

CONVENTION AND VISITOR'S BUREAU TOURISM  
DEVELOPMENT SPONSORSHIP AGREEMENT

THIS AGREEMENT between the City of Columbia, Missouri, a municipal corporation (hereinafter "City") and Ragtag Film Society, a Nonprofit Corporation organized in the State of Missouri (hereinafter "Grant Recipient") is entered into on the date of the last signatory noted below (the "Effective Date"). City and Grant Recipient are each individually referred to herein as a "Party" and collectively as the "Parties."

WHEREAS, Grant Recipient has submitted its application for event funding to the Columbia Convention and Visitors Bureau ("CVB"); and

WHEREAS, the event proposed by Grant Recipient (the "Event") together with the Tourism Fund funding request is more fully set forth in Exhibit A attached hereto and incorporated herein by reference; and

WHEREAS, the use of tourism funds proposed by Grant Recipient will further the planning and promotion of a tourist event which will have a substantial potential to generate overnight visitations.

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. City agrees to provide tourism funding to Grant Recipient in the amount of Twenty Thousand Dollars (\$ 20,000.00) in exchange for Grant Recipient conducting the Event and providing the services set forth in Exhibit A. Grant Recipient agrees that it is responsible for all funds made available to Grant Recipient by this Agreement and further agrees that it will reimburse to City any funds expended in violation of city, state, or federal law or in violation of this Agreement. Should the Event be cancelled, Grant Recipient shall, within thirty (30) days, refund to the City all money paid by the City.
2. Grant Recipient agrees that it will make no material changes in the approved Event unless such changes are approved in writing by City prior to the Event.
3. Grant Recipient agrees that it is subject to audit and review on request by City. If Grant Recipient has a financial audit prepared, that report shall be furnished to the CVB.
4. Grant Recipient agrees that all funds received from City will be expended as approved by City Council and none of the funds shall be diverted to any other use or purpose, except as recommended by the CVB's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from the provision of the Event described in Grant Recipient's proposal shall be kept and open to City inspection during regular business hours.

5. Grant Recipient agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than ninety (90) days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures established by the CVB. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Grant Recipient does not provide financial documentation, Grant Recipient may not be eligible for future funding. This paragraph does not limit other remedies available to the City in the event Grant Recipient breaches this Agreement.

6. Grant Recipient agrees that the CVB and City will be recognized as outlined in Grant Recipient's proposal.

7. Termination Provisions.

- a. By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.
- b. By Convenience. With ten (10) days written notice, either Party may terminate this Agreement for convenience. If terminated by Grant Recipient, Grant Recipient shall return all grant proceeds.
- c. By Default. Upon the occurrence of an event of Default, the non-Defaulting Party shall be entitled to immediately terminate this Agreement.

8. **HOLD HARMLESS AGREEMENT.** To the fullest extent not prohibited by law, Grant Recipient shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including but not limited to attorney's fees) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Grant Recipient, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Grant Recipient or a subcontractor for part of the services), of anyone directly or indirectly employed by Grant Recipient or by any subcontractor, or of anyone for whose acts the Grant Recipient or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Grant Recipient to indemnify, hold harmless, or defend the City of Columbia from its own negligence. This clause shall survive termination of this Agreement.

9. Miscellaneous Clauses

- a. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.
- b. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available to it unless such amendment, addition, modification or waiver is in writing and signed by a duly authorized officer or representative of the

- applicable Party or Parties.
- c. **Governing Law and Venue.** This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, or the United States Western District of Missouri. The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.
  - d. **General Laws.** Grant Recipient shall comply with all federal, state, and local laws, rules, regulations, and ordinances.
  - e. **Employment of Unauthorized Aliens Prohibited.** If this Agreement is an award of a contract or grant in excess of five thousand dollars, Grant Recipient agrees to comply with Missouri State Statute Section 285.530 in that Grant Recipient shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of this contract or grant, Grant Recipient shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Grant Recipient shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Grant Recipient shall require each subcontractor to affirmatively state in its contract with Grant Recipient that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the State of Missouri. Grant Recipient shall also require each subcontractor to provide Grant Recipient with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.
  - f. **No Waiver of Immunities.** In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.
  - g. **Nondiscrimination.** During the performance of this Agreement, Consultant shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin, or any other protected category. Consultant shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.
  - h. **Notices.** Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile,

overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

If to City:  
City of Columbia  
Convention and Visitors Bureau  
P.O. Box 6015  
Columbia, MO 65205-6015  
Attn: Director

If to Grant Recipient:  
True False Film Fest  
A program of Ragtag Film Society  
5 S. Ninth Street  
Columbia, Missouri 65201  
Attn: Carly Love, Festival Director

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand or facsimile and on deposit by the sending party if delivered by courier or U.S. mail.

- i. Counterparts and Electronic Signatures. This Agreement may be signed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document. Faxed signatures, or scanned and electronically transmitted signatures, on this Agreement or any notice delivered pursuant to this Agreement, shall be deemed to have the same legal effect as original signatures on this Agreement.
10. Contract Documents. This Agreement includes the following exhibits, which are incorporated herein by reference:

Exhibit	Description
A	Grant Recipient's Event Proposal

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement controls.

11. Entire Agreement. This Agreement represents the entire and integrated Agreement between Grant Recipient and City. All previous or contemporaneous agreements, representations, promises and conditions

relating to Grant Recipient's Event and services described herein are superseded.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have hereunto executed this Agreement on the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

By: \_\_\_\_\_ *ms*  
De'Carlton Seewood, City Manager

ATTEST:

Date: \_\_\_\_\_

\_\_\_\_\_  
Sheela Amin, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Nancy Thompson, City Counselor

**CERTIFICATION:** I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged, account number 22904820-504990, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

\_\_\_\_\_  
Matthew Lue, Director of Finance

**GRANT RECIPIENT**

By signing below I certify that I have the authority to bind the Grant Recipient to the Terms of this Agreement.

By: Barbara Banks

Printed Name: Barbara Banks

Title: CO-Executive Director

IRS-EIN: 04-3770441

Date: 2/9/22

ATTEST:

\_\_\_\_\_

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## FY2022 Tourism Development Application

### *Signature Series Events*

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EVENT NAME: True/False Film Fest 2022 - "Invisible Villages"

EVENT ORGANIZER: Ragtag Film Society

EVENT DATES: March 3-6, 2022

#### **Please provide detailed answers to the following questions:**

##### **Describe in detail how Tourism Development funds be used.**

Since its inception in 2004, the True/False Film Fest continues to gain momentum in captivating and engaging communities in immersive arts experiences. After so many unknowns planning the 2021 festival, we are excited to return to a more typical event. The 2022 festival will span four days, feature about 130 screenings of 35 full-length and 20 short films, and bring out an audience of approximately 11,000 individuals. We'll also host over 180 filmmakers, artists and musicians from across the globe. During its 17-year history, the Fest has expanded its artistic focus to include art installations, virtual reality programming, live music performances, filmmaker mentorships, and a robust education program. The international reputation of the Fest as a place for people to connect, debate and share diverse viewpoints has grown with many filmmakers, critics, journalists and other visitors who return year after year for the unparalleled hospitality and creative spirit of our city.

One special element that contributes to the Fest's lore is the accessibility and interaction between filmmakers and attendees—engagement that is unique in the film festival world. Both organic run ins at coffee shops and restaurants and True/False programs intentionally designed to provide attendees with a heightened experience with film—such as Field Sessions, post-film Q&As, dinner with filmmakers for students and teachers that participate in Camp True/False, and Campfire Stories, among others—are made possible by the funding provided by the CVB Signature Series grant. **True/False will divide the Signature Series funds it receives between ground transportation, promotional and marketing outside of Boone County, and the printed program books which includes ads and information on local attractions.** As a direct result from these funds, not only is True/False able to bring exquisite films and high caliber filmmakers, musicians and artists to Columbia, it also invites new and returning passholders and guests for an unforgettable experience while enjoying the local establishments.

To extend our reach as far as possible, T/F crafts events and outreach that cast a wide net and reflect the ever-evolving art form that we champion: creative nonfiction film. We do this by engaging new filmmakers with our mentorship program and special events such as the game show Gimme Truth! We partner with local business owners to generate service opportunities, and offer state-of-the-art educational opportunities that feature direct interactions between students and filmmakers. Additionally, in an effort to increase ADA accessibility of our programming to a wider range of individuals, True/False continues to improve the Fest by having special wheelchair accommodations, sign-language interpretation, and assistive listening devices available at some film venues.

