




**TRUE/FALSE  
FILM FEST**

MUSIC PARTNERSHIP  
OPPORTUNITIES

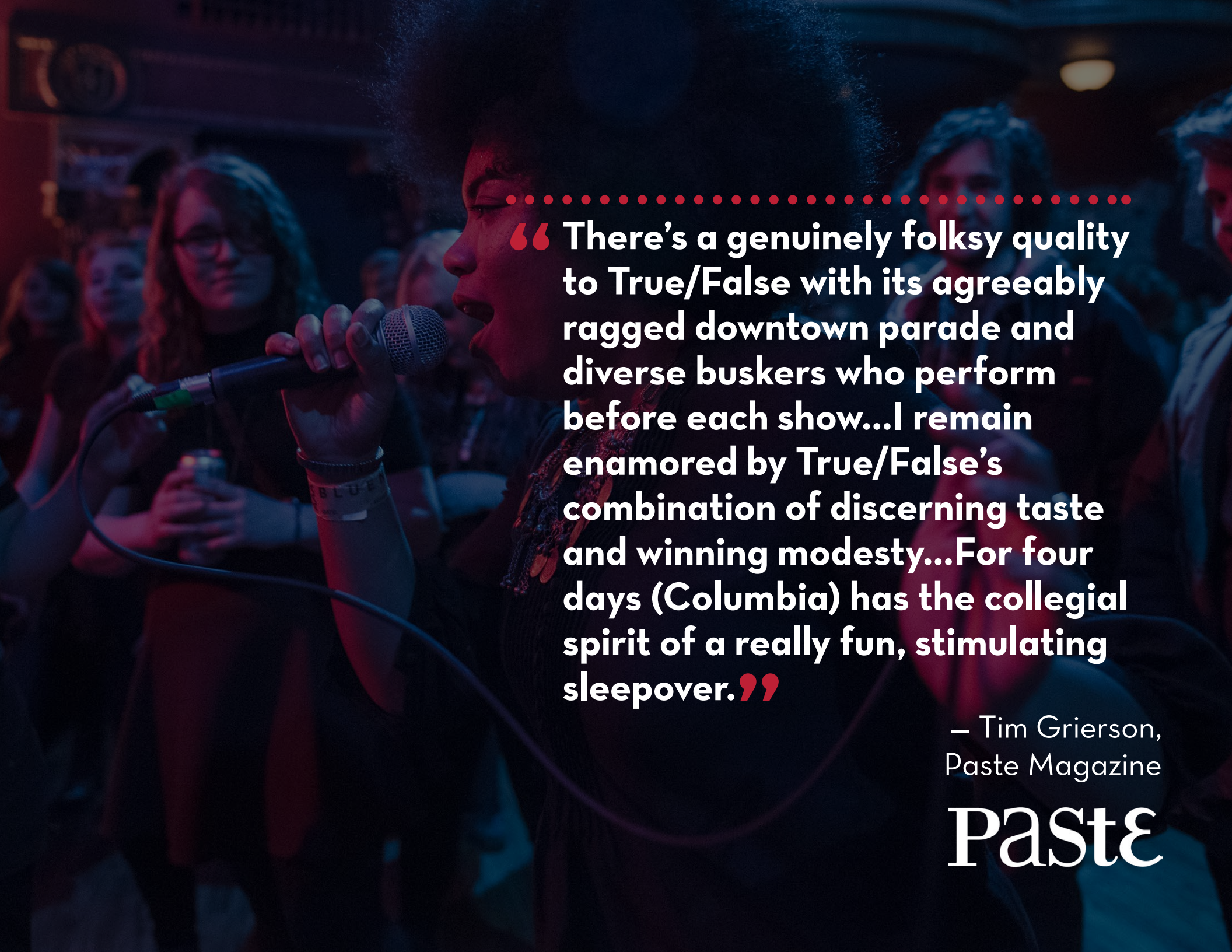
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MARCH 2-5, 2023



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“ Musicians play before every screening as the seats fill. Extravagantly costume ‘queens’ hand out tickets for each film’s queue, a tradition that has been part of the festival since its inception. Such rituals are far from trivial. They function as an opening act and a coda, a way to cultivate an audience’s openness to each film and extend the cinematic experience beyond it.”

— Lauren Du Graf,  
Film Quarterly

Film  
Quarterly

A person with dark hair is singing into a microphone, their mouth open and eyes closed. They are wearing a dark shirt and a wristband that says "BLUE". The background is a dimly lit crowd of people, some looking towards the camera and others looking away. The overall atmosphere is that of a live music performance or a festival.

