


Agenda Report Reviewed by:
City Manager: 

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: March 15, 2022
To: Honorable Mayor and City Councilmembers
From: City Administration
Subject: SEBASTOPOL DOCUMENTARY FILM FESTIVAL, March 24-27, 2022
Recommendation: That the Mayor and City Council Receive the Informational Presentation
Funding: Currently Budgeted: _____ Yes _____ No X N/A
Net General Fund:
Contract Services
Amount:
Net General Fund Cost:

Account Code/Costs authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

INTRODUCTION:

This item is to request City Council Receive the Informational Presentation from Cynthia Stefenoni, Sebastopol Center for the Arts, on the upcoming event: SEBASTOPOL DOCUMENTARY FILM FESTIVAL, March 24-27, 2022

BACKGROUND:

The Sebastopol Center for the Arts is committed to cultivating creativity and inspiring appreciation for the transformative power of art. As part of their mission, the Center for the Arts produces the Sebastopol Documentary Film Festival.

In 2007, the Sebastopol Documentary Film Festival debuted, ultimately developing into a well-respected documentary film festival which attracts participants from the local, national and international filmmaking community. It has been named, "One of the 25 coolest film festivals by Movie Maker Magazine."

DISCUSSION:

Sebastopol Documentary Film Festival brings the best documentaries and filmmakers from around the world to northern California for an annual celebration of non-fiction films. The 2022 Film Festival is expected to exhibit 70 to 75 films over four days on six screens in Sebastopol.

Tonight's item is to receive an informational presentation from Cynthia Stefenoni from the Sebastopol Center for the Arts on the 2022 Sebastopol Documental Film Festival.

CITY COUNCIL AND/OR GENERAL PLAN GOALS:

- 4.1 Create a Safe, Healthy and Attractive Environment for Residents and Visitors
- 4.2.2 Foster a Sense of Community by Providing and Encouraging Participation in Community Events, Volunteering, and working with Non Profits to Support Local Events
- 8.1 Promote the City of Sebastopol as the destination for slow travel, eco-tourism and supporting of bike activities
- 8.1.2 Support a Vibrant, Attractive and Accessible Downtown That Attracts Residents and Visitors thereby creating a Viable Sales Tax Base

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, if staff receives public comment from interested parties following the publication and distribution of this staff report such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of this item.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

FISCAL IMPACT:

There is no fiscal impact with this informational presentation.

RECOMMENDATION:

That the City Council Receive the Informational Presentation

Attachment(s):

Press Release

Press Kit

Partnership Deck



SEBASTOPOL DOCUMENTARY FILM FESTIVAL ANNOUNCES 2022 LINE-UP, RETURN TO LIVE EVENTS

The [15th Annual Sebastopol Documentary Film Festival](#) is a 4-day **in-person** festival, March 24-27 at Sebastopol Center for the Arts and Rialto Cinemas® Sebastopol.

Festival weekend kicks off with an **Opening Night screening** of Griff and Keelan Williams' [Tell Them We Were Here](#), which highlights 8 socially conscious Bay Area artists. The film will be followed by a Q&A with the filmmaker and several of the artists featured in the film.

All 73 of SDFF 2022's selections will be shown theatrically during festival weekend at Rialto Cinemas® and Sebastopol Center for the Arts. On March 28 a streaming lineup of 52 films curated from the SDFF 2022 live festival through April 3. The audience participates in ranked choice voting for each film watched. Those votes determine the Audience Award.

Jury awards for features, shorts and minis will be announced Opening Night. SDFF is Academy Award Qualifying Festival®. Shorts and mini-docs that win juried prizes automatically qualify for documentary shorts subject category at the Oscars®. SDFF is the only Academy® qualified film festival in the Bay Area north of San Francisco.

SDFF 2022 will begin with a **Curtain Raiser Event** on March 20, presenting [Reflection: a walk with water](#) by Sebastopol filmmaker Emmett Brennan. His well-crafted film addresses our planet's water and conservation issues with beautiful cinematography and a questioning spirit. What follows the film is an Environmental Stewardship Forum: a panel featuring participants from the film who are considered pioneers and leaders in their fields of interest. Among the audience will be Sonoma County environmental policy makers as invited participants. The goal is to provide and encourage an interactive event around critical issues facing all of us. The afternoon will close with a cocktail party where conversation can continue with refreshments from our local bounty. Event tickets are \$25 each and available on the [SDFF 2022 website](#).

SDFF 2022 film selections address diverse subjects from a range of perspectives. There are serious topics and films that offer fun, amazing cinematography, animation, music and dance. Among the titles are Academy Award nominees, Pulitzer Prize winners, premieres and first-time filmmakers who display remarkable talent. Selected from well over 627 submissions originating from 56 countries, these films meet the standards we have set at SDFF: excellence in craft, character and storytelling.

Revel in the stories of people just like ourselves: challenges, experience, observations and joy in the dawn of each day. So builds a vital link among individuals where we can share life's celebration, confrontation and curiosity.

