



Thin Line Fest

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President

Texas Filmmakers Corporation



Designed as A Destination Event

- Multiple Days (now 5)
- Unique, Varied Content (Only Doc Fest in Texas)
- Easy Access for National and International Guests
- Elevated Customer Service
- Wide Appeal with Strong Branding

Brief History – 20 Years

- Texas Filmmakers founded June of 2004, with 3 year fest goal
- A Boost from Euline Brock in 2006, 1st fest in 2007
- Kathy Orr joins Board in 2010
- In 2014 Music is Added with help of Bryan Denny, Photo added in 2015
- 2017 Thin Line becomes a Free Festival
- We go virtual 2020 and 2021 (no HOT), returning in-person 2022
- 2023 we move to old Jazz Fest dates and hold all programming downtown



Historical Press Summary (National)

- 2006 – Exhibiting at SXSW
- 2006 – Announcement in Dallas Business Journal
- 2007 – Indie Slate Magazine
- 2011 – NY Times
- 2014 – MovieMaker Magazine
- 2016 – Filmmaker Magazine

Festival Facts

- 2024 is the 17th Annual
- 2023 had 17,000 attendees across all festival events
- This year we have 60 documentaries (22 Texas Premieres), 85 bands across 7 stages, and 175 photographs exhibited at two downtown galleries.
- Denton Makers Fest on the Square with 100 vendors and outdoor music



Why Free?

- More Accessible, More Value for Attendee, More \$\$\$ to Spend Locally
- A Differentiator
- A Focus on Data
 - Unique Registrants
 - Attendee Profile (Full Contact Details)
 - Personalization (65% Music, 25% Film, 10% Photography)
 - Location Scanning (Attendee Tracking)

Data Summary – We Attract Out-of-Towners

- 60% from non-Denton Zips (2,500 in 2023)
 - At \$50 spend per person = \$125,000
- 12.5% from non-DFW cities (500 in 2023)
- 75 hotel nights in 2024 (artists only)
 - 80% of out-of-state Photographers (Canada, Colorado, Georgia)
 - Filmmakers from Norway, NYC, LA, Pittsburgh

HOT Fund Strategy

- Advertising Only through 2023
- Match Strategy = More Value for every HOT Dollar
 - 2022: Observer, Weekly
 - 2023: Observer, Weekly, KERA/KXT
 - 2024: Observer, Weekly, KERA/KXT, DMN, Star-Telegram, Do214
 - \$32K HOT Fund Ad Allotment + 86% match rate = \$60K Total Campaign Value

HOT Fund Strategy (2024 Impressions)

- Web Banner, Email, Social = 3.5M
- Print (3 x Full, 5 x 1/2, 6 x 1/4) = 500K Readership
- Every Ad, Every Mention, Every Editorial includes Denton

2024 Creative Examples

A FEST LIKE NO OTHER.

 RESERVE YOUR FREE WRISTBAND TODAY

 APRIL 24-28

**5 DAYS,
85 BANDS**

APRIL 24-28
DOWNTOWN DENTON

    RESERVE YOUR FREE WRISTBAND TODAY

**FILM
MUSIC
PHOTO**

APRIL 24-28
DOWNTOWN DENTON

A Photographic Memory
Directed by Rachel Elizabeth Seed

    RESERVE YOUR FREE WRISTBAND TODAY

APRIL 24-28
DOWNTOWN DENTON

RESERVE YOUR FREE
WRISTBAND TODAY



**A
DIFFERENT
KIND OF
VIBE.**

  

60 FILMS,
85 BANDS,
150 PHOTOS

**A
DIFFERENT
KIND OF
VIBE.**



FREE FEST
APRIL 24-28
DOWNTOWN DENTON

Jasimi, "Vortex"
Dir. by Alyx Soard



 

 

 

 



Additional City Sponsorship Benefits

- 2 Pages in Print Program
- Logo on all festival signage
- 60 second on-screen video ad
- On-screen slide ad in rotation

HOT Fund Strategy (Cont)

- PY 2024 asked for & received “Arts” Funds (\$18K)
 - 16% to local arts organizations
- PY 2025 will ask for substantial increases in “Arts” funding
 - Can grow local spend to 25% or more
 - Ensures longevity, Allows Volunteers to Focus on Event Planning

Challenges

- Need to advertise beginning in Sep
- Need close coordination with CVB on hotels
- Need full payment earlier

Conclusion

- A reliable event with mass appeal
- A focus on data
- A proven record of attracting out-of-town attendees
- A commitment to deliver high value for every city granted dollar
- We've built a machine, we need fuel to achieve our growth potential

Questions?