

**Background:**  
**The Sacramento International Film Festival (SFF)**  
 Sacramento's Premiere Cinema Showcase  
[www.SacramentofilmFestival.com](http://www.SacramentofilmFestival.com)

**Festival of Cinema Years:**

- SFF started as the Sacramento Festival of Cinema in 1995
- Festival received initial seed money through efforts of late mayor Joe Serna
- In 1999 Access Sacramento took over with managing director Martin Anaya
- Established many community partners including 40 Acres and Guild Theater
- "Place Called Sacramento" (PCS): Area's 1<sup>st</sup> most successful local "Film incubation" program. Created over 100 local films to date



**The Birth of a Larger, Grander Event: The Sacramento International Film Festival**

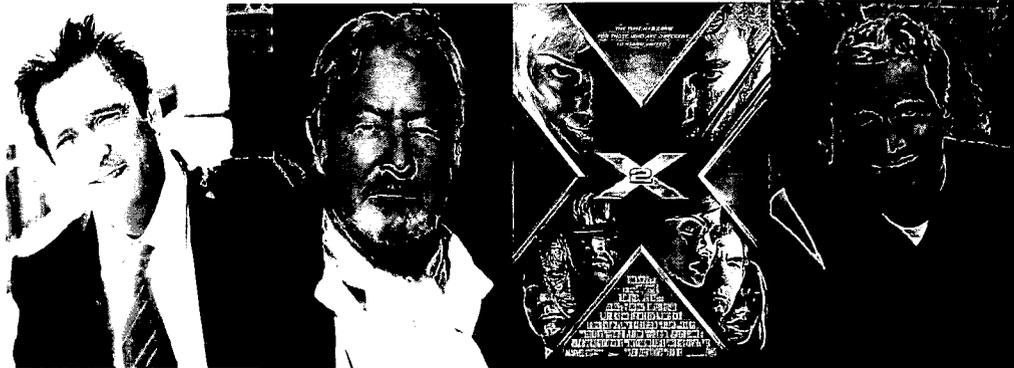
- In 2004, with blessing from Access Sacramento we created the modern SFF
- The updated show has a wider mission featuring local and world cinema
- SFF innovates new film programs: I. E.- Current Vision's documentary partnership with Al Gore's **CURRENT TV**. Local winner receive international distribution.
- SFF **Uniquely** serves our diverse film going community:
  - Cine Soul** – The Sacramento International Black Film Festival
  - Cine Latino**- The Sacramento International Latino Film Festival
  - Future Visionaries** – Festival incubation program for high school students.

**SFF – Premiere Showcase for Hollywood and Acclaimed Independent Cinema:**

- **Slum Dog Millionaire** - (Winner: Best Picture 2009 **Academy Award**)
- **Snow and Ashes** - (Grand Jury Winner: Best Picture 2010 **SlamDance**)
- **Young Victoria** - (Nominee: Best Actress 2010 **Golden Globe**)
- **Julie and Julia** - (Nominee: Best Actress 2010 **Academy Award**)
- **The Prince of Broadway** - (Grand Jury Winner: Best Picture 2009 **LA Film Fest**)
- **Binta and The Great Idea** - (Nominee Best short 2007: **Academy Award**)

**The Sacramento International Film Festival (SFF)**  
**Sacramento's Premiere Cinema Showcase**  
**Internationally Recognized for Excellence:**

- 2009 Audience Choice Nominee by the IFFS (International Film Festival Summit)



Michael Madsen

John Daly

X-Men II

John Ottman

**SFF Distinguished Guests include:**

- **JOHN DALY** – Producer: Oscar winner - Platoon, The Last Emperor
- **JOHN OTTMAN** – Composer: British academy winner - X-Men, Valkyrie
- **JOE CARNAHAN** – Director: Narc, Smokin Aces, The A-Team
- **VICKY JENSON** – Director: Oscar winner - Shrek, Shark's Tale
- **MICHAEL MADSEN** – ACTOR: Kill Bill, Reservoir Dogs
- **THELTON HENDERSON** - US District Court judge (and civil rights Icon)
- **DAN LUNDGREN** - United States Congressman
- Many more distinguished Hollywood and Indie film guests...



