



Thin Line Fest

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Texas Filmmakers Corporation

Designed as A Destination Event

- Multiple days
- Unique, varied format
- Diverse use of downtown businesses and venues
- Free and fully accessible to all
- Wide appeal with strong branding



Our Focus on Data

- Unique Registrants
- Attendee Profile (Full Contact Details)
- Personalization (65% Music, 25% Film, 10% Photography)
- Location Scanning (Attendee Tracking)
 - How many events? How many locations? How



Festival Facts

- 2026 was the 19th Annual
- ~13,000 attendees across all festival events
- This year we had 44 documentaries, 60 bands across 8 stages, and over 400 photographs exhibited at five downtown galleries.



Data Summary – We Attract Out-of-Towners

- 50% from non-Denton zips
- 14% from non-DFW cities (increase from 12.5%)
- 2% from out of state (1st yr to track this stat)



Data Summary – Economic Impact

- 76 hotel nights in 2026 (artists only)
 - 60% of out-of-state Photographers (Germany, Colorado, Georgia, Louisiana, Missouri, California)
 - Filmmakers from Canada, Colorado, California, Ohio
- 60% reported spending over \$50
- 20% reported spending over \$150



HOT Fund Match

- Match Strategy = More Value for every HOT Dollar
 - Observer, Weekly, KERA/KXT, DMN, Glasstire, Do214
 - \$30K HOT Fund Ad Allotment + 63% match rate = \$52.5K Total Campaign Value



2026 Creative Examples

THIN LINE
MARCH 18-22
2026

DOCUMENTARIES
PHOTOGRAPHY
MUSIC

**EXPERIENCE
THE MESSY
MIDDLE**

REGISTER
FOR FREE
AT THINLINE.US

THIN LINE DOCUMENTARIES
MARCH 18-22 PHOTOGRAPHY
2026 MUSIC


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THIN LINE DOCUMENTARIES
MARCH 18-22 PHOTOGRAPHY
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**IT'S VERY
COOL, YOU
SHOULD
COME**





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DOCUMENTARIES
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THIN LINE
MARCH 18-22 2026

**DOWNTOWN
DENTON**



Conclusion

- A reliable event with mass appeal
- A proven record of attracting out-of-town attendees
- A commitment to deliver high value for every city granted dollar
- 2027 is our 20th festival. With addition of the Fine Arts comes new opportunities and new costs.



Questions?

