



**BETTER CITIES**

**FILM FESTIVAL**

**ATL**

**PARTNER PACKET**



# WELCOME MESSAGE

We are thrilled to bring the mission of inspiring better cities, towns, and neighborhoods to Atlanta in the summer of 2025. Through the power of film, we will showcase stories that promote walkable, livable, and lovable communities while fostering critical conversations about urban revitalization and placemaking.

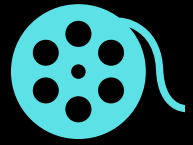
Originally founded in 2013 as the New Urbanism Film Festival, this global movement has grown to feature award-winning films and events in over 30 cities worldwide. Now headquartered in Detroit, the Better Cities Film Festival continues to connect communities with innovative ideas for building a brighter future.

We invite you to join us as a valued supporter—whether through in-kind services, volunteering, or strategic partnerships—to make this event an unforgettable success. Together, we can create meaningful experiences that inspire positive change in metro-Atlanta and beyond.



# STORYTELLING





Film &  
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# WHY ATLANTA?

Atlanta is the ideal city to host the Better Cities Film Festival, as it stands at the intersection of vibrant filmmaking and innovative urban development. Known as a major hub for the film industry, Atlanta's creative energy aligns perfectly with the festival's mission to inspire better cities. With its focus on urbanism and transformative projects, the city is undergoing rapid development, reimagining neighborhoods to become more sustainable, walkable, and inclusive. As Atlanta shapes its future over the next decade, the festival provides an exciting platform to celebrate its growth and spark new ideas for building stronger, more connected communities.

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FILM





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# OUR FILM SUBJECTS

(ALL FILMS ARE SHORTS)

## ■ **Housing**

Films addressing housing explore the challenges and opportunities surrounding access to affordable, sustainable, and inclusive living spaces. These stories shed light on innovative solutions to housing shortages, gentrification, and homelessness, while highlighting the importance of community-driven planning, equitable policies, and creative architectural designs that prioritize dignity and livability for all residents.

## ■ **Pedestrian Transportation**

Films on pedestrian transportation focus on creating walkable communities that prioritize people over cars. They delve into the benefits of pedestrian-friendly infrastructure, such as improved safety, accessibility, and environmental sustainability. These films inspire conversations about reimagining public spaces, integrating multi-modal transit, and fostering connections through human-centered urban design.

## ■ **Urban Development**

Urban development films examine the evolution of cities and neighborhoods through a lens of growth, innovation, and resilience. They explore how thoughtful planning and design can transform urban areas into vibrant, equitable, and sustainable places to live and work. From revitalizing aging infrastructure to integrating green spaces and smart technology, these films showcase the power of collaboration and creativity in shaping the future of our cities.





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# FESTIVAL RUNDOWN



REGISTRATION &  
FESTIVAL ENTRY

11:00 AM – 12:00 PM



FILM VIEWINGS

12:30 PM – 1:30 PM



RESTROOM BREAK

1:30 PM – 1:45 PM



PANEL DISCUSSION

1:45 PM – 3:30 PM



PRIVATE RECEPTION &  
COMMUNITY SITE VISITS

3:45 PM – 6:00 PM

TAKE

ROLL

GEORGIA



# FESTIVAL GOALS

## Promote Independent Films & Community

Better Cities Film Festival collects, curates and presents the world's most inspiring stories about making cities, towns, and neighborhoods better places for everyone.

## Foster Community Collaboration

Another key objective is to foster collaboration and networking among community leaders, planners, and influencers. By bringing together individuals from diverse backgrounds and areas of expertise, we aim to encourage the exchange of ideas and strategies, inspiring innovative approaches to making cities, towns, and urban centers better places for their inhabitants.

## Create Memorable Experiences

The film festival will deliver an unforgettable experience by showcasing impactful films, hosting an insightful panel discussion after the films, and offer an exclusive networking opportunity. These events inspire collaboration, innovative solutions, and transformative ideas to shape better cities and neighborhoods.



