



HOLLYWOOD, CA
OCT 15-19

WELCOME TO THE
HOLLYWOOD BLACK FILM FESTIVAL

HOLLYWOOD **BLACK FILM** **FESTIVAL**

**EMPOWERING BLACK STORYTELLERS THROUGH PURPOSEFUL
PARTNERSHIPS, INNOVATION & INDUSTRY ACCESS.**

**A GLOBAL PLATFORM SUPPORTING THE GROWTH OF BLACK
FILMMAKERS—EQUIPPING CREATIVES WITH THE TOOLS,
CONNECTIONS, AND OPPORTUNITIES TO THRIVE.**

**CELEBRATING OUR
15TH ANNIVERSARY**

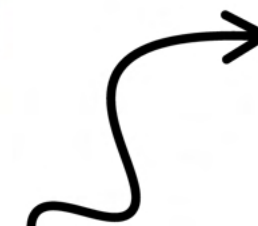
OUR MISSION

For over 15 years, The Hollywood Black Film Festival has been a platform for connection, recognition, and opportunity at the intersection of culture and cinema.

Through industry-led workshops, panels, and curated experiences, HBFF equips creatives with the tools, resources, and relationships needed to thrive in a competitive landscape. More than a festival, HBFF is a movement committed to shifting culture, opening doors, and building the future of entertainment — one bold creative at a time.



**POWERING
THE NEXT
GENERATION
OF CREATIVES**



MEET OUR CELEBRITY AMBASSADORS

The **Hollywood Black Film Festival** is proud to be supported by influential voices who believe in our mission and legacy. Our distinguished Festival Ambassadors are joining us at HBFF 2025 as we celebrate 15 incredible years! Don't miss a moment — like, follow, and share the journey!



TABITHA BROWN

Beloved Actress, NY Times Best-Selling Author, and Social Media Powerhouse! With her signature warmth, infectious joy, and unmistakable voice, Tabitha Brown has become a cultural phenomenon.



KEKE PALMER

The ultimate multi-hyphenate, recently crowned NAACP's 2025 Entertainer of the Year and fresh off her Netflix hit One of Them Days (is booked, busy, and still finding time to show up for the culture.



BILL DUKE

Legendary filmmaker, actor, and cultural icon. His voice, vision, and legacy speak volumes.



@HOLLYWOODBBLACKFILMFESTIVAL

SPONSOR BENEFITS

All Sponsors Receive:

- Logo placement on the HBFF website, printed materials, and on-site signage
- Logo placement in the festival trailer screened before each film throughout the festival
- Social media features and inclusion in email campaigns
- On-site brand presence and stage shoutouts
- VIP festival passes and networking access
- Opportunities for curated product placement or brand activation

Sponsorship Activation Opportunities:

- Film Screenings
- Infotainment Conference
- Opening Night Gala
- Signature Evening Events
- Storyteller Competition: Script To Stage
- Kids Fest
- Entertainment Marketplace & Job Fair
- AI & Tech Hub
- Wellness Lounge
- Awards Brunch
- Closing Night Screening & After Party

We collaborate closely with each partner to build intentional, authentic connections with our audience both on screen and on the ground.



TITLE SPONSOR	PRESENTING SPONSOR	SUPPORTING SPONSOR
\$150,000	\$100,000	\$75,000
• Festival-wide naming rights: “HBFF Presented by [Brand]” • Hero logo placement across all assets • :30 Commercial before each screening • Prime red carpet and stage visibility • Speaking opportunity at major events • Custom co-branded activation • Premium press, media • Sponsor-hosted signature evening event • 10 VIP Passes	• Exclusive sponsorship of a high-visibility event: ◦ Opening Night Gala ◦ Awards Brunch ◦ Closing Night Reception • Mid-tier logo placement • Gift bag inclusion + on-site signage • 6 VIP Passes	• Naming rights to a signature festival zone: ◦ “Kids Fest Sponsored by [Brand]” ◦ “Entertainment Marketplace & Job Fair Presented by [Brand]” • On-site brand activation • Logo on step-and-repeat and festival signage • Panel participation (optional) • 4 VIP Passes
CORPORATE SPONSOR	PANEL SPONSOR	COMMUNITY SPONSOR
\$15,000	\$10,000	\$5,000
• Naming rights to a signature festival zone: ◦ “AI & Tech Hub Powered by [Brand]” ◦ “Wellness Lounge Presented by [Brand]” • Branded slide on-screen during the session • Opportunity to place materials or samples on attendee chairs • Mention in social promo and festival schedule • 2 VIP passes	• Naming rights for a selected panel (e.g. “Women in Film: Powered by [Brand]”) • Logo placement on panel signage and digital schedule • Website recognition • Digital brand spotlight • Product/sample placement in gift bags • 2 VIP passes	• Logo or name on website • Social media thank-you • Gift bag participation • 2 VIP passes