For more information about SDFF 2022, check out our [press kit](#), or contact Jean McGlothlin, jean@sebastopolfilm.org. Download images of the Curtain Raiser and Opening Night films [here](#).

A Program of
SEBASTOPOL
CENTER FOR THE ARTS



PRESS KIT

1. THE BASICS
2. CONTACT INFO
3. DIGITAL TOUCHPOINTS
4. SOCIAL MEDIA
5. IMAGES. LOGOS. VIDEOS
6. 2022 GENERAL FAQ

1. THE BASICS

SDDF 2022 TRAILERS: [SHORT \(32 secs\)](#) | [LONG \(53 secs\)](#)

Spring is here! And with it, the next edition of the Sebastopol Documentary Film Festival is coming to Sebastopol CA.

The 15th Annual Sebastopol Documentary Film Festival continues as a 4-day in-person festival, March 24-27 at Sebastopol Center for the Arts and Rialto Cinemas®. Festival weekend kicks off with an **Opening Night screening** of Griff and Keelan Williams' ***Tell Them We Were Here***, which highlights 8 socially-conscious Bay Area artists. The film will be followed by a filmmaker Q&A.

All 73 of SDDF's 2022 selections will be shown theatrically during festival weekend. A streaming lineup of 52 films curated from the SDDF 2022 live festival follows from March 28 at 12:00 a.m. through April 3 at 11:59 p.m. There are jury and audience awards for features, shorts and minis. The audience is able to participate in ranked choice voting for each film watched. SDDF is also an Academy Award Qualifying Festival®, which means that the shorts and minis that win juried prizes automatically qualify for the documentary shorts subject category at the Oscars®.

SDDF 2022 will begin with a **Curtain Raiser Event** on March 20, presenting ***Reflection: a walk with water*** by Sebastopol filmmaker Emmett Brennan. His well crafted film addresses our planet's water and conservation issues with beautiful cinematography and a questioning spirit. The screening will be followed by an Environmental Stewardship Forum: a panel featuring participants from the film who are considered pioneers and leaders in their fields of interest. Sonoma County environmental policy makers have also been invited to attend. The goal is to provide and encourage open, informed discussion of the critical issues facing all of us in this wonderful place we call home. The afternoon will wrap with a 90-minute cocktail party where conversation can continue with refreshments from our local bounty. Event tickets are \$25 each and available on sebdocs.org.

SDFF 2022 film selections address diverse subjects from a range of perspectives. There are serious topics and films that offer fun, amazing cinematography, animation, music and dance. Among the titles are Academy Award nominees, Pulitzer Prize winners, premieres and first-time filmmakers who display remarkable talent. Selected from well over 627 submissions originating from 56 countries, these films meet the standards we have set at SDFF: excellence in craft, character and storytelling.

The intent of SDFF 2022 is to offer a glimpse of another person's challenge, experience, observation and joy in the face of the day ahead. So builds a vital link among individuals where we can share that exuberance and challenge of being alive.

For access to all of the festival's offerings, tickets and passes, visit the [SDFF 2022 Welcome Page](#).

2. CONTACT

General Information:

info@sebastopolfilm.org

Box Office/Ticketing Questions:

tickets@sebastopolfilm.org

Press Credentials:

jean@sebastopolfilm.org

Partnerships/Sponsorships:

cynthi@sebastopolfilm.org

Street Address:

Sebastopol Documentary Film Festival
c/o Sebastopol Center for the Arts
282 High Street, Sebastopol, CA 95472

3. DIGITAL TOUCHPOINTS

- [Website](#)
- [SDFP 2022 Landing Page](#)
- [Festival Schedule](#)
- [Film Guide](#)
- [Virtual Catalog](#)
- [Festival Weekend Schedule - Download](#)

4. SOCIAL MEDIA

Social Media Accounts

- Instagram: [@SebastopolDocs](#)
- Twitter: [@SebastopolDocs](#)
- Facebook: [/SebastopolDocumentaryFilmFestival](#)

Social Media Toolkits

- [Filmmaker Toolkit](#)
- [Partnership/Donor Toolkit](#)

5. IMAGES. LOGOS. VIDEOS.

- Official SDFP 2022 Trailers:
 - [SDFP 2022 Long Trailer](#) (53 sec)
 - [SDFP 2022 Short Trailer](#) (32 sec)
- Square Logo [Black](#) and [White](#)
- Horizontal Logo [Black](#) and [White](#)
- SDFP 2022 Laurels: [Black](#) and [White](#)
- Instagram [Square](#), [Vertical](#) and [Horizontal](#) Story Graphics
- Facebook [Cover](#) and [Timeline](#) Graphics
- Twitter [Header](#) and [InstreamPic](#) Graphics

6. 2022 GENERAL FAQ

WHEN IS THE FESTIVAL?