COMMUNITY



# MEET OUR ORGANIZING TEAM



## **Sabrina Guice - Founder of Create Georgia Entertainment Alliance**

With two decades of experience in PR and digital marketing, Sabrina has worked on film, television, and music projects for major brands like Sony Music, PBS, and BET. As a ghostwriter with over 30 books and a WSI digital marketing agency owner, she has secured media coverage in 1,500+ outlets globally. Her strategic expertise consistently elevates clients' profiles while keeping them ahead of industry trends.



## **Darin Givens - Board President of ThreadATL**

A metro Atlanta native, Darin is the co-founder of a nonprofit organization for pedestrian advocacy in Atlanta called ThreadATL. He is a former journalist/freelance writer. Darin was named Best Blogger in Atlanta by Creative Loafing; PEDS, the non-profit for pedestrian advocacy in the Atlanta region, awarded him a Golden Shoe Award for “walk-friendly journalism; and Propel ATL honored him with a Blinkie for his transportation journalism.



# MEET OUR ORGANIZING TEAM



## **Simóne Banks - Entertainment Consultant**

With two decades of experience in PR and digital marketing, she has worked on film, television, and music projects for major brands like Sony Music, PBS, and BET. As a ghostwriter with over 30 books and a WSI digital marketing agency owner, she has secured media coverage in 1,500+ outlets globally. Her strategic expertise consistently elevates clients' profiles while keeping them ahead of industry trends.



## **Blake Schultz - Founder of It's Our Atlanta**

He is a data-driven marketing manager with 8 years of experience in crafting strategies, managing budgets, and executing campaigns. As the founder of It's Our Atlanta, a platform celebrating the city's stories and encouraging community impact, Blake combines innovative communication and strategic partnerships to drive brand growth and foster collaboration.



## **Alexis Bushell - Entertainment Consultant, VP of Georgia Production Partners**

Alexis brings three decades of expertise to Georgia's film and television industry, establishing herself as a trusted veteran in the state's rapidly growing entertainment landscape. Known for fostering collaborations, she works with independent producers on documentaries and series featured on public television nationwide. Alexis currently serves as vice president of the Georgia Production Partnership (GPP) and sits on the board of the Atlanta Interfaith Broadcasting Network.



# HERE IS HOW TO PARTNER WITH US

## In-Kind Services

- **Graphic Design:** For posters, programs, banners, and social media graphics.
- **Printing Services:** Event programs, flyers, signage, and badges.
- **Photography/Videography:** Event coverage for promotion and archival purposes.
- **Transportation:** Shuttle services for VIP guests or attendees.

## Types of Volunteers

- **Event Ushers:** Directing attendees, managing entry/exit, and assisting with seating.
- **Registration Staff:** Checking in attendees, distributing badges, and handling tickets.
- **Panel Moderators:** Facilitating discussions and Q&A sessions.
- **Event Setup/Teardown Crew:** Helping set up and pack up equipment, seating, and decorations.
- **Hospitality Team:** Assisting with catering, VIP lounges, and filmmaker support.
- **Social Media Volunteers:** Posting live updates, capturing content, and engaging with attendees online.

## Strategic Partners

- **Local Businesses:** Restaurants, coffee shops, and retail stores for sponsorship or in-kind donations.
- **Catering:** Food and beverage services for networking events.
- **Cultural Organizations:** Museums, art centers, and cultural institutions for co-promotion or hosting.
- **Media Outlets:** Newspapers, magazines, radio stations, and blogs for coverage and advertising.
- **Educational Institutions:** Colleges and universities for student volunteers and venue support.
- **Transportation Companies:** Local transit agencies or rideshare services for discounts or sponsorship.
- **Tech Companies:** Software or equipment donations for ticketing, livestreaming, or AV needs.
- **Nonprofits:** Organizations aligned with the festival's themes (e.g., urbanism, housing, or transportation) for collaboration and sponsorship.

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# THANK YOU FOR YOUR SUPPORT

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443-332-5687



CONTACT@FILMFESTIVAL.COM



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