Joe Carnahan

Stefen Fengmeier

Eragon

Smokin Aces

## SFF MISSION

As Sacramento's festival dedicated solely to Cinema art, our mission is to be a catalyst for greater appreciation of Cinema as art, build the local filmmaking community and work with Hollywood and independents alike to showcase Northern California as a dynamic place to shoot and screen movies.



### **About our Director:**

Martin Anaya is a Multi-Media production specialist, merging the worlds of film, TV and new media production, promotion and the cross pollination of alternative distribution and traditional media distribution models. His personal mission is to help bridge the digital divide for film makers, media creators and average citizens, making media creation and distribution accessible to all. In addition to heading up the Sacramento Film Festival and Northern California Film Foundation, Martin is Executive Director of the most decorated Community Media Center in The US, Pacifica Community Television.

### **Martin Anaya/Sacramento Film Festival Endorsements 8-09**

**#1)** "Your passion for filmmaking and the creative arts is truly inspiring and such a gift to your audience. Your efforts contribute to California's rich culture and I admire your dedication" **Maria Shriver – 1<sup>st</sup> Lady of California**

**#2)** " I have attended the Sacramento International Film Festival twice and have been amazed at the camaraderie of artists and raw talent that gathers to celebrate the movies. Marty is responsible for spearheading a campaign to foster the cinema arts in the capital of California – the very state that is synonymous with filmmaking. And that is worthy of recognition..."**Christopher Lockhart – William Morris Agency**

**#3)** "The Sacramento Film Festival is surely the BEST festival in America for a city it's size and below! My viewing of the films and the showmanship of the festival is a feast for the mind, eyes and ears."  
"I have decided to forego McCain or Obama for MARTY ANAYA!!! This man is a tornado of nature and the Sacramento Film Fest!!! I have had such a good time with Marty over the years, I have decided to adopt him as a brother. He is always there with ideas and creativity and WORK. Where would we be without him? " **Dr. Lew Hunter - Screenwriter, UCLA Screenwriting Chair Emeriti**

**#4)** "From both the standpoint of a former independent producer, director of television documentaries as well as having attended a number of film festivals over the years and been on the management periphery of a couple in the L.A. area, I can attest that it's been Marty's vision and innovations (both in programs and as well as fundraising) that have given the Sacramento International Film Festival not only legs, but legs with a track record, that's going places." **Beverly Lewis - Director, Placer-Lake Tahoe Film Office**

## 2010 Sacramento Film Festival – A Digital Odyssey



So what is this "Digital Odyssey" anyway? With the advent of media convergence, one way to describe it is as "Transmedia" or what Wikipedia says is media content that "becomes invasive and permeates fully the audience's lifestyle".

This year's Sacramento Film Festival will highlight the next generation of film making bringing the brightest minds in the industry to the world's first Transmedia summit.

### Other SFF 2010 Highlights

**April 17<sup>th</sup>: 3<sup>rd</sup> World America-** In 2009 Sacramento made national headlines for it's homeless problem. Highlighting the Issues seen at Tent City, this world premiere documentary will have Sacramento making headlines for helping to SOLVE the homeless problem. WORLD PREMIERE

**April 18<sup>th</sup>: Finding DQU –** As part of an amazing day of films on the Native American experience, this documentary explores the rise and fall of America's first native university, right here in our back yard. WORLD PREMIERE

**April 24<sup>th</sup>: Jeffie Was Here –** The LOCAL BASED producers of the Mirimax smash hit HOODWINKED, bring their new, big budget feature to their home town. WORLD PREMIERE

ALL DETIAL: [www.SacramentoFilmFestival.com](http://www.SacramentoFilmFestival.com)

### CALIFORNIA FILM FOUNDATION –

Our sister organization has the largest and oldest network of PROFESSIONAL film makers in our region. Find the most comprehensive news and information database on local film making at [www.CaliforniaFilm.net](http://www.CaliforniaFilm.net)



## **How Can SFF Help Sacramento**

- As area's first class cinema showcase we can bring Hollywood to Sacramento
- Film has unique power to highlight local concerns like homelessness
- With support of CVB, Visiting film makers can be courted to film here
- Support greater revenue in places like Old Sacramento
- A growing festival is a major tourist draw and supports local quality of life
- Together with our Film Foundation, we train and equip the next generation of FUTURE VISIONARIES...