The 15th Annual Sebastopol Documentary Film Festival includes live and virtual components. The live, in-person festival, featuring all SDFF 2022 selections runs March 24-27. The virtual festival includes a selection of 2022 films and runs March 28-April 4.

WHAT COVID PROTOCOLS ARE THERE GOING TO BE FOR THE LIVE FESTIVAL?

- Proof of vaccination required for indoor events & gatherings.
- Some venues and businesses might require masks to be worn indoors. Come prepared.

COVID protocols are subject to change.

WHAT IS THE FILM LINE-UP?

SDFF 2022's Official Selections are available in the [Film Guide](#).

HOW DO I BUY A PASS?

Passes are on sale now! Learn more about available passes and see purchase options by visiting the [Passes](#) page.

WHEN DO TICKETS GO ON SALE?

Tickets for both feature and short are on sale now! To purchase tickets, select the screening you'd like to see from the [Live Schedule](#) or the [Virtual Catalog](#).

WHO SHOULD I CONTACT IF MY QUESTION IS NOT ANSWERED BELOW?

For pass and ticket questions, please contact the Sebastopol Documentary Film Festival Box Office at tickets@sebastopolfilm.org.

For general festival questions, please contact Sebastopol Documentary Film Festival at info@sebastopolfilm.org.



2022 PARTNERSHIP OPPORTUNITIES

S D F F 2022

LIVE, MARCH 24-27
VIRTUAL, MARCH 28-APRIL 3



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All 73 of S D F F's 2022 selections will be shown theatrically during festival weekend. A streaming lineup of 52 films curated from the S D F F 2022 live festival follows from March 28 at 12:00 a.m. through April 3 at 11:59 p.m. There are jury and audience awards for features, shorts and minis. The audience is able to participate in ranked choice voting for each film watched. S D F F is also an Academy Award Qualifying Festival®, which means that the shorts and minis that win juried prizes automatically qualify for the documentary shorts subject category at the Oscars®.

S D F F 2022 will begin with a **Curtain Raiser Event** on March 20, presenting ***Reflection: a walk with water*** by Sebastopol filmmaker Emmett Brennan. His well crafted film addresses our planet's water and conservation issues with beautiful cinematography and a questioning spirit. The film will be followed by an Environmental Stewardship Forum: a panel featuring participants from the film who are considered pioneers and leaders in their fields of interest. Although open to the general public, the audience will include Sonoma County environmental policy makers as invited participants. The goal is to provide and encourage an interactive event around critical issues facing all of us. The afternoon will wrap with a 90-minute cocktail party where conversation can continue with refreshments from our local bounty. Event tickets are \$25 each and available on sebdocs.org.



SFFF 2022 film selections address diverse subjects from a range of perspectives. There are serious topics and films that offer fun, amazing cinematography, animation, music and dance. Among the titles are Academy Award nominees, Pulitzer Prize winners, premieres and first-time filmmakers who display remarkable talent. Selected from well over 627 submissions originating from 56 countries, these films meet the standards we have set at SFFF: excellence in craft, character and storytelling.

The intent of SFFF 2022 is to offer a glimpse of another person's challenge, experience, observation and joy in the face of the day ahead. So builds a vital link among individuals where we can share that exuberance and challenge of being alive.

For access to all of the festival's offerings, tickets and passes, visit the [SFFF 2022 Welcome Page](#).

SPONSORSHIP BENEFITS

- **Connect** with local, national and international filmmakers and film industry professionals.
- **Support** the only California film festival north of the San Francisco Bay Area that has the Academy of Motion Picture Arts and Sciences® accreditation. This qualifies Sdff juried award winning short films to be nominated for an Oscar®.
- **Activate & Advertise** your brand with local and multi-state virtual viewers via targeted digital placement opportunities. Tell your story to your audience.
- **Access** Passes and tickets for you and your staff to experience Sdff 2022.

Be part of Sdff's story.



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FESTIVAL PARTNER/DONOR LEVELS						
	Presenting Partners (\$5,000-10,000)	Premier Partners (\$4,000-8,000)	Sustaining Partners (\$2,000-4,000)	Supporting Partners (\$1,500+)	Single Film Partners (\$500)	Individual Donors
CINEMA PRESENCE						
Logo on Festival Marquee Scroll	•	•	•	•	•	
Logo Placement in Virtual Catalog	•	•	•			
Logo recognition in festival bumper	•	•	•	•		
Logo pan-digital visibility (Fest Emails, Panels, News)	•	•				
MEDIA EXPOSURE						
Preumium logo placement in festival trailer	•	•				
Custom social media activation	•	•				
Social media spotlight	•	•	•	•	•	
BRAND ACTIVATION						
Year-round logo on fest homepage	•	•				
Year-round logo on sponsor webpage	•	•	•			
TICKETS & PASSES						
All Access Passes	3	2	2	2	NA	NA
Single screening Tickets	15	10	5	4	4	2



www.sebastpolfilmfestival.org



For more information about partnerships
and custom marketing opportunities
contact cynthi@sebastopolfilm.org