With each festival, True/False reinvents itself aesthetically based on a provoking concept that we take on as our visual theme. Every year, a number of artists help transform downtown Columbia into a wonderland of art in dialogue, using the visual theme as inspiration. With this theme, In/visible Villages, the unseen is made visible, veils are lifted,

and a newfound spirit is awakened. We take on a triple consciousness, performing acts of provocation, presence, and in/visibility. As always, we look to artists as the vanguard of discovery, partners in imagining new structures and broadening our collaborative spaces.

By attending to film as an art form and promoting media literacy, education, and new ideas, Fest guests and attendees alike are inspired to expand their understanding of art, explore their assumptions on crucial contemporary issues, and critically analyze media messages. Over the past 17 years, the Fest's reputation has grown from a modest film festival to a hallmark cultural event, a direct result of the generous funding from organizations like the CVB, and continued support from our community, whose hearts and hands have had an important role in cultivating the Fest's signature spirit and hospitality.

**How many overnight stays did your event generate last year and how did you track and determine this?**

Because T/F 2021 was a special circumstance with smaller than anticipated crowds due to the pandemic, Both 2021 and the 2020 numbers are included below. RFS leadership is expecting attendance for 2022 to be about 80% of that of two years ago.

According to our 2021 post-Fest survey, about 73.5% of this year's attendees reside in mid-Missouri, 9.3% stayed in a hotel, 4.8% stayed in a short-term rental, and 9.9% stayed with family or friends. Our calculations show a total of 720 hotel room nights reserved by the T/F hospitality team which books stays for guests. The 2021 survey also found that 12% of attendees stayed in town four or five days and 3.3% of those reporting stayed in Columbia six or more days.

For the 2020 True/False Film Fest, we logged 1,801 room nights from five hotels (see details below) and believe we can conservatively estimate an additional 115 overnight stays in hotels elsewhere in the city related to True/False, bringing our total to a little under 2,000 overnight stays. We calculate this number by acquiring information from the individual hotels through the annual CVB survey and checking that information against our own records. Then, based on our guest numbers, we calculate an approximate amount of guests who we estimate were in town but staying somewhere other than the four hotels we polled.

2020 Fest room night stays per sponsoring hotel:

Drury Plaza Hotel	601 room nights
The Broadway:	580 room nights
Courtyard by Marriott:	360 room nights
Tiger Hotel:	260 room nights

We calculate that more than one-quarter of 2020 Fest's 14,000+ attendees came from outside of Columbia, with approximately 4,000 out-of-town tourists having used lodging for the four days of the Fest at our four sponsoring hotels. To encourage and facilitate hotel lodging in Columbia, we featured our sponsoring hotels—The Broadway Doubletree Hotel by Hilton, The Tiger Hotel, Courtyard by Marriott, and Drury Plaza Hotel—on our website's travel and lodging page, including rates, addresses, phone numbers, and links to all hotels offering a festival discount. In addition to the webpage providing tourists with an informal "one stop shop" for Columbia lodging options, it also facilitates reservations. Lodging options and discounts were also publicized on our Facebook page and via email to all 6,634 passholders.

**What was the attendance of your event last year and what method did you use to determine this?**

The 2021 festival took many forms including both in-person and virtual screenings. The headcount for 2021 is estimated around 3,500 people and is based on 7,450 in-person tickets and nearly 2,050 virtual views. In addition to our guests, we relied on the generosity, creativity, and hard work of 425 volunteers and over 50 core staff members.

The number of tickets used (seats taken) at the 2020 True/False Film Fest was ~46,600, representing approximately 12,696 unique individuals. To determine the total number of tickets used (or seats taken), we track both clicker counts

at the door and ticket stubs collected, which are then verified with our box office. We have confidence in the accuracy of this method, as we use it to help determine—in real time—how many film-goers to allow in from the Q-line to attend a screening at the last minute. To calculate the festival attendance for unique individuals, we add the number of passholders to the ticketed (non-passholder) individuals. In 2020, T/F had 5,752 passholders plus 882 volunteers totaling 6,634 passholders.

**How many years has your event been held?**

True/False 2022 will be the 19th annual film festival.

**What is the economic impact of your event?**

In previous years, it has been reported that True/False brought in nearly \$2.2 million to the local economy in the categories of lodging, meals & food, transportation, shopping, entertainment, tickets, and other. Because of its downtown location, True/False brings people together in the heart of Columbia surrounded by shops, restaurants, coffee shops, and other local businesses. That, along with the schedule of the weekend, attendees are likely to stay and spend money in The District or nearby for several hours each day. In addition to the Fest, True/False hosts the True/Love event in February promoting downtown businesses and the month leading up to the event.

**Marketing Plan: marketing grid attached**

The unique artistic aesthetic True/False Film Fest has become known for—from reimaged theater venues and larger than life art installations at the Fest to the poster, outreach and marketing materials—is meticulously curated by a team of artistic directors and graphic designers. For 2022, these promotional materials and programming—including the TV commercial, print ads, poster, and website—will focus on the theme: In/visible Villages.

Our marketing and design teams create visually appealing marketing materials that draw attendees, both new and returning, to the Fest and our hometown. We are continuing our relationship with the strategic public relations firm we have worked with for the past several years, Cinetic, to help us increase our reach and breadth of festival press coverage. Fest advertisement timeline begins on October 1 (online ads) and continues through early March: November 1 (print advertising), December 1 (radio advertising), and January 1 (TV advertising). Our anticipated media buy (cash and trade) for the 2022 Fest is approximately \$150,000.

The True/False Film Fest website, truefalse.org, provides prospective and returning attendees and guests with detailed information about Fest films, events, music, ticketing, passes, art installations, education events, and more. Never missing an opportunity to intentionally and simultaneously promote our hometown, our website features Columbia travel, lodging, and dining options, complete with contact information and location, increasing the likelihood that attendees engage with and utilize community businesses and organizations during the Fest. Our social media presence has increased exponentially, boasting 15,133 followers on our Facebook page, with similar numbers for both our Instagram and Twitter accounts, which currently have 8,449 and 18,200 followers, respectively. Lastly, Fest updates and event details are provided via our e-newsletter, Constant Contact, to our 6,642 subscribers on a monthly basis, increasing in frequency to bi-weekly in January and February.

\*Please note that ad placements for the 2022 Fest are still being negotiated. Publications and platforms listed in the grid are based off of the 2020 marketing budget and contracts. If T/F is awarded additional marketing dollars, it can better allocate marketing efforts beyond local publications.

**Sponsorship Plan: Describe your plan to attract event sponsors and attach information on Sponsorship levels.**

The True/False Sponsorship Team, led by Holly Smith-Berry, works diligently to secure national sponsors, local sponsors, and in-kind sponsors, with the assistance from Stacey Thompson, Chad Mossman.

Sponsor development is in a constant state of motion all 12 months of the year. True/False's local, national, and international reputation as a leader and champion for cutting-edge nonfiction cinema—and utopian-esque celebration of film, art, and music—coupled with the expertly crafted marketing aesthetic (one that results in our posters and program books gracing the walls and bookshelves of attendees across the globe), assures sponsors that their support of the Fest will be cared for and highlighted with the same intentionality. Sponsors choose from ready-made packages or, as in the case of large sponsorships, customized branding for the Fest. The Fest's Programming and Sponsorship teams pair sponsors with enduring, impactful festival programming that aligns with their organizational interests—example includes Restoration Eye Care's ten-year sponsorship of our True Vision Award.

For T/F 2022, we have set a goal of \$384,000, plus an additional \$450,000 of in-kind sponsorship. As of November 1, \$99,000 (26% of our goal) and \$101,000 in-kind (22% of our goal) sponsorships are currently in the works. The team will continue to nourish past relationships as well as research and develop new ones to meet the needs of this year's event. As the team builds support for the 2022 Fest, sponsorship opportunities are broadening locally, regionally, and nationally as well.

