



WHAT THE FEST!?

Expect Anything

A New Festival of Smart, Surprising
and Outrageous Genre Films

March 21 – 24, 2019



REVENGE

OPENING NIGHT NEW YORK PREMIERE



"New York City has a brand new film festival with a rather unique angle"

- Screen Anarchy



1. Creative Director, Maria Reinup welcoming everyone at Opening Night. 2. Simon Garnier giving a thrilling talk about the greatest hunter mankind has ever known. 3. What The Fest!? kicking off (literally)! 4. Packed venue with a curious audience — the greatest hunters are...ants?

REVENGE



OPENING NIGHT PARTY

"If you're in NYC and in need of something fun to do this weekend, check out What the Fest!? at IFC Center."

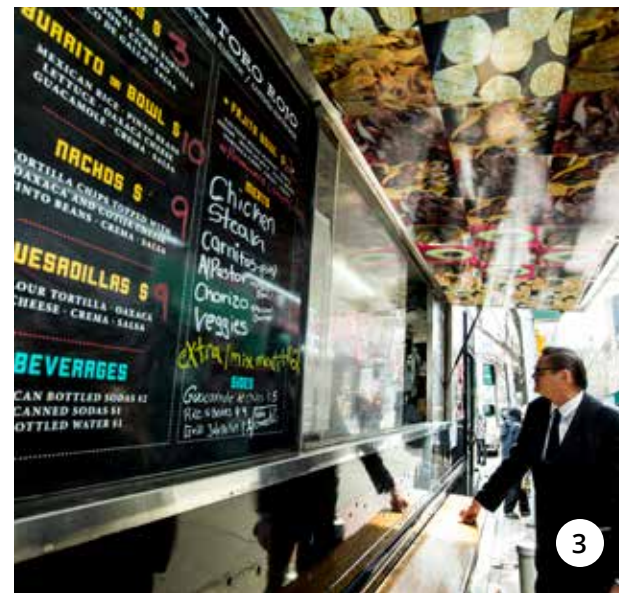


-Woman in Revolt

1. Estonian TV celebrity and horror buff, Mart Sander is so photogenic, while creative Director, Maria Reinup raises her glass to salute! 2. Getting into the hot pink spirit of the WTF!? festivities 3. Opening night festivities 4. Director Jenn Wexler and friends enjoy opening night 5. Jenn Wexler and Michael Gingold have an eye for cinema.



1



3



2



4

1. Mark Burnham, the evil "Teddy Bear" Haynes, having a stylish breather before the show starts. 2. Santana Dempsey, aka Kaylee from *LOWLIFE*, doesn't blink an eye before her screening. 3. Mark Burnham taking a taco truck break. 4. All the cool kids are in town! *LOWLIFE* team having fun before the NYC premiere of their festival darling.



1. Jared Harris flashes a smile at the Q and A of *The Terror*, season 3 sneak peek. 2. *The Terror* selfie moment 3. Executive Producers, Soo Hugh and David Kajganich and star, Jared Harris fielding audience Q and A 4. Star, Jared Harris, WTF!? Creative Director, Maria Reinup and Executive Producers, Soo Hugh and David Kajganich pose before the screening.

GHOST STORIES

NEW YORK PREMIERE



"Impressive
slate"

- *Bloody Disgusting*



1. Andy Nyman smiling at the *Ghost Stories* reception with friends and fans. 2. Elizabeth Trussel and John Vanco, scared of ghosts? 3. Directors, Andy Nyman and Jeremy Dyson striking a pose before their premiere. 4. Directors, Andy Nyman and Jeremy Dyson having a blast during the Q and A following a sold-out screening

THE ENDLESS



"New Yorkers,
there's a
new genre
fest in town"

- Rue Morgue



1. Justin Benson giving the audience a heads up about the special Q and A. 2. Maria Reinup and directors, Justin Benson and Aaron Moorhead ascending towards the messiah. 3. Audience engaged with the filmmakers during the Q and A for the unseen material from *The Endless*. 4. Aaron Moorhead giving insight into the DIY filmmaking they know so well. 5. *The Endless* filmmakers stealing hearts (and eyes!)

BOILED ANGELS: THE TRIAL OF MIKE DIANA

WORLD PREMIERE

"[A] few steps away from the mainstream path"

- *Newsday*



1. Director, Frank Henenlotter, producers, Anthony Sneed and Mike Hunchback with subject, Mike Diana smiling before their World Premiere 2. Mike Diana signing his artwork for fans. 3. Q and A at the world premiere, hosted by Michael Gingold. 4. Mike Diana and his friend have the (eye)balls!

THE RANGER



CLOSING NIGHT NEW YORK PREMIERE



"What the Fest?!
has an amazing
and diverse lineup"

- Pop Horror

1. Surprise show from Rotten UK to close the festival out with a proper punk rock vibe! 2. Horror guru, Larry Fessenden and the director of the Closing Night film, Jenn Wexler, ready for the NYC premiere. 3. "The Ranger" cast and crew close the festival

VOL DE NUIT PARTIES



1. IFC Midnight mixer brought smiles to the directors of *Ghost Stories* and David Schwimmer. 2. Ryan Prows, Aaron Moorhead and festival attendee enjoy the IFC Midnight after-party. 3. By the third day of the festival your eyeballs may need a rest. 4. What The Fest!?! team and friends beaming with smiles after another successful day.

IFC CENTER

What the Fest!? is produced by **IFC Center**, a five-screen state of the art cinema located in the heart of NYC's Greenwich Village. Top tier sponsors have access to extended year-round opportunities at IFC Center.



1. IFC Center 2. What The Fest!? Marquee 3. Maria Reinup and Sarah Weigel tech-check a film

SPONSORSHIP OPPORTUNITIES



1. Marquee & Gobo Placement 2. Step & Repeat 3. Branded Signage 4. Parties & Receptions 5. Theater Logo Recognition

IFC CENTER



Partnerships with The New York Times, Unifrance, SundanceNow, New York International Children's Film Festival, Field of Vision, Sundance Film Festival and others.

Outreach

- One of the country's perennial **top-grossing theaters on a per-seat basis**
- Diverse, educated, influential audiences
- Weekly e-mail: **22,000**
- Quarterly programs distributed throughout NYC: **20,000**
- Passersby: **30,000 people/day**
- Attendance: **450,000 moviegoers/year**
- IFCCenter.com: **650,000+ unique visitors, 1.1 million site visits in 2017**

Events

- US theatrical premieres of major independent hits
- Festivals: Oscar®-Nominated Short Films, NY International Children's Film Festival, DOC NYC, Human Rights Watch Film Festival, Split Screens Festival
- Midnight movies, classics and shorts
- In-person appearances by filmmakers and stars like David Lynch, James Franco, Catherine Deneuve, Jane Fonda, Jonathan Demme, Kristen Stewart, Ethan Hawke, Michael Moore, Jeremy Irons, John Waters, Norman Lear, Michael Shannon, Christian Slater, Bernadette Peters, David Byrne and more

THANK YOU TO ALL OUR WHAT THE FEST!?! SPONSORS

 **BLOODYDISGUSTING**

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