***In-kind sponsorship contributions available upon request**

CONTACT

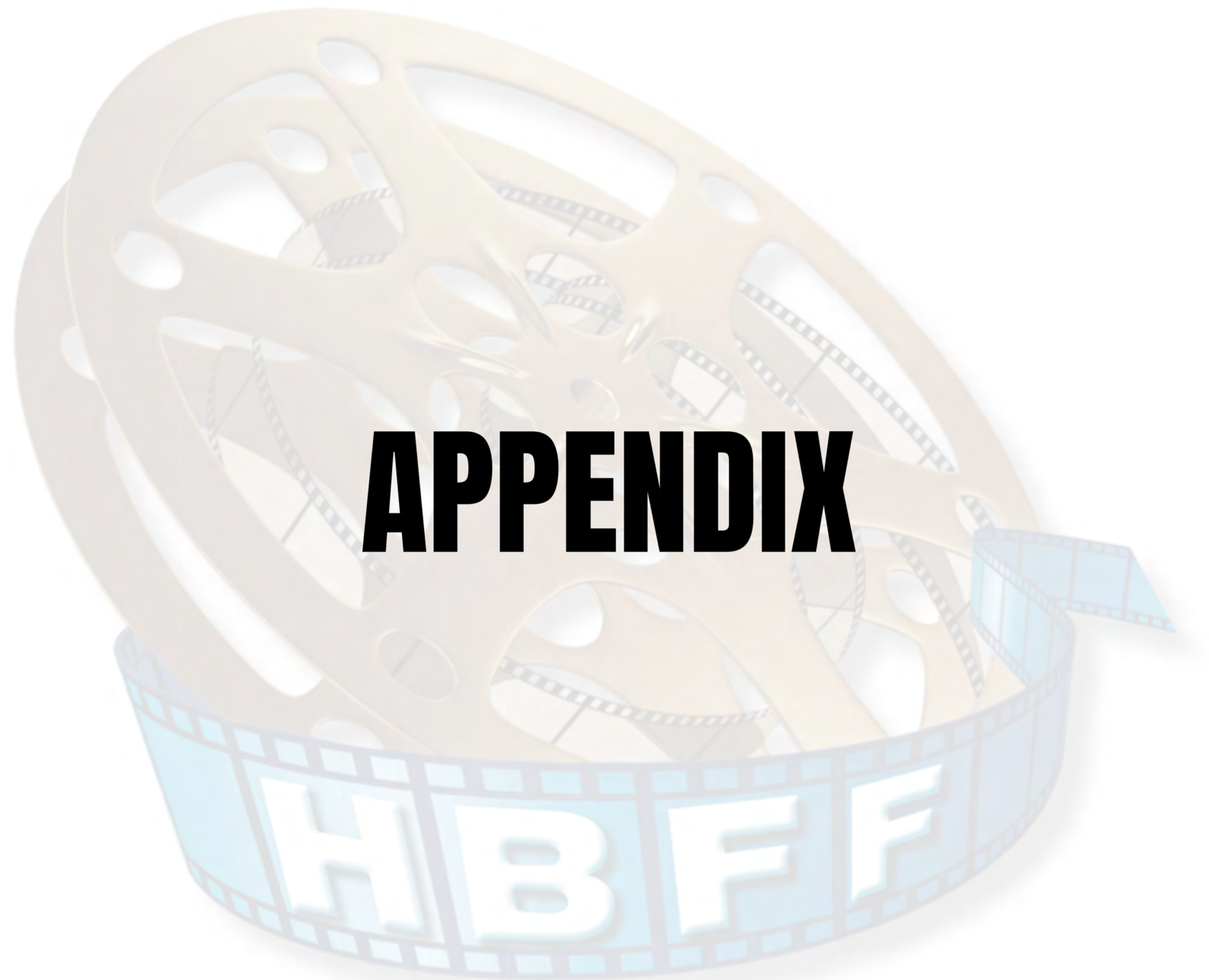
LET'S BUILD TOGETHER



Partnerships@THEHBFF.com
@hollywoodblackfilmfestival
www.THEHBFF.com



@HOLLYWOODBLACKFILMFESTIVAL

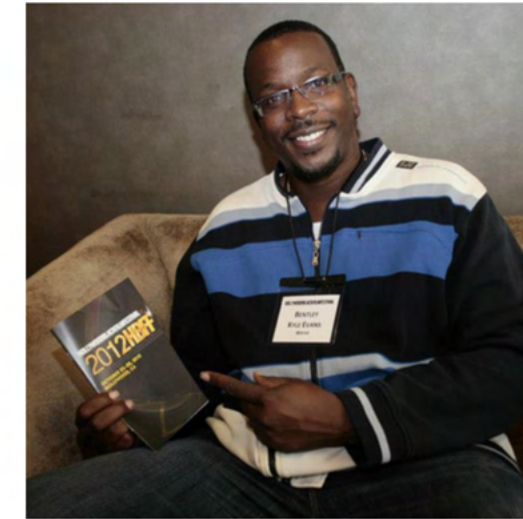


15 YEARS OF LEGACY

We've proudly created space for rising stars at pivotal moments in their journeys:

