

The background of the entire image is a dark, monochromatic graphic featuring several overlapping, curved film strips. The strips are rendered in a lighter shade of gray than the background, creating a sense of depth and movement. They curve across the frame, with some appearing more prominent than others.

DUFFERIN FILMFEST

August 9 to 10, 2024

DUFFERIN COUNTY'S OWN FILM FESTIVAL



Showcasing the Best in Independent Filmmaking

Dufferin County is full of talent and we want to create a film festival to promote local artists as well as attract provincial and national films to the event. Dufferin County has many different landscapes, businesses and locations that make it a desirable site for filming. Let's bring filmmakers of all levels of experience and film enthusiasts together by hosting a world class festival right in our own community.

DFF

VISION

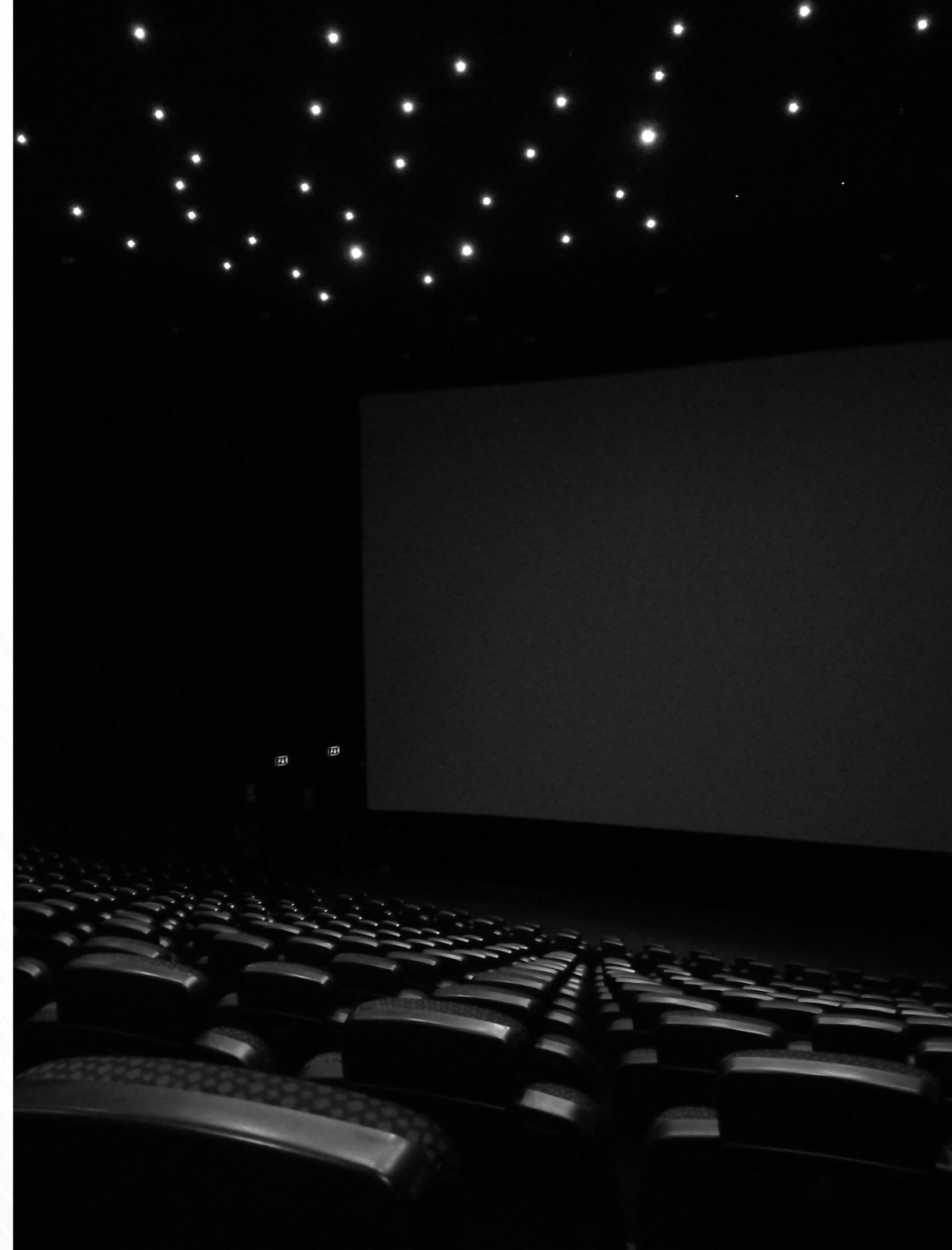
DFF celebrates Canadian cinema, increases cultural capacity and develops further cultural tourism in the Dufferin/Caledon area through exploration of independent films. It aims to inspire, educate and connect filmmakers as well as provide an opportunity for film enthusiasts to come together and celebrate cinema in Dufferin County.