Sponsors who have committed (or are close to committing) this year include:

The Jonathan B. Murray Center for Documentary Journalism	Simmons Bank
Restoration Eye Care	MU Healthcare
Schlafly Brewing	Veterans United
Les Bourgeois Vineyards	Evans & Dixon Law Firm
	The Kinder Institute

Our expanding base of regional and national sponsors include:  
Showtime Documentary Films, Netflix, ESPN, and Documentary+

True/False's various in-kind partnerships include:

KBXR, KFRU, KBIA, KOMU, KMOS, COMO Magazine, Columbia Missourian, and Missouri Life magazine  
Fresh Ideas, Broadway Brewery, Shortwave Coffee, Equipment Share, and local hotels: The Broadway and Drury Plaza Hotel

TOTAL BUDGET FY2022  
TOURISM DEVELOPMENT FUND - *Signature Series Event*

**EVENT BUDGET – INCOME**

Event Name: **True/False Film Fest 2022**

Organization Name: **Ragtag Film Society**

	1	2	3
<b>INCOME:</b>	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations (document in-kind*)	\$635,350	450000	\$635,350
2. Government Support** (city, county, schools, etc.)			
A. CVB Tourism Development	\$20,000		\$20,000
B. Federal	\$40,000		\$40,000
C. State	\$25,000		\$25,000
3. Program Fees:			
Admissions/Tickets	\$600,078		\$600,078
Sales of items	\$60,000		\$60,000
Other : Entry Fees	\$40,000		\$40,000
4. Other Misc. (be specific): OCA Grant	\$5,052		\$5,052
5.			
6.			
<b>TOTAL REVENUE</b>	<b>\$1,425,480</b>	<b>\$450,000</b>	<b>\$1,425,480</b>

*In-kind good or service anticipated	Source of donation	Estimated value
food/bev, marketing, supplies, printing, etc.	local, regional, and national business	\$450,000

**Name of program	Source of donation	Estimated value
Grants for Arts Projects 1	National Endowment for the Arts	\$40,000
Established Institution Annual Grant	Missouri Arts Council	\$25,000
Annual Arts Funding	Office of Cultural Affairs	\$5,052

## EVENT BUDGET - EXPENSES

Event Name: True/False Film Fest 2022

Organization Name: Ragtag Film Society

EXPENSES: (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
<b>1. Personnel</b>				
Artistic		\$220,868		\$220,868
Technical		\$56,375		\$56,375
Administrative		\$34,145		\$34,145
Other		\$46,375		\$46,375
<b>2. Equipment Rental</b>				
Digital projection & audio equipment		\$95,125	30000	\$95,125
Lighting, risers, pip & drape, etc.		\$8,550		\$8,550
Trucks & other equipment		\$25,400		\$25,400
<b>3. Supplies &amp; Materials</b>				
General Operational Supplies		\$5,527		\$5,527
Venue & Program supplies		\$14,150	10000	\$14,150
Venue Design		\$8,850		\$8,850
<b>4. Travel</b>				
Staff Airfare (incl travel to other fests)		\$17,150		\$17,150
Filmmakers, Musician, Artist, Guest Airfare		\$38,900		\$38,900
Lodging		\$79,750	50000	\$79,750
Ground transport & other travel	\$5,000	\$14,023		\$19,023
<b>5. Promotion and Publicity</b>				
Advertising/Marketing Local		\$4,708	150000	\$4,708
Ad/Mktg Outside Boone County	\$6,950			\$6,950
Printing- programs, posters, other	\$8,050	\$18,690	10000	\$26,740
Postage- film shipping, postage		\$10,350		\$10,350
<b>6. Other (be specific)</b>				
Film Expenses & Honoraria		\$45,000		\$45,000
Hospitality - Food/Bev/Events		\$23,250	200000	\$23,250
Merchandise Costs		\$44,625		\$44,625
Rent, Utilities, Other		\$593,669		\$596,669
<b>TOTAL EXPENDITURES</b>	\$20,000	\$1,405,480	450000	\$1,425,480
<b>TOTAL REVENUES</b>	\$20,000	\$1,405,480	450000	\$1,425,480

SIGNATURE PAGE:

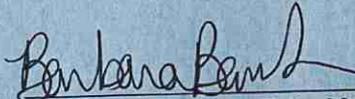
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Legal Name of Organization: Ragtag Film Society

Operations Contact: Carly Love, Director of Operations  
Email: carly@truefalse.org  
Street Address: 5 S. Ninth St. Columbia, MO 65201  
Phone: 817-225-5071

Primary Grant Contact: Patricia Weisenfelder, Development & Grants Manager  
Email: patricia@truefalse.org  
Street Address: 5 S. Ninth St. Columbia, MO 65201  
Phone: 573-999-9330

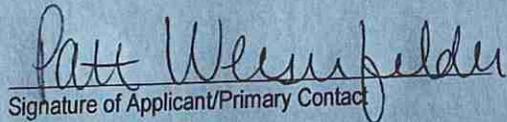
I, the undersigned, do hereby agree to submit all financial documentation regarding TDP expenditures. I further agree that all TDP funds will be used for only those approved items as outlined in this application.



Signature of President or Chair of Organization

Date

11/4/21



Signature of Applicant/Primary Contact

Date

11/4/21

Event Name: True/False Film Fest

Event Organization: Ragtag Film Society

Marketing Tactics - Outlet or Vendor	# of ads	Total Reach/Circulation	Geography
<b>Print</b>			
Missourian	12	66,384	Local
COMO Magazine	12	69,000	Local
Feast Magazine	2	262,500	State
Missouri Life Magazine	2	55,000/month (web) over 1 million with print ad	State
Chicago Magazine (Instagram)	1	44,000	Regional
Vox Magazine	4	8000	Local
<b>Digital - Social, Display, SEM, etc.</b>			
Facebook	12	40,000	Regional
Instagram	8	25,000	Regional
Twitter	4	25,000	Regional
Missourian website	1 supercube for 2 mos, 1 sliding billboard for 1 month		Local
KMOS website	19	218,000	
website	na	675,795	National
newsletters	14	7,647	National
<b>Broadcast - Radio &amp; Television</b>			
BXR & KFRU	705		Local
Columbia: KBIA	338	30,000/week	Local
KOPN	225	1000 donors and potentially 200,000 listeners	Local
Kansas City Public Radio	20	170,000	State
KOMU	244	1,276,000	Regional
The CW Network	294	585,000	Regional
KMOS	14	490,000	State
<b>Other Marketing - Please specify</b>			
True/Love	150 postcards	150	Local
Cinetic Media		Marketing & PR Firm - secures Press contacts	National
	<b>Total Reach</b>	<b>2,686,476</b>	

RAGTAG FILM SOCIETY / 10 HITT STREET, COLUMBIA, MISSOURI 65201

RAGTAGCINEMA.ORG / TRUEFALSE.ORG

## **FY22 Ragtag Film Society Board of Directors**

### **Officers:**

**Gary Oxenhandler**, President, member since FY18  
Attorney at Law; Oxenhandler Law Firm  
573-489-4669 • [garyoxenhandler@gmail.com](mailto:garyoxenhandler@gmail.com)

**Carol Hurt**, Vice President, member since FY17  
Retired from State of Missouri  
573-424-8480 • [churt98@gmail.com](mailto:churt98@gmail.com)

**Michael Lefebvre**, Treasurer, member since FY17  
Investment Analyst, Shelter Insurance  
573-356-5872 • [michaelalanlefebvre@gmail.com](mailto:michaelalanlefebvre@gmail.com)

**Elizabeth "Betsy" Garrett**, Secretary, member since FY19  
Professor Emerita of Family and Community Medicine, University of Missouri School of Medicine  
573-808-3189 • [betsygarrett@earthlink.net](mailto:betsygarrett@earthlink.net)

### **Members:**

**Noor Azizan-Gardner**, member since FY22  
Founder & President, Baru Global Creatives Group LLC, Columbia,  
573-489-4761 • [noorazizangardner@gmail.com](mailto:noorazizangardner@gmail.com)

**Catherine Comley Adams**, member since FY20  
Senior Director of Development, Betty Irene Moore School of Nursing at UC Davis  
573-303-2718 • [cecomley@gmail.com](mailto:cecomley@gmail.com)

**Carrie Barnett**, member since FY22  
President /Chief Operating Officer, 10.10 Solutions  
505-350-5749 • [carriebarnett@gmail.com](mailto:carriebarnett@gmail.com)

**Brian Booton**, member since FY19  
Undergraduate Director of the Initiative for Maximizing Student Diversity, a National Institutes of

Health Project, University of Missouri  
573-268-0280 • bootonb@missouri.edu

**Linda Butterfield Cupp**, member since FY16  
Retired from University of Missouri  
573-445-2443 • cuppl@missouri.edu

**Meichele Foster**, member since FY20  
Interim Assistant Vice Chancellor, University Programs; University of Missouri  
573-823-5317 • fosterma@missouri.edu

**Sheri-Marie Harrison**, member since FY19  
Associate Professor of English, University of Missouri  
305-467-5398 • harrisonsl@missouri.edu

**Natalie "Nikki" Krawitz**, member since FY13  
Retired from University of Missouri  
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**David Wilson**, member since FY20

