



WHAT THE FEST!?

MARCH 29-APRIL 1, 2018 AT THE IFC CENTER
FEATURING 4 DAYS OF UNIQUE SCREENINGS & EVENTS

ABOUT

Much of the most innovative and exciting cinema on screens today comes out of the world of genre films – movies that are surprising and sometimes shocking, fantastic films that upend conventional limitations to help us escape reality, but that also harbor deeper ambitions to thrill smart audiences. movies that are surprising and sometimes shocking, fantastic films that upend conventional limitations to help us escape reality, but that also harbor deeper ambitions to thrill smart audiences. What The Fest!? appeals to a broad public of the curious and creative looking for a community in which to share experiences and have a blast together. From cerebral shockers to singular cinematic experiences to unforgettable special events, What The Fest!? is more than just screenings, it is a must-experience event.

WHAT THE FEST!? IS FOR CINEMA LOVERS WHO ARE LOOKING FOR THE NEXT COOL THING!

The festival will feature:

- Premieres of new work
- Tributes to genre legends
- Unique experiences
- Scary, fun, surprising events and happenings. **Expect anything!**



(THE SQUARE director Ruben Östlund outside of IFC Center for the theatrical opening of the film; posing with his Palme d'Or)

SPONSORSHIP OPPORTUNITIES

Work with our team to create customized branding solutions to elevate your profile and support creative, accessible storytelling.

WEBSITE

View schedule, photos, updates and more

SIGNAGE

Banners, Posters, Step & Repeat around festival venues

EVENTS

Opening Night Party, Cocktail Hours, Backyard BBQ, Exclusive Private Outings, Official Festival Parties

SCREENINGS

Highlight your brand at one featured screening or choose several at which to showcase

VIP BAGS/T-SHIRTS

Exclusive branding on VIP festival bags & T-shirts

FESTIVAL GIVEAWAYS

All festival participants

EXCLUSIVE VR DEMO SPACE

Lounge area for branded VR demo

***Sponsorship packages, including customized activations, available on request.**

CONTACT: SPONSORSHIP DIRECTOR, DEBORAH RUDOLPH DEBORAH@DOCNYC.NET



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WHAT THE FEST!? CREATIVE DIRECTOR

Maria Reinup is an enthusiast of feeling alive and she believes experiencing the out of ordinary is the best way to achieve that. Devoted to organising events and figuring out shenanigans since her early school years, she studied Roman Languages and Philosophy before switching to the Baltic Film and Media school in Tallinn, Estonia for filmmaking. Working in the film industry for the past decade, she began with festival event management and shorts programming, quickly becoming director, now in her seventh year, of the Haapsalu Horror and Fantasy Film Festival, the only genre film festival in the Baltics, and programmer for Black Nights Film Festival, the only A-list art house festival in Northern Europe. Over the years she has worked for notable film festivals like SXSW and Fantasia, producing-directing short films and music videos on the side. A few years ago she moved into working with feature films and is excited to channel her experience and her love for all sorts of madness into What The Fest!?. Her special skills include curating exciting content, bringing audiences the next cool thing (can't wait to introduce Master Folk Techno to the Big Apple!) and bringing together the former Eastern Bloc and its modern fruits with New York for an unforgettable 4-day experience.



SPLIT SCREENS 2017 RED CARPET
FOR ORPHAN BLACK

NEIL YOUNG &
JIM JARMUSCH



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.

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