EVENT GOALS & OBJECTIVES

DFF celebrates Canadian film by showcasing the best independent films and emerging filmmakers.

Through a curated selection of films, educational opportunities, industry forums and networking events, the festival fosters community filmmakers, film enthusiasts and audiences while raising the profile of Canadian talent.

Similar to the Blues & Jazz Festival, we are looking to host different types of programming at several venues within Orangeville's downtown core. Its initial years will establish the festival and develop the foundation for the expansion to include multiple arts and culture opportunities. The festival is not only aimed at film makers, but also film enthusiasts and Dufferin's art and culture audiences.



SCHEDULE

DUFFERIN
FILMFEST



Opening Night Red Carpet

DFF will open with a red carpet film screening of a critically acclaimed film. We will feature short films prior to the film and invite the Directors for a chat after the viewings for an interview and Q&A session.

Friday, August 9th, 2024

Gala Screening Party

The second night will be the screening of a new film, as selected by a team of industry curators. This will be followed by a gala networking event hosted at Bluebird Cafe & Grill. This will also include an interview and Q & A session.

Saturday, August 10th, 2024

Industry Forums & Networking

DFF will host educational opportunities to learn about film distribution, funding, marketing etc. by bringing in industry experts. We will also approach local restaurants about hosting networking opportunities for filmmakers and attendees.

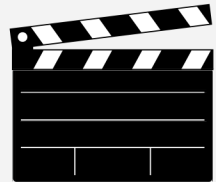
Saturday, August 10th

DFF LAUNCH

To launch DFF, we are announcing a **writing contest** this fall. We are looking short film scripts from young and emerging writers. Our team of industry experts will review and select the winner. Rose Digital Media Group will partner with the writer to execute, the production of their project to debut at DFF. The writer will be invited to be a part of the filming process and get to experience a film set all focused on creating their work. This film will be showcased during the festival.

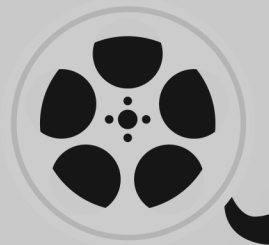


COMMUNITY COLLABORATION



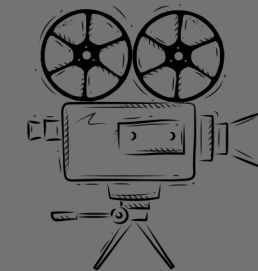
Tourism

Following Orangeville's tourism goals of being a leader in cultural development, DFF celebrates Canadian film for the enjoyment of Dufferin residents and visitors. It aims to not only showcase homegrown talent, but develop opportunities for local filmmakers and creatives to explore the fantastic community and all it has to offer the world of Canadian Filmmaking.



