

DOFILMDIFF

DIFF

**2025 - 2026
PARTNERSHIPS**

DOFILMDIFF



**DIFF IS COMMITTED TO
PROVIDING ACCESSIBLE, INCLUSIVE, IMMERSIVE, EDUCATIONAL, AND ENTERTAINING FILM
EXPERIENCES FOR ALL. IT IS THROUGH CURATION OF THE BROADEST RANGE OF EXPRESSION
THROUGH FILM THAT WE FOSTER HUMAN CONNECTION AND GREATER APPRECIATION
FOR OUR COMMON HUMANITY AND OUR RICH DIVERSITY.**

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DIFF is widely recognized as the leading 501(c)(3) nonprofit film organization in North Texas.

As presenters of the OSCAR® Qualifying Dallas International Film Festival annually in the spring and the DIFF SHORTS Film Festival annually in the fall, along with a robust year-round schedule of film-focused programs and events, DIFF offers its partners a wide variety of unique opportunities for marketing exposure and community engagement.

A partnership with DIFF will provide you and your stakeholders an experience unlike any other.



WHO WE ARE

DIFF was established as Dallas Film Society, Inc., in 2006 with the foundational idea that film is art and its artists are the filmmakers. Advertising legend Liener Temerlin and filmmaker Michael Cain, co-founders, believed that “film should be placed on the same pedestal as all of the other arts”, and that both the art of film and the art of filmmakers needed to be elevated and celebrated.

Twenty years later, DIFF’s original mission statement is as relevant as it was at the organization’s founding: to **celebrate films** and their impact on society, to **honor filmmakers** and recognize their achievements and contributions in enhancing the creative community, to **provide educational programs** to students to develop better understanding of the role of film in today’s world, and to **promote the City of Dallas** and its commitment to the art of filmmaking.

We are passionate about building the film community, which we do through year-round programs and events that provide our partners myriad ways to integrate into the Dallas film scene.

These opportunities include an educational screening and talk series for area high school students with industry professionals, themed film series in collaboration with nonprofit community partners, monthly mixers, an Indigenous Film series, free advance screenings of new studio films, film premieres, classic film anniversary celebrations, an annual OSCARS® Night Watch Party, the annual Dallas International Film Festival, the annual DIFF SHORTS Film Festival, and more.

To partner with DIFF is to become a true part of our community, and we welcome the chance to explore with you all the ways to make that happen.



DIFF REACH

31,000

FACEBOOK FOLLOWERS

<https://www.facebook.com/WeAreDIFFDallas> | <https://www.facebook.com/WeAreDallasFilm>

9,825

INSTAGRAM FOLLOWERS

<https://www.instagram.com/wearediffdallas/>

19,375

E-NEWSLETTER SUBSCRIBERS

49

COMMUNITY PARTNER RELATIONSHIPS

<https://diffdallas.org/community-partners>

645

MEDIA PLACEMENTS

September 2024 - December 2025



DALLAS INTERNATIONAL FILM FESTIVAL | APRIL 23 - MAY 1, 2025

DIFF 2025 BY-THE-NUMBERS

7,000+ ATTENDEES

3,000 FILM SUBMISSIONS

146 FILMS SCREENED

12 FEATURE WORLD PREMIERES

300+ FILMMAKERS, SCREENWRITERS, CAST, CREW

26 NORTH TEXAS HIGH SCHOOL FILMS

7 NIGHTLY RED CARPETS

3 SCREENING VENUES

4 SPECIAL EVENT VENUES

4 LIVE SCREENPLAY TABLE READS

1,102 PASS HOLDERS

128 CREDENTIALLED MEDIA MEMBERS

50+ EVENTS, PARTIES, ACTIVATIONS

180+ TEAM MEMBERS

50+ SPONSORS



PARTNERSHIP DELIVERABLES

DIFF partnerships provide opportunities for year-round engagement and visibility with our audience, including the following . . . and more!

