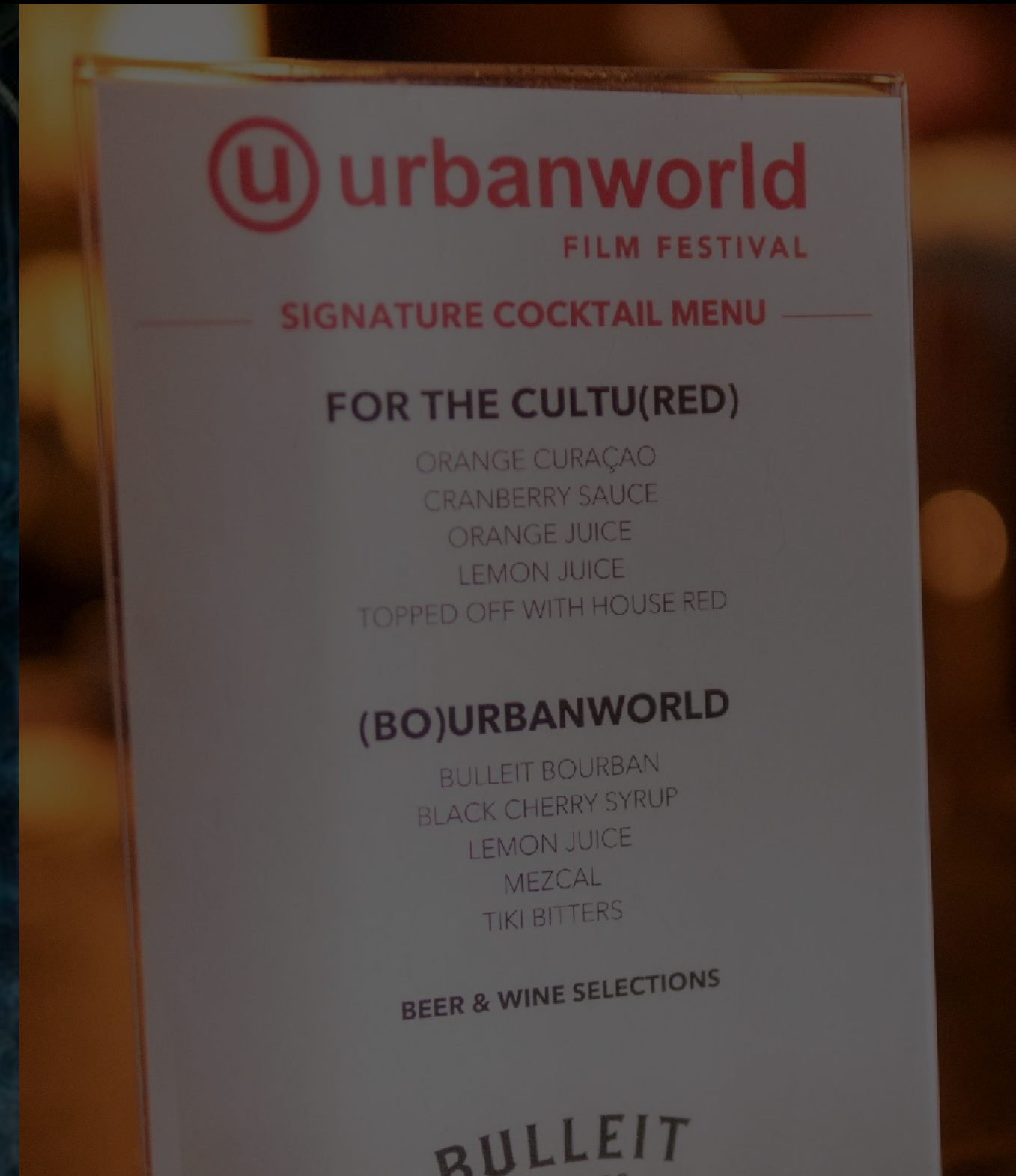


Indie Screenings and Premieres





Nightlife Events



**u urbanworld**  
FILM FESTIVAL

SIGNATURE COCKTAIL MENU

FOR THE CULTU(RED)