Co-Founder, True/False Film Fest

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# BOLD DARING

# BOUNDARY- PUSHING

NONFICTION CINEMA

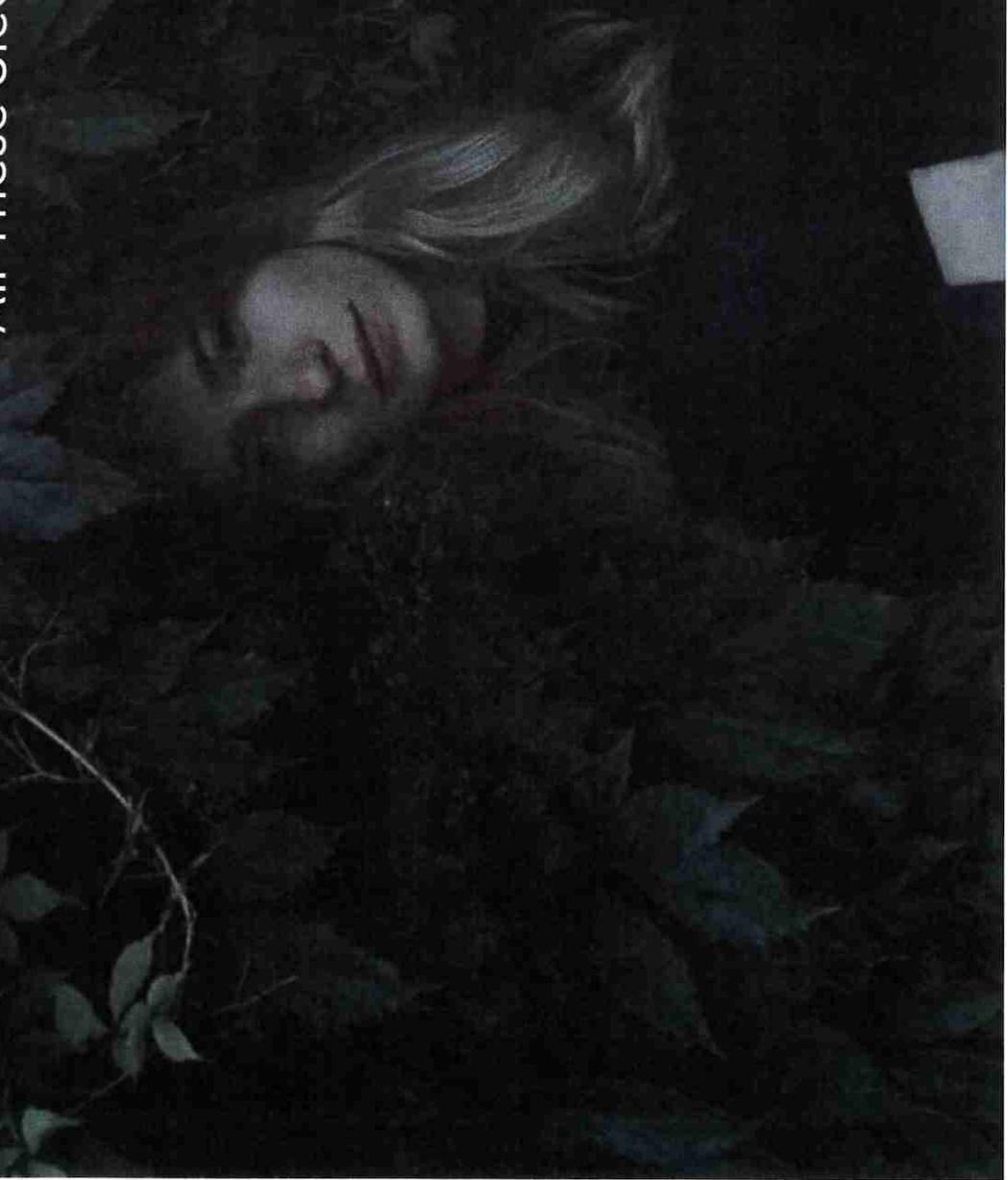


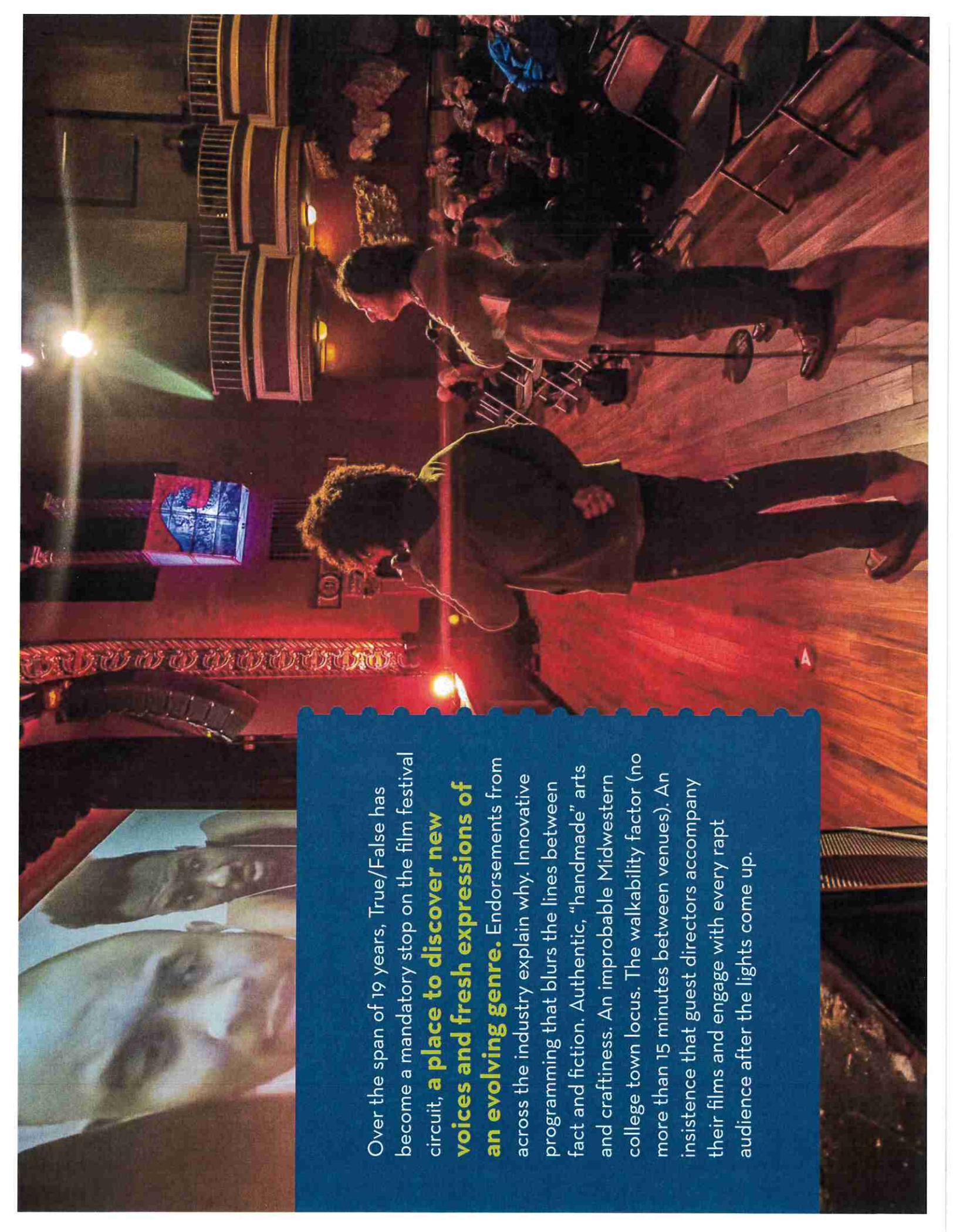
# TRUE/FALSE FILM FEST

SPONSORSHIP  
OPPORTUNITIES  
.....  
MARCH 3-6, 2022

.....  
**“If a new documentary movement is  
to be born anywhere in the US, it’s  
going to be inspired by True/False.”**