## **How Can the City help SFF specifically?**

- Help secure free or reduced rent at city owned/funded exhibition venues
- Help raise the profile of this event through promotional initiatives
- Help with issues of parking for visiting film goers
- Help secure private/public funding to ensure the growth of this 1<sup>st</sup> class arts event
- Raising Funds. Even a minor investment pays major dividends.

In many cities where a vibrant arts scene is found, you will find a vibrant and well supported film festival. Seattle Film Festival, San Francisco Film Festival, Atlanta Film Festival to name a few. Each of these cities supports it's festival and each has found much success as a result.

Sacramento already has a world class film arts event... We look forward to meeting with the mayor to discuss ways that the Sacramento Film Festival will continue to grow and continue to support the growth of our city as a premiere arts destination.

Thank you – SFF Team

**Please contact us to RSVP for any or all of this year's event. We sincerely hope you will attend 3<sup>rd</sup> World America on the 17<sup>th</sup>! We believe this screening and the knowledge it imparts is very important for our city.**

Sacramento International Film Festival  
April 17-25 2010

1500 West El Camino Ave. #362  
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*The Green Capital Alliance partners Sacramento area businesses, local government, community organizations, education & research institutions, and utilities to promote sustainability and grow the clean tech cluster of the Sacramento Region.*

January 8, 2010

The Honorable Mayor Kevin Johnson  
Honorable Members of the City Council  
Office of the Mayor and City Council  
915 I Street  
Sacramento, CA 95814

Steering Committee

Dear Mayor Jonson and Councilmembers,

Bank of America

On behalf of the Green Capital Alliance I am pleased to provide this letter of support for the CaliforniaFIRST pilot program. The Green Capital Alliance unites employers, academic and research institutions, economic development and community organizations, and local governments to build the clean energy technology sector in the six-county Sacramento area and make our region a leader in sustainability. Your support of this program is critical factor in our region's ability to offer new financing tools for building energy retrofits and to stimulate the local clean energy economy.

City of Roseville

City of Sacramento

CleanStart

Golden Sierra Workforce  
Investment Board

LEED—Linking Education &  
Economic Development

McClellan Technology  
Incubator

PG&E—Pacific Gas & Electric

Roseville Electric

Sacramento Air Quality  
Management District

SARTA—Sacramento Area  
Regional Technology Alliance

SACTO—Sacramento Area  
Commerce & Trade  
Organization

Sacramento State University

Sacramento Metro Chamber  
of Commerce

Sacramento Asian-Pacific  
Chamber of Commerce

Sacramento Employment &  
Training Agency

SMUD—Sacramento  
Municipal Utility District

UC Davis

In 2009 the Green Capital Alliance hosted a series of four roundtable sessions with 35+ leaders of local clean energy firms. Many of these companies were halting or reversing growth due to our dramatically stunted economy. Many described a customer base with high interest in new energy solutions, but limited ways to finance these improvements. These company leaders made a consistent request for AB 811 implementation in our area. If you are interested in learning more about the outcomes of these sessions with local employers, a complete report of the findings is available on our website.

We recognize the importance of making the benefits of energy efficiency and renewable energy technology available to our community. The CaliforniaFIRST pilot program will not only help individual families and businesses better manage their energy usage, it will also create jobs, stimulate the local economy, and help lower our region's carbon footprint. It is a clear demonstration of the region's commitment to being responsive to the needs of the clean energy companies, which is an important step toward expanding the significance of this sector in our economy.

To help support the implementation of California FIRST, the Green Capital Alliance will play a key role in educating local energy efficiency and clean energy contractors about how they can benefit from this new business opportunity. If you have any questions regarding the Green Capital Alliance's partnership with this effort, please do not hesitate to contact me at 916-325-1630 or [kristine.mazzei@valleyvision.org](mailto:kristine.mazzei@valleyvision.org).

Sincerely,

Kristine Mazzei  
Managing Partner, Valley Vision  
Project Manager, Green Capital Alliance

Project Management

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