



illuminate

FILM FESTIVAL



INFO KIT

illuminatefilmfestival.org

ABOUT

ILLUMINATE is the world's leading film festival for evolutionary cinema.

Founded in Sedona, Arizona in 2014, ILLUMINATE Film Festival is now held in-person each spring in Santa Barbara, California, and globally online.

Dedicated to lifting up the human spirit and catalyzing lasting personal and planetary transformation through cinema, ILLUMINATE showcases groundbreaking narrative and documentary films featuring inspirational human journey stories and themes related to earth stewardship, whole-body healing and wellness, science and spirituality, social action and human potential.

OUR MISSION & VISION

We are a 501(c)(3) sponsored organization pioneering the growth of the emerging **transformational film movement.**

Our mission is to **elevate human consciousness and inspire lasting transformation** through cinema.

Our vision is to serve as the **global hub** for Evolutionary Cinema.



FESTIVAL

Inspiring Films, Workshops, Panels & Parties

10 Days · 5 Venues · 22 Films · 18 Q&As · 60+ Speakers & Artists



Transformational Films: In-Person & Virtual

ILLUMINATE's roster of the world's leading films in the mind-body-spirit-planet genre include multiple **World, North American and US premieres** each year. Films are shown globally online and in-person at festival venues.



Experiential Movie-Going
ILLUMINATE hosts the pioneering Reel Integration series. Selected films are complemented by **world-class workshops**, performances, activities and courses that enable filmgoers to more deeply assimilate the movie's message.



State-of-the-Art Venues

The 600-seat Lobero Theater, celebrating its 150th year anniversary in downtown Santa Barbara, serves as our opening night locale. Other venues are all within walking distance to support a **community-centric festival** experience in the historic Arts District.



Luminary Living Room Series

An audience favorite, these intimate, interactive sessions provide a **rare opportunity to hear from leaders** in spirituality, mindfulness and body-mind science. Presentations include discussion and dialogue for a powerful experience.



Speed of Light Lab (SOL)

ILLUMINATE brings together the nation's key stakeholders in the transformational cinema industry - filmmakers, producers, distributors, funders and press - to **mentor the next generations** of visual storytellers who seek to make a positive impact in the world through their films.



Festival Hub & Lounge

ILLUMINATE's centrally located Festival Hub offers services from leading **health and wellness** practitioners. Festival-goers have the opportunity to relax and share ideas. The adjacent **Oasis Industry Lounge** allows socially-conscious creators to connect with one another.

FEATURED GUESTS

ILLUMINATE features over **75** filmmakers, speakers, practitioners and performers annually. **Highlighted guests** include:

PAST HONOREES AND SPEAKERS



Deepak
Chopra



Marianne
Williamson



Michael
Beckwith



Joe
Dispenza



Lynne
McTaggart



Vandana
Shiva



Gregg
Braden



Ram
Dass



Marci
Shimoff



Barbara Marx
Hubbard



Bruce
Lipton



Lisa
Nichols



Bob
Proctor



Lynne
Twist

FILM INDUSTRY GUESTS



Pete Docter
CCO, Pixar



Gillian
Anderson
Actor



Christopher Vogler
Author/
Screenwriter



Regina Scully
The Artemis
Foundation



Geryl Dreyfous
Impact Partners



Louis
Schwartzberg
Filmmaker



Chaz Ebert
Publisher

PLUS... Richard Lorber, CEO, Kino Lorber | Richard Abramowitz, President, Abramorama | Scott Glosserman, CEO, GATHR | Simon Kilmurry, Executive Director, Intl Documentary Association | Peter Broderick, President, Paradigm Consulting | Pedram Shoji, The Urban Monk & Co-founder, whole.tv | Corinne Bourdeau, President, 360 degree Communications | Trina Wyatt, CEO, Conscious Good | Sarah Mosses, CEO, Together Films | Jeffrey Winter, The Film Collaborative | Barnett Bain, Producer | John Raatz, Founder, GATE | and many others...

PERFORMERS & MUSICIANS

Michael Franti | Jai Uttal | Porangui | C.C. White Soul Kirtan | Alvin Youngblood Hart | Wah!

FACTS

A TYPICAL FESTIVAL YEAR

ATTENDANCE OF OVER

8,300

Unique Attendees **3,184**

25 films

9 World Premieres and 8 US, Southwest or Arizona Premieres

ATTENDEES FROM

48 US states & **41** countries

13 special events, including parties, receptions and filmmaker lunches

72 directors, producers, talent and industry guests

28 speakers, practitioners and workshop presenters

22 musicians, artists and performers

100 volunteers

48k Re-stream views (via partner platforms)

ILLUMINATE Audience

Overall, the ILLUMINATE customer is conscious, media-oriented and highly interested in personal and planetary evolution. Our programs cater to 3 market segments, based on content preferences: **Conscious Curious**, **Seekers** and **Deep Divers**. As the global Conscious Community is identifiable, growing and highly interconnected, this audience serves as the tipping point to promote enlightened ideas, products and services.