ORANGE CURAÇAO  
CRANBERRY SAUCE  
ORANGE JUICE  
LEMON JUICE  
TOPPED OFF WITH HOUSE RED

(BO)URBANWORLD

BULLEIT BOURBAN  
BLACK CHERRY SYRUP  
LEMON JUICE  
MEZCAL  
TIKI BITTERS

BEER & WINE SELECTIONS

BULLEIT



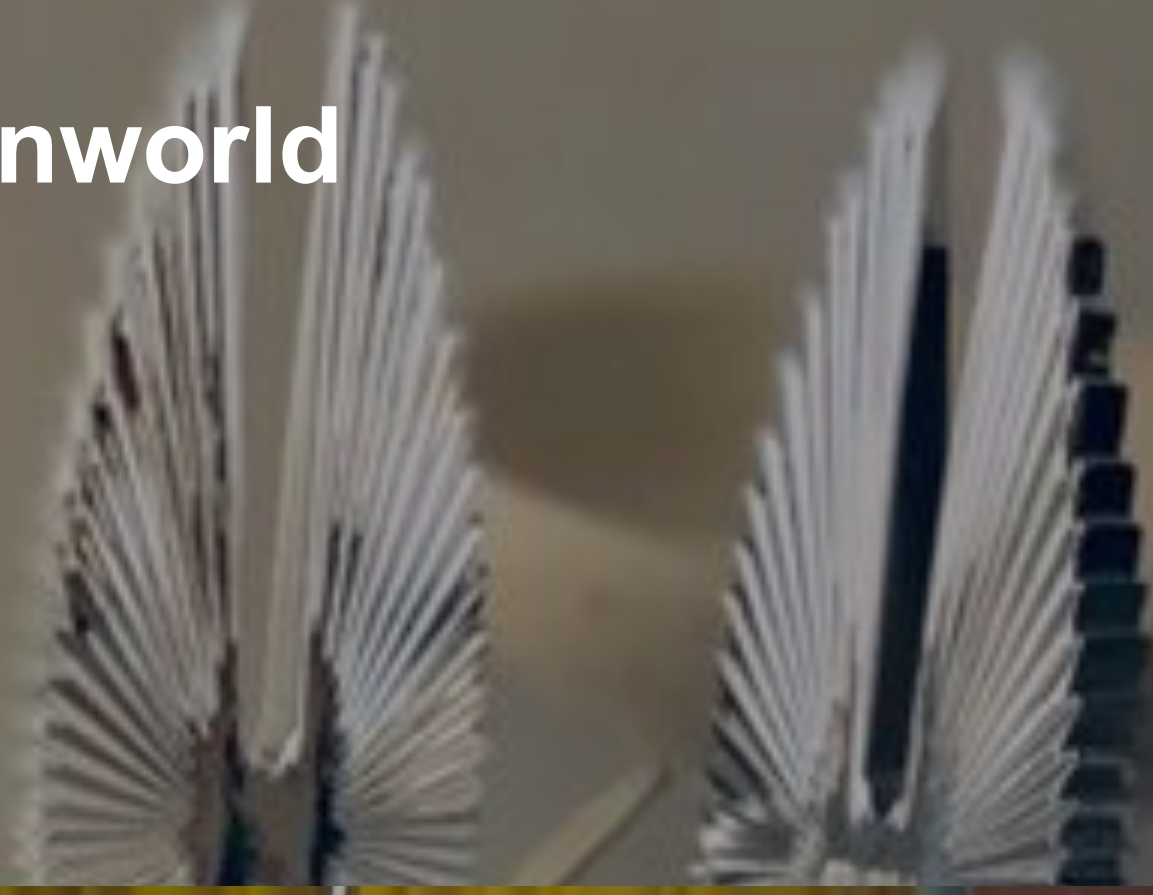


**Industry Luncheons, Workshops & Networking Events**



**DGA  
LUNCH**









**THANK YOU!**

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**The FutureCast Foundation**  
info@futurecast.me  
310.382.6679

**#URBANWORLD2024**

**Amandla Stenberg**  
Premiere - The Hate U Give 2018