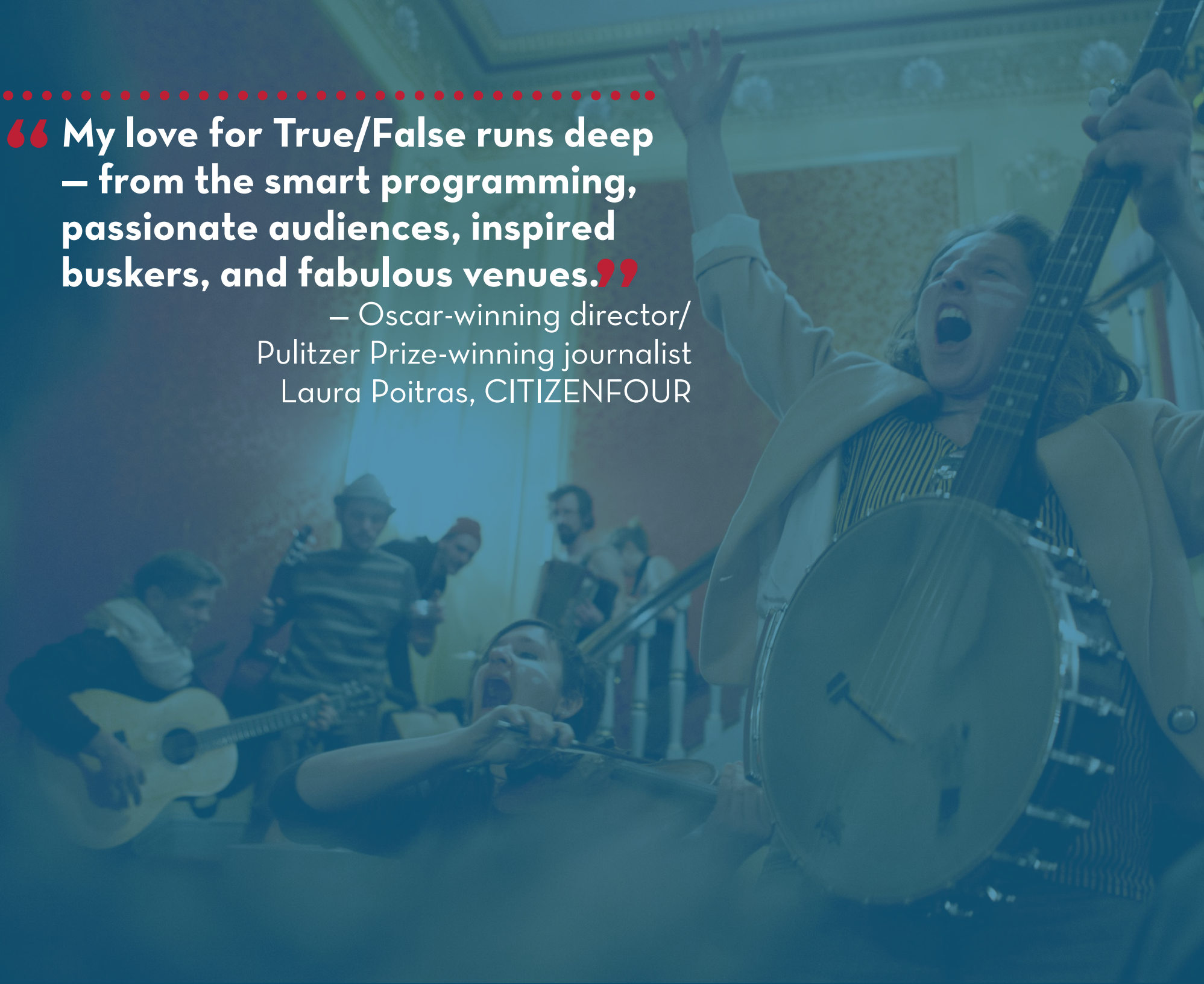
“ There’s a genuinely folksy quality to True/False with its agreeably ragged downtown parade and diverse buskers who perform before each show...I remain enamored by True/False’s combination of discerning taste and winning modesty...For four days (Columbia) has the collegial spirit of a really fun, stimulating sleepover.”

— Tim Grierson,  
Paste Magazine

Paste

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**“ My love for True/False runs deep  
— from the smart programming,  
passionate audiences, inspired  
buskers, and fabulous venues.”**

— Oscar-winning director/  
Pulitzer Prize-winning journalist  
Laura Poitras, CITIZENFOUR





True/False, an antidote to  
the common film festival.