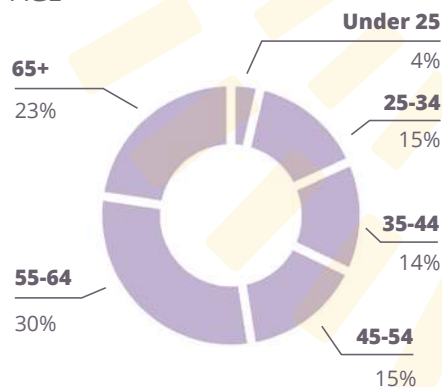
Audience Demographics

71%
FEMALE

29%
MALE



AGE



Our Top Visitors

Top US States:

Arizona
California
Florida
New York
Nevada
Utah
Colorado
Minnesota

Top Countries:

United States
Canada
United Kingdom
Sweden
Netherlands
Denmark
Austria
Spain

ILLUMINATE Reach

- 16,000,000+ impressions in pre and post festival exposure via media coverage, website impressions, electronic newsletters, print and digital advertising and social media
- Media coverage in national and international outlets such as *Variety*, *PBS NewsHour*, *The Huffington Post*, *Collective Evolution*, *Spirituality & Health*, *Indiewire* and others

ILLUMINATE Films

**FILMS PREMIERED OR FEATURED
AT ILLUMINATE HAVE GONE ON TO
ACHIEVE SIGNIFICANT SUCCESS.**

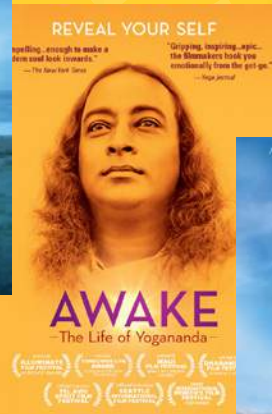
HEAL

Reached #1 on iTunes Documentaries



AWAKE: THE LIFE OF YOGANANDA

Reached \$1.8 million in box office sales



THE MONK AND THE GUN

Shortlisted for an Academy Award in 2023



LOCATION

Beautiful Santa Barbara, CA

Sun-kissed and serene, Santa Barbara shimmers along the California coast, earning its nickname as the "American Riviera." Home to the first Earth Day in 1970, Santa Barbara seamlessly blends breathtaking natural beauty with vibrant culture that includes an array of globally-inspired restaurants and year-round cultural celebrations.

Often referred to as the original "Hollywood," Santa Barbara was home to California's first major movie studio, Flying A Studios, which produced nearly a thousand silent films beginning in 1910. Today, her rich arts scene features world-class galleries and museums, superb musical acts, and a devoted cinephile community.



EXPANSION

Highlights of Our Success



Audience Growth

In just six installments, the fest experienced growth in our total attendance from **2,700 to 8,300**. Furthermore, in 2021, the festival drew an additional viewership of **48,000** via our partner platforms.



National Recognition

ILLUMINATE has been featured in national outlets such as Variety, The Montecito Journal, and The Huffington Post, which designated it as a **Top 24 Festival to Revitalize Your Soul**. It's widely recognized in the industry as the **leading film festival in its niche**.



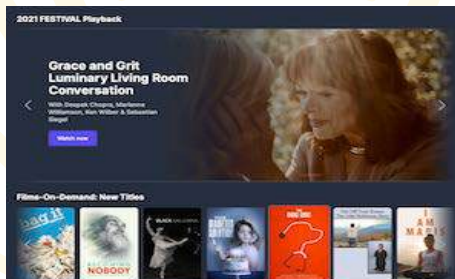
World Premieres

ILLUMINATE is a **discovery festival**. We continue to be the festival of choice for World, North American and US premieres for the conscious cinema genre with **42 world premieres** and **26 North American/US premieres** to date.



Industry Attention

We have partnered with film industry heavyweights **New Line Cinema, IDA, GATHR, Abramorama, Kino Lorber, Roadside Attractions** and **Gaia**. **Warner Bros. Pictures** tapped ILLUMINATE to co-host sneak preview screenings of *Collateral Beauty*, featuring Will Smith, Edward Norton, Helen Mirren, Kate Winslet and Keira Knightley.



Innovation

The festival continues to adapt to the ever-changing film industry and technology environment, adding programs such as our **Virtual Reality Zone**, incredibly popular **Take Twenty Filmmaker Mentoring** sessions and **digital streaming** of the festival films, panels and parties.