—Michał Marczak, director,  
All These Sleepless Nights





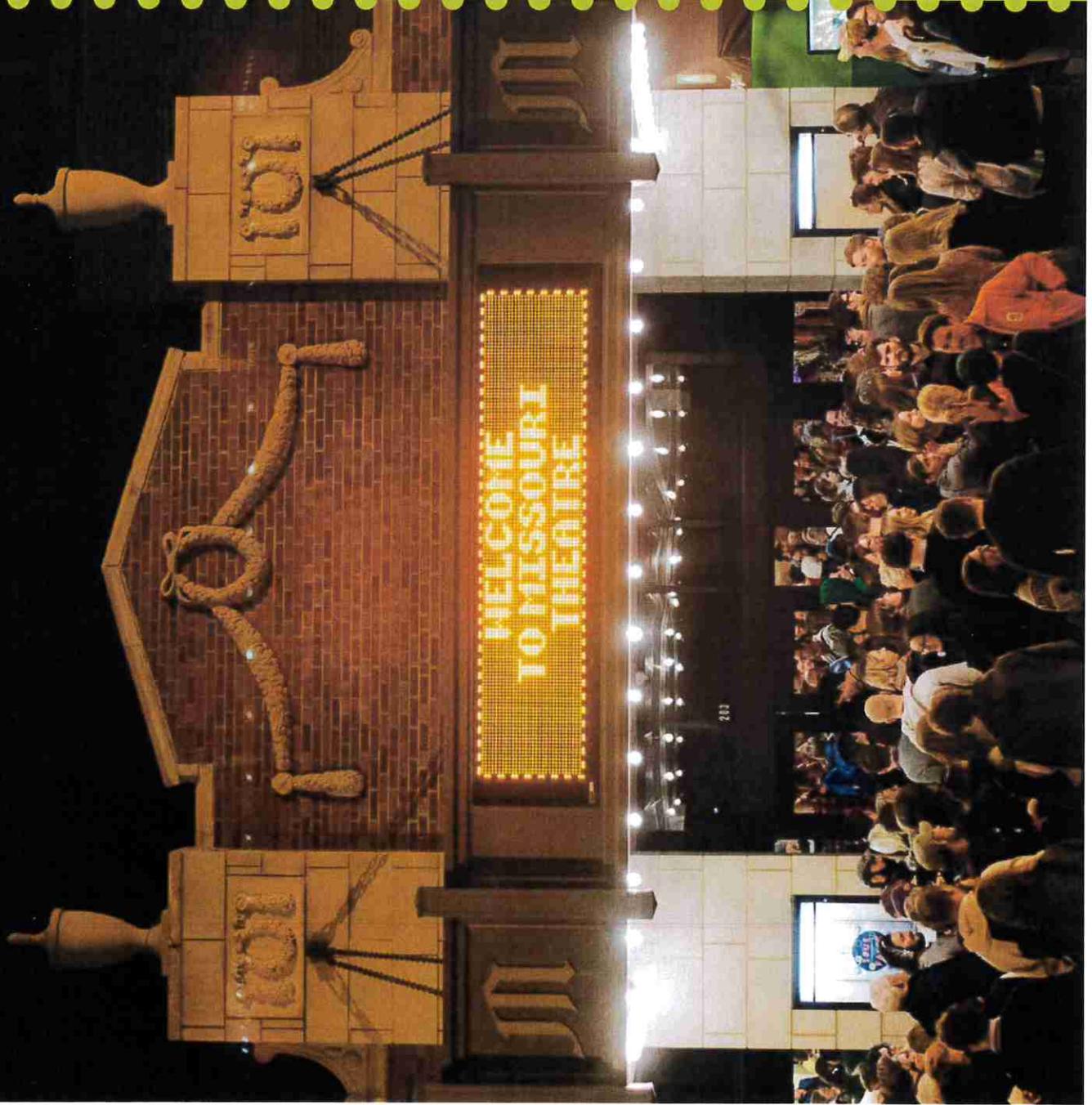
Over the span of 19 years, True/False has become a mandatory stop on the film festival circuit, **a place to discover new voices and fresh expressions of an evolving genre.** Endorsements from across the industry explain why. Innovative programming that blurs the lines between fact and fiction. Authentic, “handmade” arts and craftiness. An improbable Midwestern college town locus. The walkability factor (no more than 15 minutes between venues). An insistence that guest directors accompany their films and engage with every rapt audience after the lights come up.

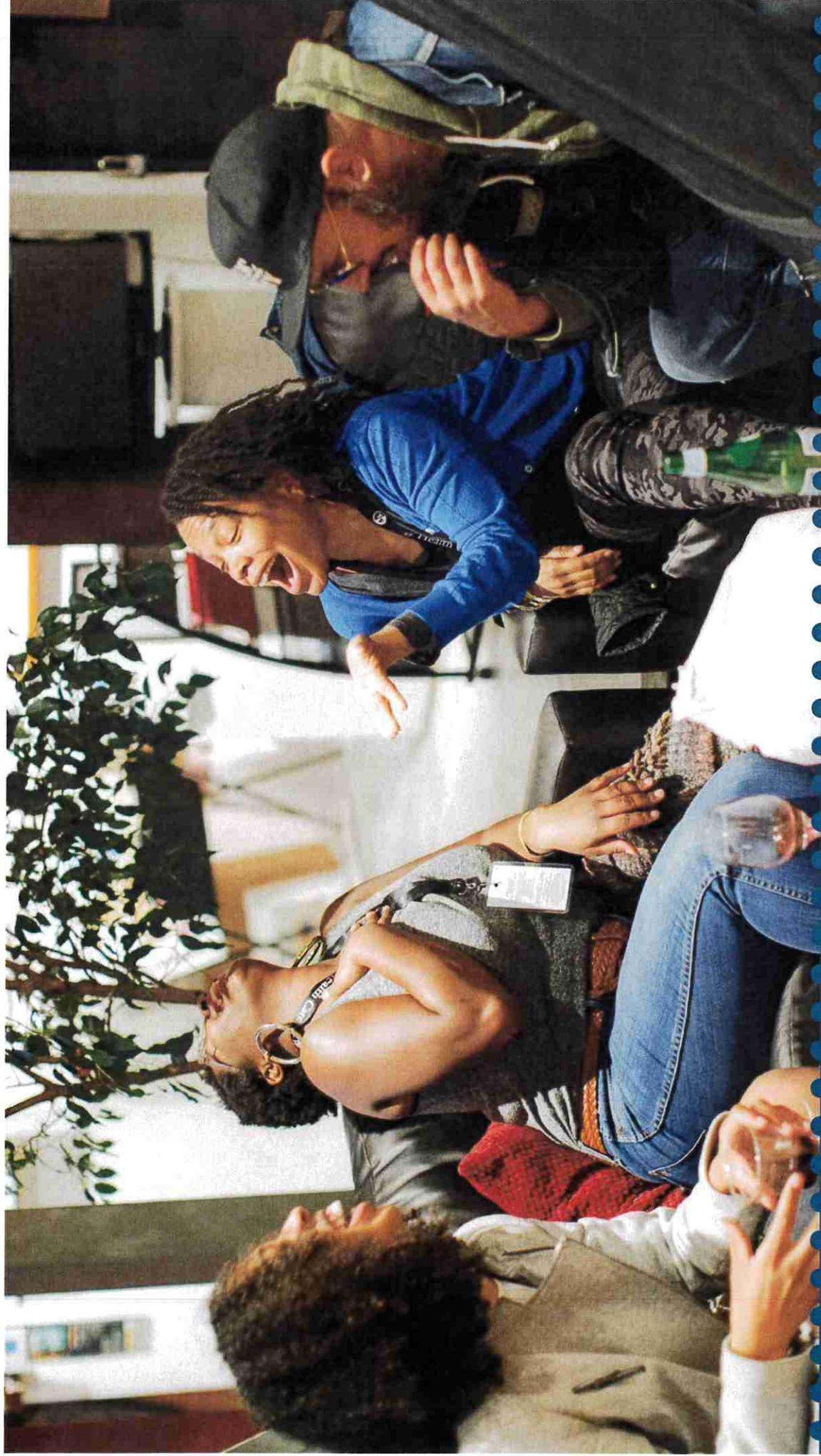
Live musical performances before every screening that put the “festive” in festival. Thirty-five-plus art installations inspired by an annual theme so provocative as to cause wildly diverse interpretations. And March/March, an all-inclusive parade tradition where costumed locals demonstrate their euphoric passion for documentaries—a spectacle known to melt a world-worn cynic’s heart.