ADVERTISING

- 30-second pre-film commercial spots
- Pre-film logo slides
- Brand inclusion in festival e-news and monthly e-newsletters
- Logo slide inclusion in festival pre-reel
- Brand inclusion in press releases
- Logo inclusion on promotional flyers and handout postcards
- Ad inclusion in official digital festival Program Guide
- Brand inclusion on DIFF website

ACTIVATION

- Sponsorship of a special event or film series
- Private screenings
- Naming of a festival award
- On-site activation space
- Panel discussion participation
- Executive speaking opportunities
- On-site branded activation space
- On-site sampling at festival venues or events
- Literature distribution at festival venues

ACCESS

- All-access passes
- Discounts on group tickets
- Invitations to exclusive events with special guests
- Special access to advance screenings
- Festival film tickets
- Opening Night, Closing Night, and Chairman's Reception tickets
- VIP event access

Partnership benefits are subject to DIFF approval and are based on level of support. Let us customize a partnership package that's perfect for you!



YEAR-ROUND BRAND OPPORTUNITIES

With our captivating calendar of programs and events throughout the year, DIFF offers an endless array of opportunities to put your brand or product in the spotlight.

Join such global brands as **Virgin Hotels Dallas**, **Harwood International**, **Cinepolis**, **AT&T Discovery District**, and **Victory Park** – to name a few DIFF partners – in showcasing your company or cause with our “never bored, never boring” community.

Ready to take your place on the DIFF Red Carpet?

Get in touch to explore how you can gain access to and be a part of the **creative, glamorous, entertaining** world of film through a partnership with DIFF.

We'll see you at the movies!



DALLAS INTERNATIONAL FILM FESTIVAL

The signature program of DIFF is the **Dallas International Film Festival**, which recently celebrated its 19th edition, April 25-May 1, 2025.

A landmark achievement for the organization occurred In 2024 when the Dallas International Film Festival was named as an **OSCAR® Qualifying Festival** by the **Academy of Motion Picture Arts and Sciences**. The Dallas International Film Festival is one of only 59 film festivals in the United States and only 181 film festivals worldwide to earn this designation.

The 2026 Dallas International Film Festival marks the 20th year for the program. Set for **Thursday, April 23, to Thursday, April 30, 2026**, the festival will include 150 films submitted by filmmakers from Dallas to more than 125 countries worldwide.

DIFF 2026 will be a global adventure that showcases premiere feature film screenings, nightly red carpets, eye-opening documentaries, intriguing short films, filmmaker and film industry panels, Q&As with diverse filmmakers following their screenings, “table reads” of winning screenplays by professional actors, a Filmmaker Luncheon, an Awards Presentation ceremony, daily Filmmaker Receptions sponsored by industry organizations, creative activations and popup “surprise-and-delight” experiences, an enhanced filmmaker hospitality program to welcome visiting filmmakers to the City of Dallas, an Opening Night Party for filmmakers and supporters, a Closing Night Party, and other dedicated gathering spaces and events where filmmakers, screenwriters, film industry leaders, celebrities, sponsors, volunteers, our nonprofit community partners, and our audience can all come together to enjoy and discuss film.

Since its founding, DIFF has screened more than 2,500 widely diverse new films from 60 countries, provided more than \$1.1 million in awards and hosted more than 100,000 filmgoers and filmmakers.



DIFF SHORTS FILM FESTIVAL

In 2024, DIFF launched the annual **DIFF SHORTS Film Festival**, a celebration of the art of short-form storytelling.

DIFF SHORTS is an invitation to join us as we go beyond screenings to foster a dynamic connection between filmmakers, audiences, and the vibrant Dallas arts community.

We believe that film should be placed on the same pedestal as all of the other arts, and that applies equally to short films. Our intention with the DIFF SHORTS Film Festival is to elevate the short film and to celebrate shorts filmmakers.

Filmmakers attending DIFF SHORTS participate in audience Q&As and panel discussions, and attend networking events with their peers. We also actively collaborate with Dallas-area high schools and universities, connecting filmmakers with the next generation of storytellers.

