



# Fulton Films

## 2025 Modernization Plan



November 20<sup>th</sup>, 2024

#24-0803



**WHAT DO WE DO**

**Promote Fulton  
Facilities for Filming**

**Promote Film  
Opportunities in  
Fulton**

**HOW WE DO IT**

**Local  
Film  
Festivals**

**National  
Film  
Festivals**

**Master  
Class  
Training**

**Red  
Carpet  
Tour  
Week**

**Partner  
GA Film  
&  
Entertain**

**Film  
Permitting**

## Promote Fulton Facilities for Filming

- **Permitting of Fulton Facilities**
  - Films App
- **Promotion of Fulton Facilities**
  - Sponsorships and Activations

### QUICK FACTS

**53 Approved**  
Film Permits for Fulton Facilities  
2022 + 2023



**\$631,900**  
Fees from Permits  
2022 + 2023

**Libraries, Airport & Courts**  
Most Used Locations  
2022 + 2023

## Promote Film Opportunities in Fulton

- **Promote Fulton to Film Makers**
  - Film Festival Sponsorships
  - Festival Activations
    - Event Planning Groups
- **Promote career opportunities in Film**
  - Ecosystem events (Speaker Series)
  - Film Ambassadors
  - Stipends to work on Film Set



Promote Fulton Facilities  
for Filming

Promote Film  
Opportunities in Fulton

## RENEWED ATTENTION TO LOCAL INDUSTRY AND MAXIMIZING PARTNERSHIPS

Greater Diversity In  
Film Industry Engagement

Re-Focus on State/ Regional  
Partnered Film Events

Improve Film  
Workforce Pipeline



EVENT TYPE	\$250,000 Budget	\$500,000 Budget
Local Film Festivals	6-8x festivals	15-17 x festivals
Local State/Regional Partnerships	2-3 campaigns	6-7 campaigns
National Film Festivals	2-3 festival	4-5 festivals
Training & Talent Events	2-3 events	4-6 events
Annual Red Carpet Week	1 panel	2 panels
Event Support (AV/Food/Staff)	Funded to support events	Funded to support events

# Fulton Films: 2024 Annual Sponsorships

Quarter	Event	Location	Cost	Activation Costs (event support, food, travel, AV)
1	Sundance Film Festival	Utah	\$ 25,000	\$5,000
	GA Entertainment Yearly Agreement	Atlanta	\$ 25,000	
	Black History Film Festival	Washington DC / Atlanta	\$ 15,000	
	Atlanta Jewish Film Festival	Atlanta	\$ 15,000	
	GA Entertainment Reel Diversity Forum	Atlanta	-	
	State of GA 50th Film Anniversary	Atlanta	\$ 5,000	
	Bronzelens Film Festival	Atlanta	\$ 25,000	
	American Black Film Festival Honors	Los Angeles	\$ 25,000	\$5,000
	AAFCA Achievement Luncheon	Los Angeles	\$ 5,000	\$2,500
	FAM Tour #1	Atlanta	\$ 5,000	
	Tara Theater Screening #1	Atlanta	\$ 25,000	
	Black Women Film Network Annual Summit	Atlanta	\$ 10,000	
2	Atlanta Film Festival	Atlanta	\$ 25,000	\$2,500
	Cannes Festival w/American Pavillion	France	\$ 25,000	
	Cannes Festival w/GA Entertainment	France	-	
	American Black Film Festival Miami	Miami	\$ 25,000	\$25,000
3	Tara Theater Screening #2	Atlanta	-	
	FAM Tour #2	Atlanta	\$ 5,000	
	Marthas Vineyard African-American Film Festival	Martha's Vineyard	\$ 10,000	\$10,000
	Morehouse Film Festival	Atlanta	\$ 10,000	
	GA Latino Festival	Atlanta	\$ 10,000	
	Atlanta Indian Film Festival	Atlanta	\$ 2,500	
	Toronto Film Festival GA Entertainment	Toronto	-	
	Atlanta Film Society	Atlanta	\$ 4,500	
	Fulton Films Red Carpet Week	Atlanta	\$ 25,000	25,000
4	Women In Film & Television Atlanta Gala	Atlanta	\$ 10,000	
	Atlanta Black Film Festival	Atlanta	\$ 2,500	
	Peachtree Village Fest	Atlanta	\$ 2,500	

## 2025 PLANNING

### American Black Film Festival Honors 2025



- \$25,000 Sponsorship
- \$5,000 Travel Costs

### BOC Direction

- Requires Commitment prior to 2025 Budget