— Steven Zeitchik,  
Los Angeles Times

**Los Angeles Times**

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“ Guy from Portland, ME w/a Public Enemy  
cap playing a mean slide guitar before  
a doc & I’m like THIS is the America I  
recognize. #truefalse”

– David Fear, Rolling Stone  
@davidlfear

*Rolling Stone*





.....  
“ There’s something...  
that makes this feel  
like it’s more than  
just about film – it  
feels like it’s about  
America.”

– Melissa Auf der Maur,  
former Hole bassist  
and a producer on  
“Peter and the Farm”



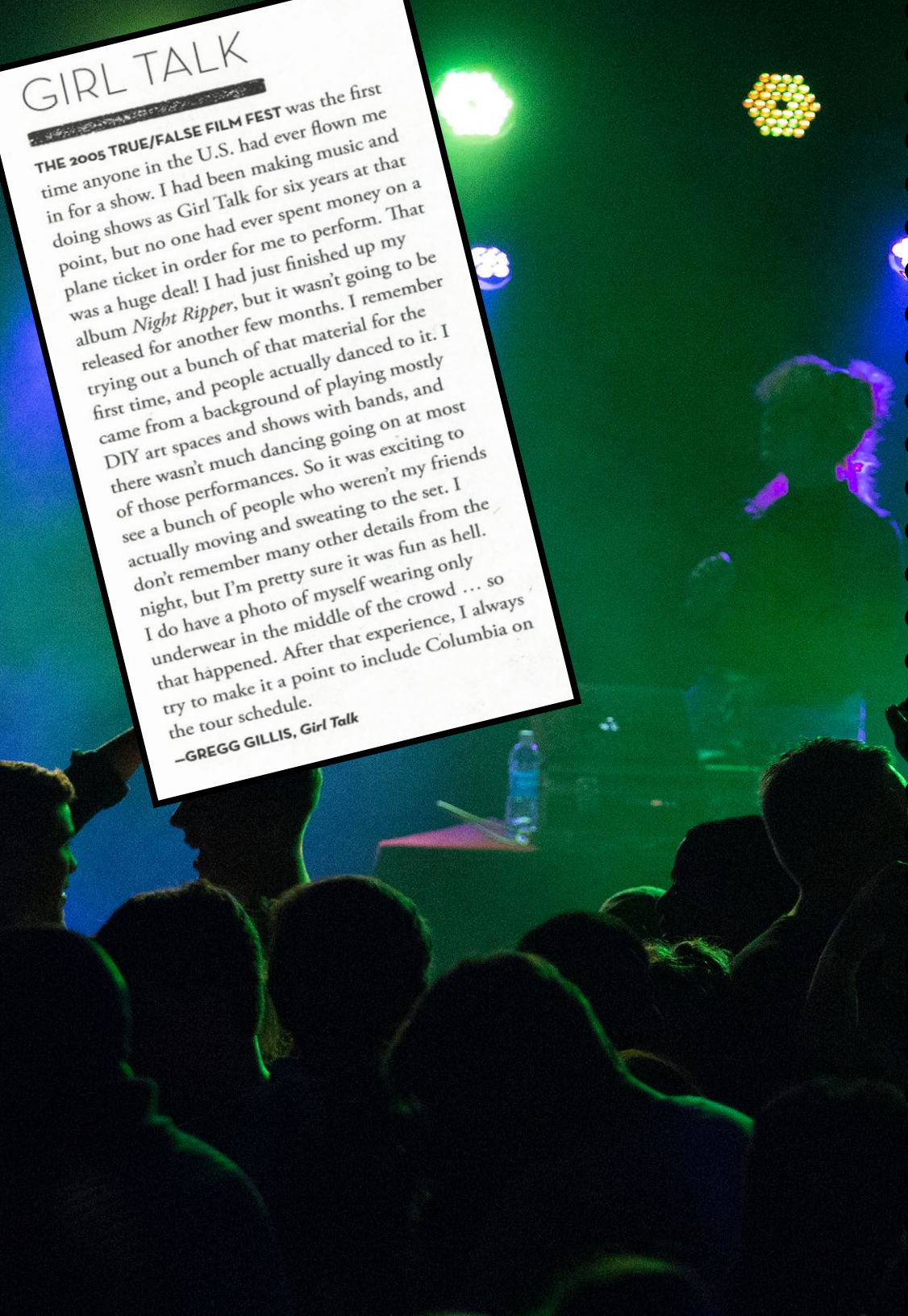
It's our responsibility to not only entertain, but to stretch the boundaries of what is familiar and comfortable. The best way to do this is to safeguard the quality of the program at every turn. Only great films, wide-ranging music, arresting art, and provocative ideas should be allowed into the schedule, so that festgoers will have an enriching experience without the need for prep time. We will seek ways to bind together each of these four pillars so they do not stand alone.