The second annual DIFF SHORTS Film Festival was held October 17 - 19, 2025.

We'd love to discuss ways for you to engage with this dynamic and exciting new festival in 2026.



DIFF INSIDE FILM SCREENING AND TALK SERIES

DIFF Inside Film is a series modeled after a program presented at the American Film Institute (AFI) Conservatory in Los Angeles. It is designed as a screening and talk series that gives area film students and other aspiring filmmakers the opportunity to view works by guest filmmakers and interact with them in an up-close-and-personal setting.

Film aficionados, members of the general public, and film students from high schools, community colleges, and universities across the Greater Dallas area (along with their instructors, parents, siblings, and friends), attend film screenings followed by Q&As. Screenings and Q&As are curated and moderated by DIFF Artistic Director James Faust, who has provided programming leadership to the Dallas International Film Festival since its inception. The series is offered monthly during the school year (September through May). Programs are offered to the public free of charge.

Now in its fourth season, attendees represent students from numerous North Texas school districts and adults from a wide range of film industry disciplines. The guest speakers have included film directors, writers, producers, actors, and film industry executives from Dallas, across Texas, and beyond.



DIFF MONTHLY MIXERS

Launched in November 2023, the **DIFF Monthly Mixers** continue to build our film community through social gatherings at locations around Dallas.

No program, no agenda -- just a time to mingle with fellow film enthusiasts and the DIFF community for conversation, camaraderie, and connections.

Mixers are held on the **second Wednesday of each month** from 5:30 pm to 7:30 pm.

Want to have exposure with our 100+ attendees each month? Let's chat!



INDIGENOUS FILM SERIES

The **Indigenous Film Series** is presented in partnership with the **Inter-Tribal Council of AT&T Employees (ICA)**, a 501(c)3 nonprofit Native American employee group created and operated by Native and Indigenous AT&T employees.

The series highlights Indigenous voices and experiences as told through the richness of films made by, for, and about Native and Indigenous peoples. Screenings are followed by discussions to advance meaningful dialogue, learning, and inclusive relationship-building with all members of our community. Programs are offered to the public free of charge.

Previous program include:

KILLERS OF THE FLOWER MOON Community Screening

Screening of **PREY** with special guest, producer **Jhane Myers**

“Movies on the Lawn” Screening of **TE ATA** at AT&T Discovery District

Screening of the **Sundance Institute Indigenous Film Tour** in the AT&T Theater at AT&T Discovery District



OSCARS® NIGHT WATCH PARTY

A new annual event, the **OSCARS® NIGHT Watch Party** at AT&T Theater in the AT&T Discovery District, was launched in 2025 in collaboration with the Inter-Tribal Council of AT&T Employees.

The first annual **OSCARS® NIGHT Watch Party** featured:

- A Live Broadcast of The Academy Awards®
- A Keepsake OSCARS® NIGHT Watch Party Badge
- An Official OSCARS® Play Along Awards Ballot
- Drawings for a \$500 STAR+ Pass to the Dallas International Film Festival
- Film Trivia with Prizes during commercial breaks
- Red Carpet Photo Opportunities

Plans are underway for the second annual event on **Sunday, March 15, 2026.**

Join us for an award-winning evening!



YEAR-ROUND SCREENING SERIES

“Movies with the Meadows”

Each fall, the Meadows Museum and DIFF collaborate to present outstanding works by Spain’s most celebrated and prolific film directors. This year, as the Meadows Museum celebrates its 60th birthday, “Movies with the Meadows” will have a “Spain in the Sixties” theme, with screenings in October, November, and December.

“Spanish Cinema Now + in Dallas”

Each summer, Spanish Cinema Now + in Dallas offers a curated selection of contemporary Spanish films, celebrating the diversity of voices and cinematic styles shaping Spain’s film industry today. The program features works by both acclaimed directors and rising talents from the international festival circuit. Following its spring debut in Washington, D.C., the series travels to Texas, hosted by the Meadows Museum through a collaborative partnership with the Embassy of Spain and DIFF. The series is held at the Meadows Museum with screenings in May, June, July, and August.