Over the course of four days and 135+ screenings and events, T/F typically fills about 50,000 seats, making it **the most attended documentary film festival in America.**

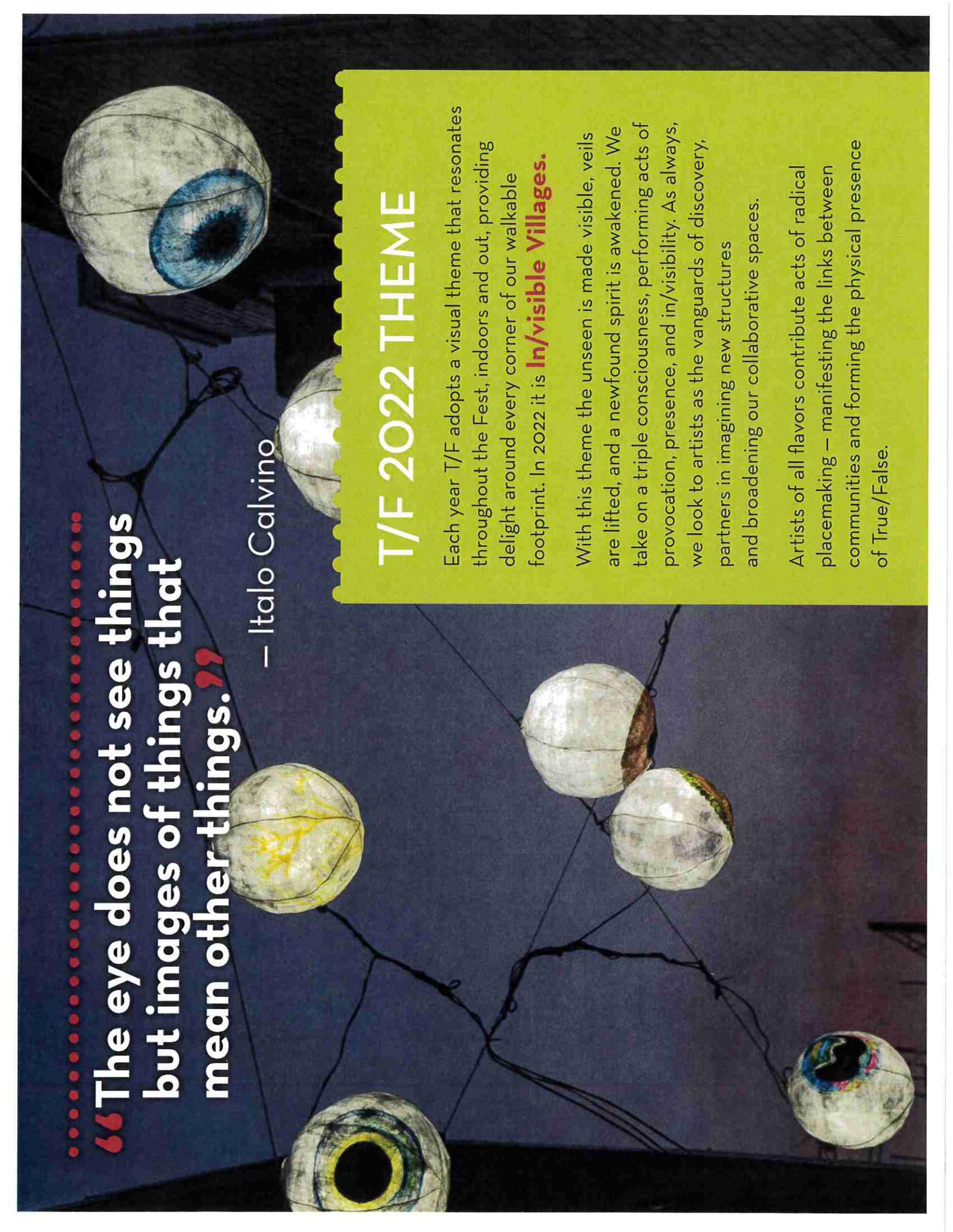
Cultivated from scratch and scrappiness, T/F is recognized as the most authentic debut experience—not based on celebrity but on ordinary people who are extraordinarily curious.





Coming off the heels of Sundance, filmmakers find respite and reunion, a chance to spark creative alliances and focus on the reasons they do what they do for less pay or glory than other segments of the film business. While the Fest offers

unparalleled intimacy among content creators, it has drawn an increasingly loyal audience of distributors, producers, critics and funders **unfettered access to original films and their makers.**



.....  
“The eye does not see things  
but images of things that  
mean other things.”

— Italo Calvino

## T/F 2022 THEME

Each year T/F adopts a visual theme that resonates throughout the Fest, indoors and out, providing delight around every corner of our walkable footprint. In 2022 it is **In/visible Villages**.

With this theme the unseen is made visible, veils are lifted, and a newfound spirit is awakened. We take on a triple consciousness, performing acts of provocation, presence, and in/visibility. As always, we look to artists as the vanguards of discovery, partners in imagining new structures and broadening our collaborative spaces.

Artists of all flavors contribute acts of radical placemaking — manifesting the links between communities and forming the physical presence of True/False.

# ENDORSEMENTS

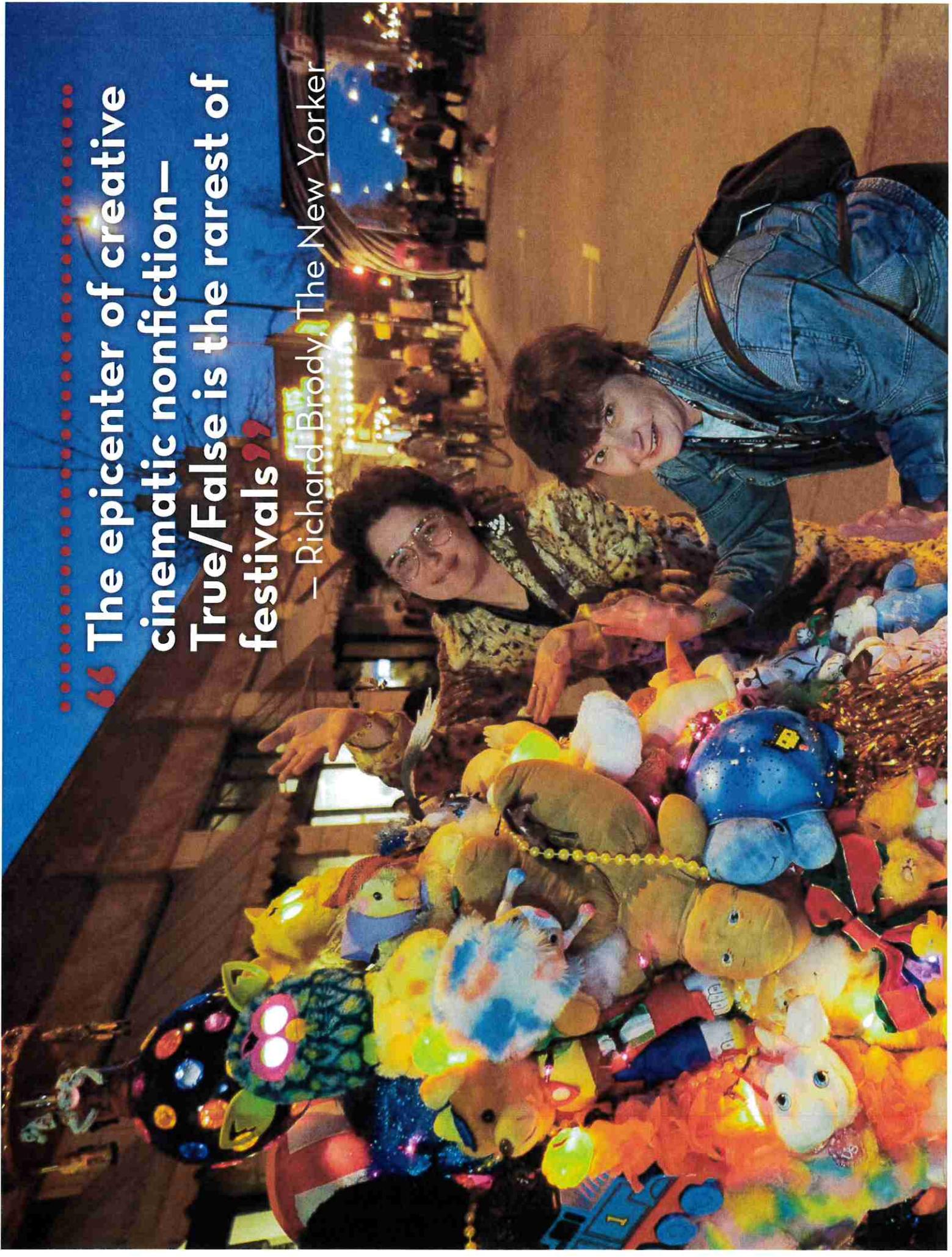
.....  
“The most  
important  
documentary  
film festival  
in America”

— Steven Zeitchik,  
LA Times



“ The epicenter of creative  
cinematic nonfiction—  
True/False is the rarest of  
festivals ”