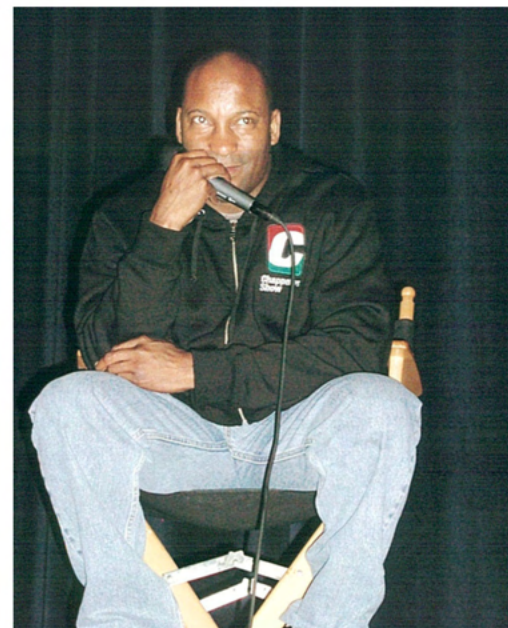
- **Will Packer** screened one of his earliest films at HBFF
- **Chadwick Boseman's** film, *Blood on a Broken Pawn*, received Honorable Mention (2008)
- **Yara Shahidi** starred in a short film as a young child actor
- **John Singleton, Lena Waithe, and Datari Turner** joined our panels before becoming household names

HBFF has long been a platform that identifies, nurtures, and celebrates talent – often well before the rest of the world catches on or long before they become household names.



Over the years, we've drawn a passionate, engaged audience that reflects the heart of the industry:

- Independent filmmakers, writers, producers, and rising stars
- Studio execs, casting directors, and cultural tastemakers
- Students, families, and future storytellers
- 75% Black-identifying, 65% women, and majority age 25–44
- Based in Hollywood, with national and international reach



15 YEARS OF IMPACT

The Hollywood Black Film Festival (HBFF) was founded in 1998 by entertainment journalist and publisher **Tanya Kersey** to support and champion Black filmmakers. Nicknamed the “Black Sundance,” HBFF quickly became a vital launchpad for emerging talent and a hub for creative excellence. Over the years, the festival has gained the respect of industry leaders and Hollywood icons—including Antoine Fuqua, Bill Duke, George Tillman Jr., and the late Sidney Poitier and John Singleton—for its role in amplifying and advancing Black creatives in film and television.



CARRYING THE LEGACY FORWARD

After the passing of our founder, **Tanya Kersey**, HBFF took a pause. But the need for this festival never left.

Now, we're back with purpose. Tanya's daughters, Monique & Brittany Love, alongside her long time partner, Jacqueline Blaylock, are proud to continue her legacy, honoring her vision while expanding the **HBFF** experience with new events, educational programs, youth initiatives, and brand partnerships that push culture forward.



HBFF 2025

OCTOBER 15-19, 2025

HOLLYWOOD, CA

As we celebrate our **15TH ANNIVERSARY**, we honor the legacy we’ve built and step boldly into a new chapter. This year, we’re expanding with intentional programming that centers creativity, innovation, wellness, & community impact.

SCHEDULE AT A GLANCE

Wednesday - October 15	Thursday - October 16	Friday - October 17	Saturday - October 18	Sunday - October 19
Opening Night Screening	Film Screenings	Film Screenings	Film Screenings	Film Screenings
Red Carpet + Gala	Infotainment Conference	Infotainment Conference	Infotainment Conference	Awards Brunch
	AI Tech Hub	AI Tech Hub	AI Tech Hub	Closing Night Screening + Reception
	Networking Reception	Storyteller Live Stage Reading	Kids Fest	
		Pitchathon	Entertainment Marketplace & Job Fair	
		Evening Party	Twinkie Byrd’s Hollywood Monologue Slam	
			Evening Party	

FILM SCREENINGS

The Hollywood Black Film Festival is a global stage for independent creatives—screening over 100 exceptional films, including narratives, shorts, documentaries, student projects, and digital content. We spotlight bold voices and visionary work from across the U.S. and around the world. As a presenting partner, your brand becomes part of a cultural celebration where creativity, community, and innovation take center stage.