Beyond the Festival

We provide ongoing support to our filmmakers throughout the year to spread their stories and messages. Additionally, the festival expanded its operation in 2020 to offer content year-round through a **streaming platform** and off-season screenings and events.

YEAR-ROUND

On-Demand Streaming Platform, Virtual Screenings & Events



On Demand Catalog

Accessible anytime, anywhere, ILLUMINATE's Virtual Screening Room offers at-home audiences on-demand access to an ever-growing catalog of the best of conscious film, plus filmmaker conversations, panel discussions, workshops and filmmaker education programs.



Global Virtual Screenings

One of the first film festivals in the nation to launch a year-round virtual screening series for feature-length films, ILLUMINATE hosts digital premieres alongside live panel conversations and Reel Integrations, solidifying the festival as the hub for the hottest, new titles any time of year.



Year-Round Events

Whether a film premiere, brunch, award tribute, film talk or fundraiser, ILLUMINATE presents 2-5 in-person events per year, primarily held in Santa Barbara. Examples include the Women in Action Brunch, Tribute to Gregg Braden, Screen & Cuisine and Cinema Soirée featuring *The Monk and The Gun*.



Secure Digital Management

Via the Eventive platform, ILLUMINATE offers filmmakers and film distributors the option of safe, secure and reliable top-of-the-line encryption of content to prevent piracy and unauthorized use. Content can be made available on AppleTV, Roku and Smart TVs.



Membership Program

Launched in Fall 2020, the ILLUMINATE Membership program offers annual members free tickets to year-round virtual film premieres and on-demand titles, as well as unlimited access to filmmaker conversations, Reel Healings and bonus content hosted in our Virtual Screening Room.



Multi-City Tour*

ILLUMINATE was selected to participate in the 2020 beta launch of the Artini technology platform, designed to enable simultaneous or successive multi-city exhibition of film festival programs.

*Multi-city launch canceled in late 2020 due to COVID-19

Introducing ILLUMINATURE

Dedicated to lifting up Indigenous filmmakers and stories, regenerative agricultural practices, and ecological solutions, ILLUMINATE kicked off its IllumiNATURE programming track in 2023. Our launch event featured a virtual screening of *We Are Guardians*, followed by an informative Q&A with the film's directors.

In addition to our ecologically-conscious curating commitment, ILLUMINATE 2024 aims to be the world's first single-use plastic-free film festival and has pledged a venue radius that is 100% walkable and bikeable.

At the heart of the ILLUMINATE 2024 in-person festival is the newly renovated state-of-the-art Community Environmental Council (CEC) building, known as "The Hub." The Hub will feature resources for inspired attendees to learn more about their areas of interest and plug into local and global initiatives.



Community Environmental Council



IMPACT

The Global Hub for Evolutionary Cinema

Elevating Global Consciousness

Our purpose at ILLUMINATE is to showcase solution-oriented films that empower viewers to live more intentional and engaged lives. ILLUMINATE films inspire audiences to enhance their awareness and find meaningful ways to be in service to the greater good.

Cinema as a Transformative Tool

Film has the power to produce extraordinary shifts, both inside and around us. We are pioneers in the use of experiential cinema as a means of catharsis. From mindful meditations to groundbreaking explorations of mind-body science, our films and corresponding workshops work in concert to offer an impactful inner journey.

“AMIDST THE EXPLOSION OF SELF-TRANSFORMATION TECHNOLOGIES, ILLUMINATE APTLY INTRODUCES THE MOVING IMAGE AS A COMPELLING TOOL FOR EMPOWERED LIVING.”

– Martha Beck, Life Coach
O, The Oprah Magazine

Illuminating the Industry

Film festivals serve a critical purpose in the entertainment industry, both as film exhibitors and as a launching ground for indie film gems. The transformational film genre is the film industry's leading growth area, attracting the attention of the largest entertainment companies and the world's leading brands. ILLUMINATE is at the forefront of this movement, serving as a catalyst for the genre's evolution by serving as its home and global gathering place.

Finding Connection Through Story

From ancestral gatherings around the fire to global livestreams, we have gathered as like-minded, kindred spirits to share our experiences as a means of understanding and bonding with one another. In our sound bite society, cinema remains the leading outlet for us to go deeper together – to be immersed for a time in a world unlike our own and to leave the theater different than we were before.



CONNECT

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For general inquiries:
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For sponsorship inquiries:
sponsor@illuminatefilmfestival.com

Executive Team

Founder & Board President: Danette Wolpert
Executive Director: Téana David
Director of Programming: Kit Thomas
Director of Administration: Morgan Richmond



Academy Award nominee, Pawo Choyning Dorji, Art Cisneros, Téana David

ILLUMINATING THE WORLD

One frame at a time