— Richard Brody, The New Yorker



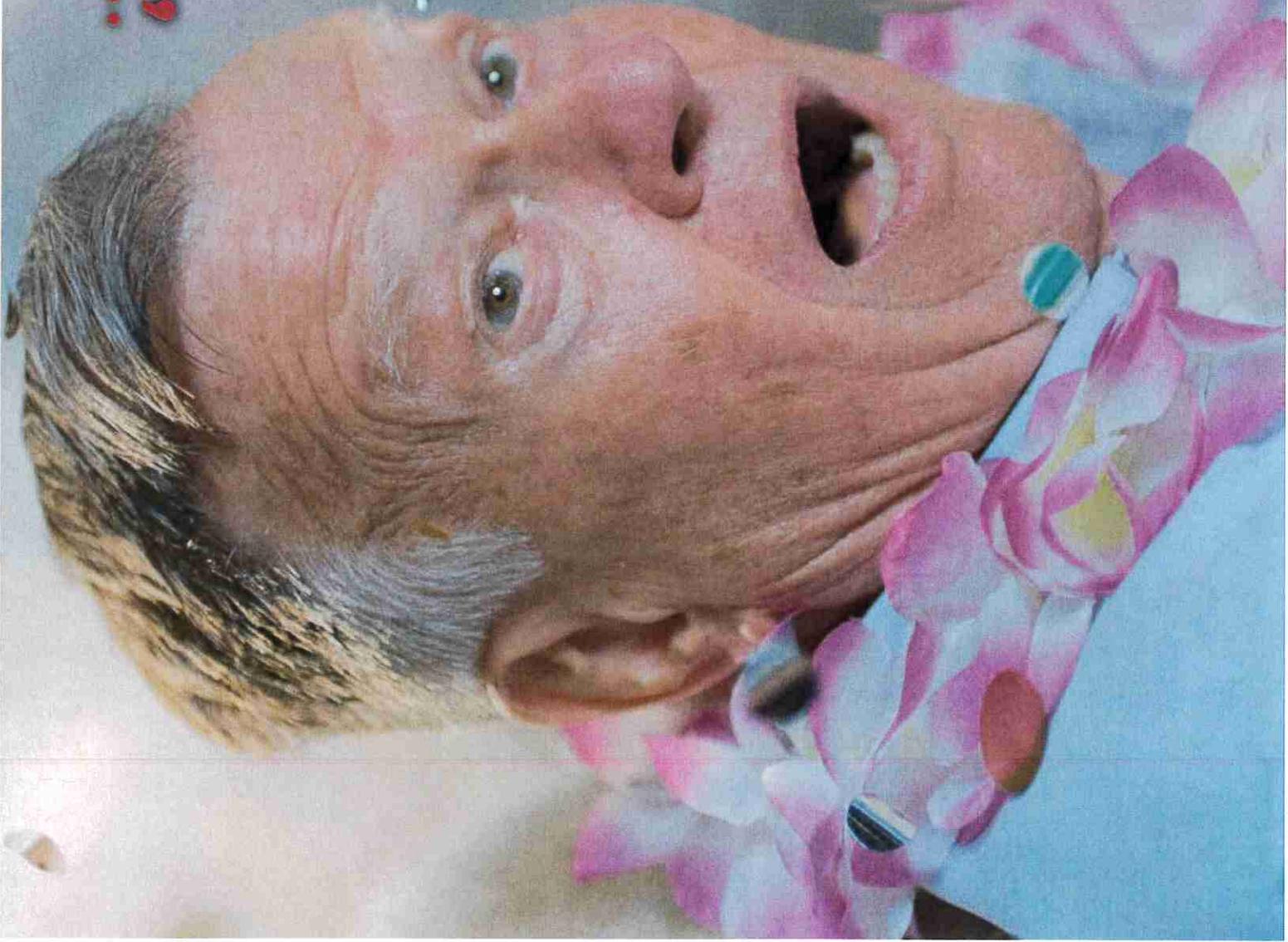
A vibrant parade scene featuring a drum band and a crowd. In the foreground, a man in a colorful tie-dye shirt and a white cap with sunglasses is playing a drum. Behind him, a woman in a colorful patterned jacket and sunglasses is also playing a drum. The background shows a crowd of people, some holding signs, and city buildings under a clear sky.

**“True/False is one of the most satisfying festival experiences ever. Incredibly engaged audiences, great staff and the best parade ever. It is a festival that loves film and filmmakers.”**

— Roger Ross Williams, Director,  
Life, Animated

.....  
“Just what is the slash  
in T/F? To me, it’s the  
“everything in between”  
that happens when  
we are together in  
Columbia, Missouri -  
revelation, provocation,  
rejuvenation and  
reorientation! Tion,  
Tion, Tion. T/F is the  
Conjunction Junction of  
our dreams.”