INFO-TAINMENT CONFERENCE

Our Infotainment Conference brings together influential executives, directors, producers, and cultural thought leaders for impactful conversations and networking. Through panels, fireside chats, and workshops, the conference explores the business and future of entertainment. Sponsors can align with key moments, host branded sessions, or activate within curated industry lounges—positioning your brand as a trusted voice in media and culture.

OPENING NIGHT GALA

Presented by [Your Brand]
Kick off the festival in the spotlight. The Opening Night Gala is a high-profile red carpet event featuring a premiere screening and an exclusive celebration attended by 500+ filmmakers, talent, tastemakers, city officials, and cultural influencers. As presenting sponsor, your brand becomes synonymous with the glamour, media buzz, and cultural impact of HBFF’s grand opening.

SIGNATURE EVENING EVENTS

Brought to you by [Your Brand]

End the day with elevated vibes. These nightly experiences offer the perfect mix of community and culture, where filmmakers and festivalgoers unwind and connect after a day of screenings and panels. From custom cocktails to immersive activations, your brand sets the tone for connection—and becomes part of the story people remember.

STORYTELLER: SCRIPT TO STAGE

Presented by [Your Brand]

Kick off the festival in the spotlight. The Opening Night Gala is a high-profile red carpet event featuring a premiere screening and an exclusive celebration attended by 500+ filmmakers, talent, tastemakers, city officials, and cultural influencers. As presenting sponsor, your brand becomes synonymous with the glamour, media buzz, and cultural impact of HBFF's grand opening.

KIDS FEST

Presented by [Your Brand]

A day of inspiration, play, and possibility for 325 kids ages 8–17 and their families. Imagine an immersive experience powered by your brand—filled with screenings, gaming, music, tech demos, and creative workshops. Your sponsorship sends a clear message: you're investing in the future and helping ignite the dreams of the next generation. Guests include students from LAUSD, local Boys & Girls Clubs, and foster youth.

ENTERTAINMENT MARKETPLACE & JOB FAIR

In Partnership with [Your Brand]

Where opportunity meets access. This hybrid activation connects studios, employers, vendors, and universities with festival attendees and the LA creative community. From branded booths to career lounges and panel moments, this is your chance to position your brand as a leader in both innovation and inclusion—supporting pathways into entertainment and tech for all.

AI & TECH HUB

Powered by [Your Brand]

A dynamic space dedicated to innovation—where storytelling meets emerging technology. From AI tools and virtual production demos to immersive installations and hands-on workshops, this is where creators explore what's next. Your brand gets to lead the conversation on the future of media, showcasing products, hosting panels, and sparking discovery in a high-traffic, high-energy environment. Be the brand that empowers creators with cutting-edge tools and ideas.

WELLNESS LOUNGE

Presented by [Your Brand]

A calm, inviting hub where care takes center stage. Through meditation, wellness education, and meaningful dialogue, the Wellness Lounge empowers creatives to prioritize their health. It's more than relaxation—it's a movement your brand can proudly stand behind.

AWARDS BRUNCH

Celebrating Excellence with [Your Brand]

This elegant closing event honors our filmmakers, finalists, and changemakers in front of an influential audience of peers, executives, and press. As presenting sponsor, your brand takes center stage during an inspiring morning that wraps the festival with gratitude, glamour, and vision for what's next.

CLOSING NIGHT SCREENING & AFTER PARTY

The Grand Finale Presented by [Your Brand]

Red carpet. Celebrity guests. A packed house. And a final party everyone will talk about. The Closing Night experience offers the perfect brand moment to show up big—with custom photo ops, signature drinks, gift bag integrations, and unforgettable moments that align your brand with celebration and cultural relevance.

THE BUZZ IS BACK



@HOLLYWOODBBLACKFILMFESTIVAL

SOCIAL MEDIA HIGHLIGHTS

- **+100K** Impressions from launch content
- **+500** Comments across Instagram & Facebook
- Over **400** new followers and counting
- **120%** increase in engagement since announcement
- Support from filmmakers, fans, tastemakers & media insiders

The community has spoken. Now's the time to build on this momentum...
TOGETHER.

Our community didn't just miss **HBFF** — they showed up for its return.

The excitement around our relaunch has been organic, powerful, and proof that **HBFF** still matters, now more than ever.



THE *VIBE* OF HBFF

THE ENERGY. THE PEOPLE. THE CULTURE

HBFF is where community meets creativity. From red carpets to healing spaces, there's nothing like it.