Small Business Support

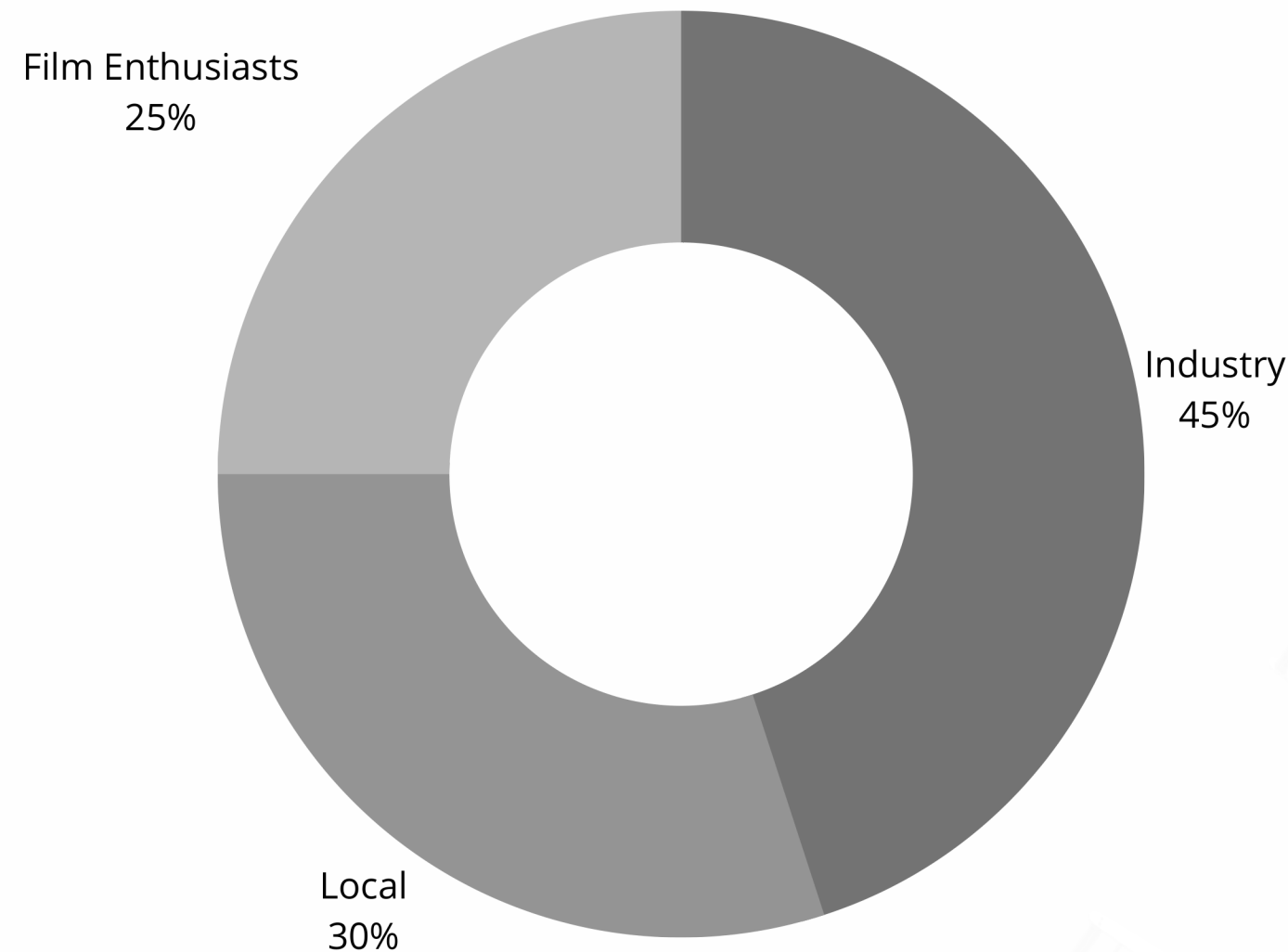
DFF will inclusively support working with local small businesses. This includes: event venue / host, sponsorships, themed inclusivity, use of local vendors for festival needs (asset purchasing, etc). In future years, we hope to host a multitude of events at local venues which are either film themed or a direct festival event .



Spotlight on Local Talent

At announcement of the festival, a writing contest will be announced, to encourage local participation. DFF will encourage local filmmakers to participate or attend, either for networking or to submit their films. The goal is to develop collaborative opportunities in the film industry community. In future years of the festival, DFF will host a locally based filmmaking contest.

AUDIENCE



Industry

Orangeville is located in close proximity to production hubs like Toronto, Hamilton, and the GTA. We will be able to attract industry experts to help curate, host, and moderate events throughout the two-day film festival. We have commitments from high-profile filmmakers to judge the writing contest and will be approaching these contacts to be a part of our Industry Summit Breakfast on Day 2. This will add a prestige level to our festival and attract filmmakers to submit and attend DFF.

Film Enthusiasts

DFF will primarily attract film enthusiasts within 2 hours of Orangeville. Our town is attractive to tourists for our beautiful downtown as well as many dining options. This will appeal to film enthusiasts as Orangeville will be hosting a selection of high-caliber movies as well as a whole festival dedicated to film. Film enthusiasts follow festivals to see new films that are not available in theatres, they like to discover new talent and what is new to the cinema scene. Orangeville is the perfect setting for a two-day event dedicated to Canadian cinema.

Local

We expect local residents from Dufferin County to be a part of DFF as it will be something of interest to locals who like to participate in community events. We have already started to see potential interest through our small social media, though the event has not been launched or announced yet. Additionally, through word-of-mouth we have had many inquiries about the festival and witnessed a developing local interest.