Advance Screenings

DIFF supports Dallas area movie theaters through year-round collaborations with film studios and distribution companies on advance screenings of soon-to-be-released feature films. Advance screenings are offered to members of the DIFF community and the general public free of charge.

This program received acclaim from the Dallas Observer in the article, “How DIFF’s Screening Series Could Be Saving Indie Cinema”, which stated, “DIFF plays an important role in enriching North Texas’ larger film culture, one of the most robust in the South.”

Series at Violet Crown Cinema Dallas

Plans are underway for DIFF to celebrate film history and film appreciation through a promotional partnership with Violet Crown Cinema Dallas as co-presenter of special presentations and the Violet Crown “Flashback Cinema” series.

DIFF BOARD OF DIRECTORS

DIFF is led by a committed Board of Directors with members who provide financial support and pro bono services vital to the organization's fiscal and operational success, including legal counsel, accounting and tax services, marketing, office space, professional consulting, and so much more. We are grateful to our Board members for their dedication to our nonprofit mission and to the art of film.



**MICHAEL
MAYBERRY
BOARD CHAIR**



**J. DAMANY
DANIEL
BOARD VICE CHAIR**



**ADAM
HILKEMANN
SECRETARY**



**MARY BELL
HATCHER
TREASURER**



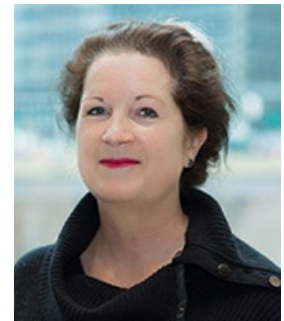
TOM CAWTHRA



**MARK DENESUK
PAST
BOARD CHAIR**



**SCOTT EUSTACE
IMMEDIATE PAST
BOARD CHAIR**



LISA GALLERANO



BRANDON JONES



LYNN LEWIS



RACHEL SALINAS



BETH WILBINS

DIFF LEADERSHIP



BETH WILBINS
CEO

Named in September 2022 as CEO of Dallas Film Society, Inc. | DIFF Dallas International Film Festival, Wilbins has been affiliated with the organization since its founding as a nonprofit in 2006.

Under her leadership, the organization's signature event, the Dallas International Film Festival, achieved a long-standing goal when the Academy of Motion Picture Arts and Sciences named DIFF in October 2024 as an Oscar® Qualifying Festival – one of only 59 film festivals in the U.S. and only 181 film festivals worldwide to earn the designation.

Wilbins has a multifaceted portfolio that includes business and nonprofit management, executive consulting, marketing communications, production, and public relations.

She is also former editor-in-chief of *D Magazine* and former publisher and editor-in-chief of *Philanthropy World* magazine.



JAMES FAUST
ARTISTIC DIRECTOR

Faust began his career with Dallas Film Society, Inc. | DIFF Dallas International Film Festival as Senior Programmer at the inception of the festival in 2006, when it was launched as AFI Dallas International Film Festival.

He served in programming positions prior to joining DIFF with the Asian Film Festival of Dallas, The Austin Film Festival, and Texas Black Film Festival.

In addition to his leadership role as DIFF Artistic Director, Faust serves on juries and panels for film festivals and film organizations across the world speaking about film festival management, programming, and marketing.

Faust received Telecommunication and Theatre degrees at Texas Tech University in Lubbock, and earned a degree in Cinema Studies at Southern Methodist University in Dallas.

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DIFF

PARTNERSHIPS CONTACT

BETH WILBINS, CEO

214.729.5718

bwilbins@dallasfilm.org

DIFF | DALLAS INTERNATIONAL FILM FESTIVAL
110 Leslie Street, Suite 200 | Dallas, Texas | 75207
www.DIFFDallas.org
214.720.0555

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