— Kirsten Johnson, Director,  
Dick Johnson is Dead

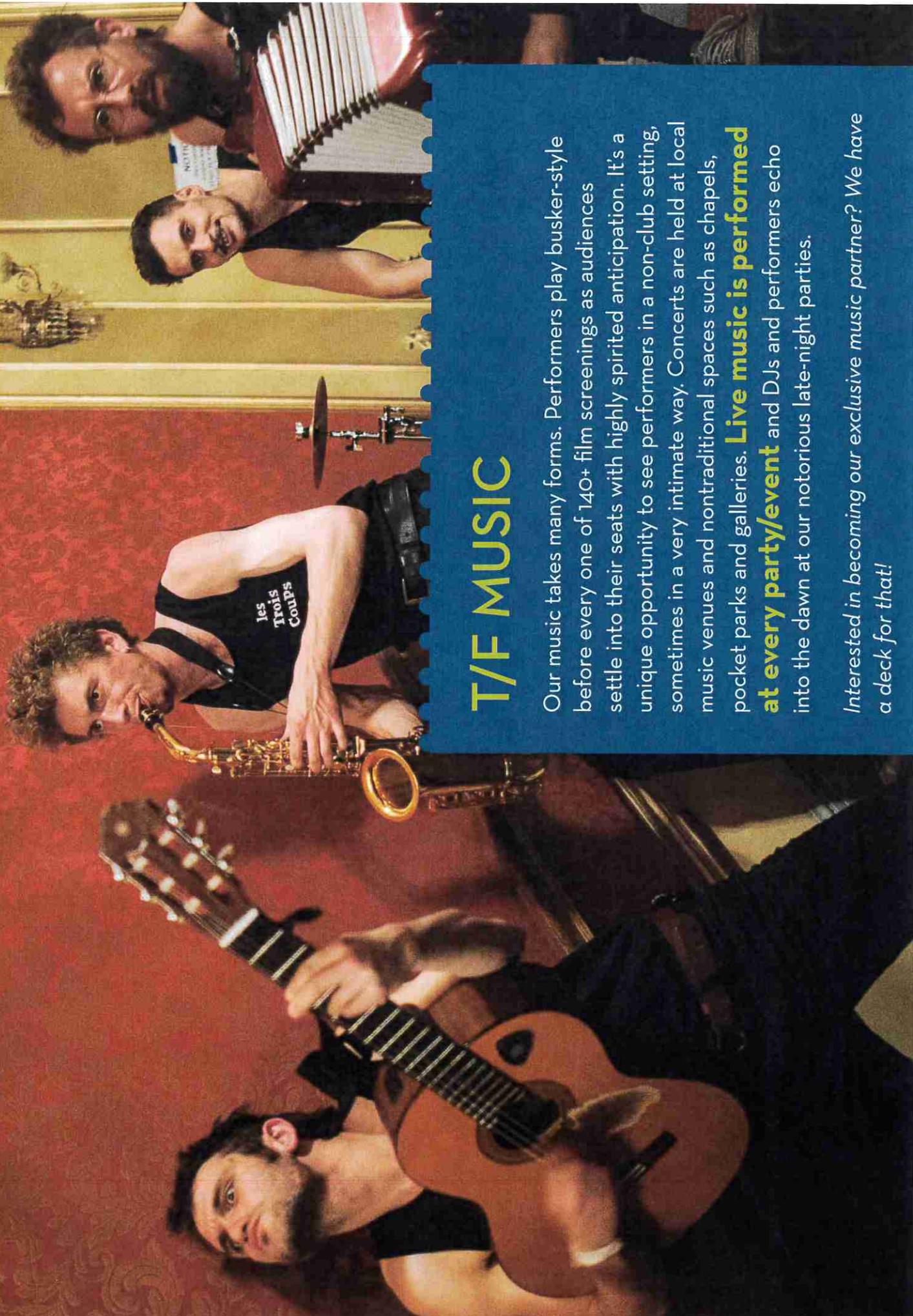




**“I love True/False, it’s a real filmmakers festival and you can feel the love of cinema in every breath.”**

**– Bryn Mouser, Chief Executive,  
XTR and Documentary+**

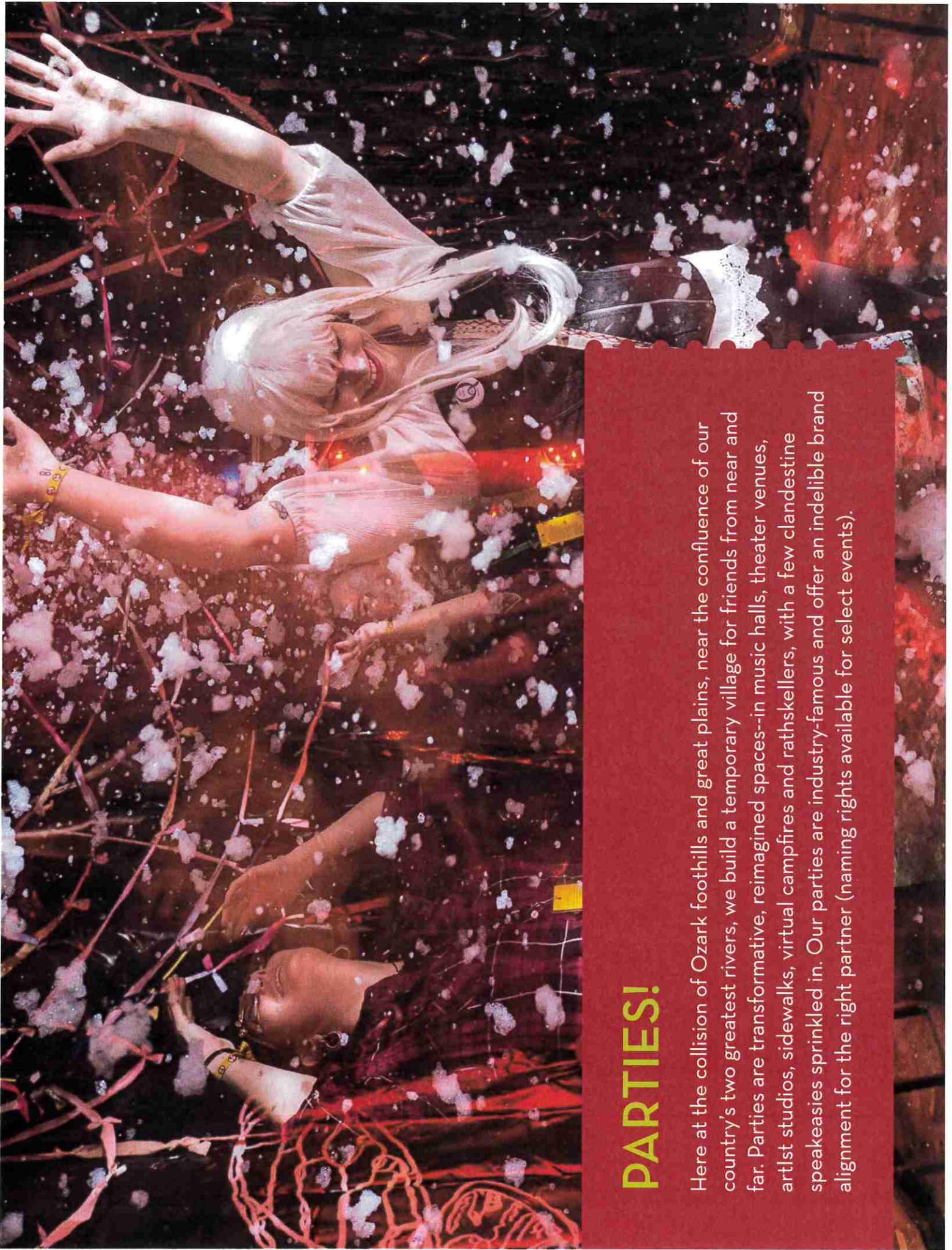




## T/F MUSIC

Our music takes many forms. Performers play busker-style before every one of 140+ film screenings as audiences settle into their seats with highly spirited anticipation. It's a unique opportunity to see performers in a non-club setting, sometimes in a very intimate way. Concerts are held at local music venues and nontraditional spaces such as chapels, pocket parks and galleries. **Live music is performed at every party/event** and DJs and performers echo into the dawn at our notorious late-night parties.

*Interested in becoming our exclusive music partner? We have a deck for that!*



## **PARTIES!**

Here at the collision of Ozark foothills and great plains, near the confluence of our country's two greatest rivers, we build a temporary village for friends from near and far. Parties are transformative, reimaged spaces--in music halls, theater venues, artist studios, sidewalks, virtual campfires and rathskellers, with a few clandestine speakeasies sprinkled in. Our parties are industry-famous and offer an indelible brand alignment for the right partner (naming rights available for select events).

n an Afghani girl of only fifteen years

## TRUE LIFE FUND

The True Life Fund allows us, as viewers, to respond to the stories we see on-screen and create change by offering tangible assistance to the real-life subjects of a new nonfiction film. It acknowledges that documentary filmmakers and festivals thrive because of the stories given to us by people who are often of limited means. The fund serves as a small way for us to repay that gift. Spotlighting one movie each year, we support and honor those who share their stories in front of the camera. Collaborating with filmmakers, whose intimate knowledge of their "characters" enables us to pinpoint needs, we work hard to make sure that the money raised, largely donated by our hometown audience, is given and received with as much thought as possible.

Previous True/Life Fund Films include the award-winning *Welcome to Chechnya*, *Sabaya*, *Midnight Traveler*, *Primas*, *Quest*, *Sonita*, *The Look of Silence*, *Private Violence* and *Bully*.

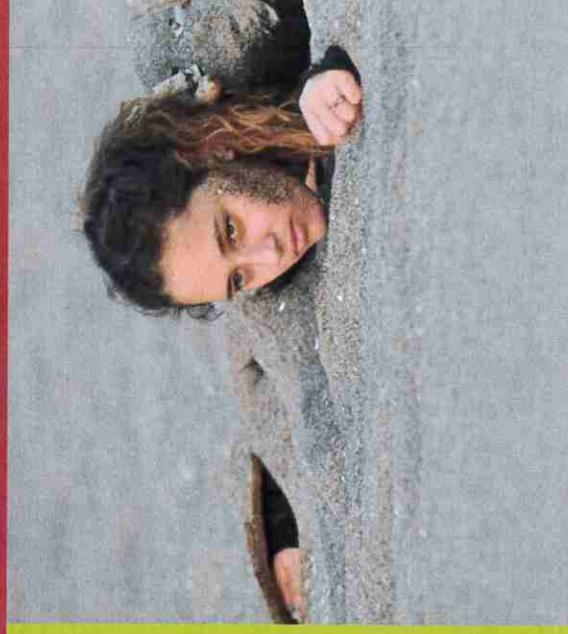


.....  
“Having **WELCOME TO CHECHNYA** selected as the True Life Fund film was a major boost and a powerful gift for the film’s heroic protagonists. The passionate embrace by Midwest audiences was a reminder of the goodness of humanity and the financial support has redoubled their commitment to the fight for justice.”

— Award winning director, David France.  
Welcome to Chechnya

.....  
“Our lives have changed since True/False. The unforgettable kindness of each person during the festival stays with us forever.”

— Laura Bari (dir.) Aldana Bai, and Rocio Alvarez (subjects) of Primas, 2018 True Life Fund Film



# ARTIST PROGRAMS

T/F has year-round and Fest programming designed to support the work of nonfiction filmmakers, emerging and established.

These include programs like our summer Roughcut Retreat and T/F Mentorship Program. All pair seasoned content makers and shakers with gifted young artists.

The festival panel is a tired tradition, and T/F is doing its part to jettison it once and for all with our intimate “unpanel,” Field Sessions. These close encounters between artists provide an unsurpassed intimacy that can’t be achieved in a multi-person panel. Each session is a deep dive into the ideas that shape nonfiction filmmaking in 2022 and will be live-recorded for the “True/False Podcast.”



# INDUSTRY PARTNERS



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DOCUMENTARY+

# CORPORATE SPONSORS



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# EDUCATION PARTNERS



Jonathan B. Murray Center  
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University of Missouri

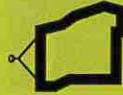


DEPAUL UNIVERSITY

# GRANT FUNDING



arts.gov



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Arts Council  
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CITY OF COLUMBIA  
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COLUMBIA, MO  
WHAT YOU UNEXPECTED

## CONTACT

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Sponsorship Director

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