PROMOTIONAL STRATEGY

Digital Marketing

Utilizing our collective unique connections, as well as developing further connections within the community, the event will hold a strong online and digital presence. Notice of the event will begin in Fall 2023 and continue throughout the festival including post festival coverage.

Writing Contest

Writing contest to encourage local writers, both youth and adult, to submit work to win a chance for their script to be made into a short film with Rose Digital Media as the Production Company. If selected the screenwriter will be able to attend set and see their film premier at the 2024 festival.

MEET OUR TEAM



Nick Rose
Director of Development &
Communications
Partnerships &
Marketing
★ ★ ★ ★ ★



Kelly McDowell
Executive Director
Event Producer
★ ★ ★ ★ ★



Christine Hann
Event Manager
Events & Execution
★ ★ ★ ★ ★

DFF ORGANIZATION

Structure

The Dufferin Film Festival is a volunteer Artists Collective made up of our primary show runners, as well as various other community and industry professionals, collaborating on the event, from planning to execution. We have met with various other film festivals within Canada to carefully analyze the viability of a festival, as well as recognize challenges in developing and growing the event, as well as gain further understanding of effective execution and management of a film festival .

Experience

McDowell has over 30 years of experience working in the media, event and communications industry, having worked for Molson Sports and Entertainment as a Communications specialist, the Whistler Arts Council as the Event Manager and the Town of Shelburne as the Event and Project Coordinator, as well as various other paid and volunteer positions. She has executed events such as the Whistler Children's Art Festival, Art Walk and pre-Olympic Arts Events.

Hann brings over 20 years of experience from her career in marketing, event, and project management. As a filmmaker, she provides her vast knowledge of the film industry and film festivals.

Rose carries experience as a sales professional, film producer, as well as experience as a community member and local business owner. His connections in both business and the film industry lend well to the execution of the DFF marketing and partnership campaigns.

Film Enthusiasts

Our team is collaborating with interested parties on both a long term commitment, for the duration of the festival, as well as for consultation as we develop our policies, procedures and implement the festival. Everyone involved in the organization is volunteering their time at various levels to assist with building, growth and execution. We are hand selecting industry specialists to act as critics and speakers during the festival, as well as collaborating with others to connect with workshop speakers who will add value to the ticketed events. The artists collective will be joined by the following key volunteer leadership positions: Volunteer Manager, Sponsorship Coordinator, Event Lead, Marketing Coordinator, Screenwriting Contest Coordinator.

CURRENT SUPPORTERS



ROSE
DIGITAL MEDIA GROUP



THANK YOU

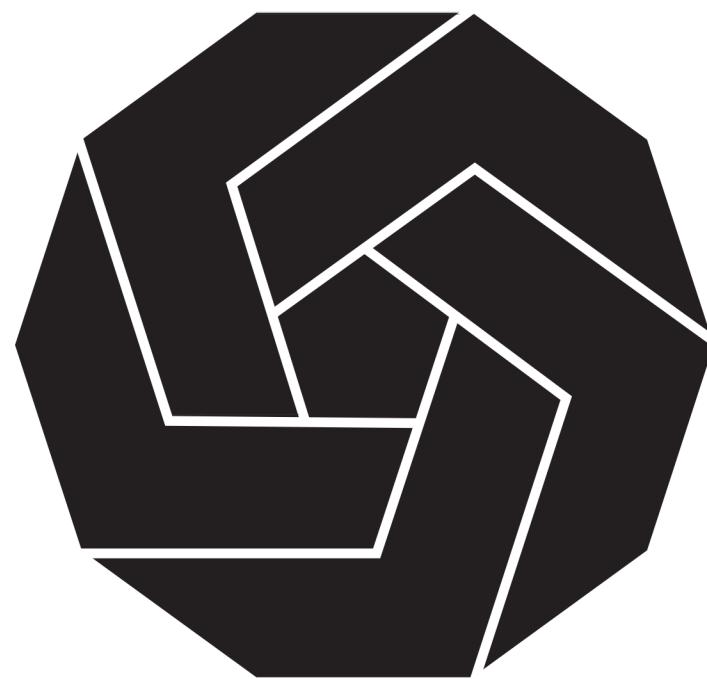
Kelly McDowell

info@dufferinfilmfest.com

(519) 215-1264

 dufferinfilmfest





DUFFERIN
FILM FEST