Our music takes many forms. Musicians play before every one of 130+ 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 ice cream shops, 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.

The sounds of T/F are integral to the transformative adventure we seek to create. We work hard to curate a diverse musical line-up focusing on acts that are still slightly under the radar yet of the highest-caliber musicianship.

Musicians are cared for in a number of ways: the musician's lounge (restoration, creative cross fertilization, professional advice), passing the hat (ripe for a matching-fund sponsor), venmo tips, and early exposure for budding musicians (a star is born).





**GIRL TALK**

THE 2005 TRUE/FALSE FILM FEST was the first time anyone in the U.S. had ever flown me in for a show. I had been making music and doing shows as Girl Talk for six years at that point, but no one had ever spent money on a plane ticket in order for me to perform. That was a huge deal! I had just finished up my album *Night Ripper*, but it wasn't going to be released for another few months. I remember trying out a bunch of that material for the first time, and people actually danced to it. I came from a background of playing mostly DIY art spaces and shows with bands, and there wasn't much dancing going on at most of those performances. So it was exciting to see a bunch of people who weren't my friends actually moving and sweating to the set. I don't remember many other details from the night, but I'm pretty sure it was fun as hell. I do have a photo of myself wearing only underwear in the middle of the crowd ... so that happened. After that experience, I always try to make it a point to include Columbia on the tour schedule.

—GREGG GILLIS, *Girl Talk*

## SOME OF OUR FAVORITE ACTS, FROM NEAR & FAR...

### **Girl Talk** *Pittsburgh, PA*

One of our earliest performers, one-man pop collage production, Gregg Gillis knows how to get a crowd going. Giving “stripped-down performance” a new meaning, Girl Talk left us with some incredible memories (and photos) from our second Fest.

### **They Might Be Giants** *New York City*

### **Of Montreal** *Athens, Georgia*

### **MNDR** *New York City*

MNDR is so nice, we asked her twice: performing with us in 2016 fresh off her hit album, and then again in 2017 where she DJ'd our Blue Note dance party with all her favorite tunes.

## **Lee Fields & the Expressions**

*Brooklyn, NY*

## **US Girls** *Toronto*

## **Mirah** *New York City*

Indie darling with the voice of an angel joined us from her New York home. We put her harmonious voice to use in our grand cathedral on 9th Street where she performed our Sanctuary Showcase alongside the local Chamber Ensemble of budding string players from The Missouri Symphony Society's Conservatory.

## **Gora Gora Orkestar** *Denver, CO*

## **Mucca Pazza** *Chicago, IL*

The marching band that thinks it's rock n' roll (and definitely is) has joined us at the Fest for years and years. They've graced our stages and even our annual parade, March March, and we'll be the first to say they're a walking party on and off the stage.

## **Cave** *Chicago, IL*





## **David Wax Museum**

*Boston, MA*

## **Screaming Females**

*New Brunswick, NJ*

Lead singer Marissa Paternoster was named in SPIN's 100 Greatest Guitarists of All Time, so we brought her to Columbia to shred at Rose Music Hall. The slack-jaw crowd gazed with appreciation as her guitar wails echoed through the former railroad warehouse.

## **Open Mike Eagle**

*Los Angeles, CA*

Rap genius and soaring success, Open Mike Eagle performed at our favorite cafe turned music venue to a sold out audience. Known for his hyper-intellectual lyrical flow, Open Mike Eagle took post-film dialogue to a new level. Plus, Barack Obama follows him on Twitter.



## **WHAT HAPPENS IN THE MUSICIAN'S LOUNGE DOESN'T STAY IN THE LOUNGE**

We give our musicians a soft place to land, learn and refresh with a designated lounge located downtown in the heart of the Fest. They will appreciate any comforts of home the Lounge sponsor can provide whether that's food, drink or professional advice to help them through the Fest's long days and nights (or their careers).

# MUSICAL SHOWCASES



## THE BLUE NOTE

This old vaudeville house is a regional favorite. Rooted in the best indie rock of the eighties, the Blue Note has a wildly diverse docket of bands year round. T/F's third largest venue for film -- it's also our sweet spot for our opening night concert and DJ Dance Party.



## **CAFE BERLIN** *Nightly Showcases*

This homespun space bridges late nights and early mornings as both venue and restaurant, a downtown staple that fills you up with a smorgasbord of music and food.



## **ROSE MUSIC HALL** *After Party*

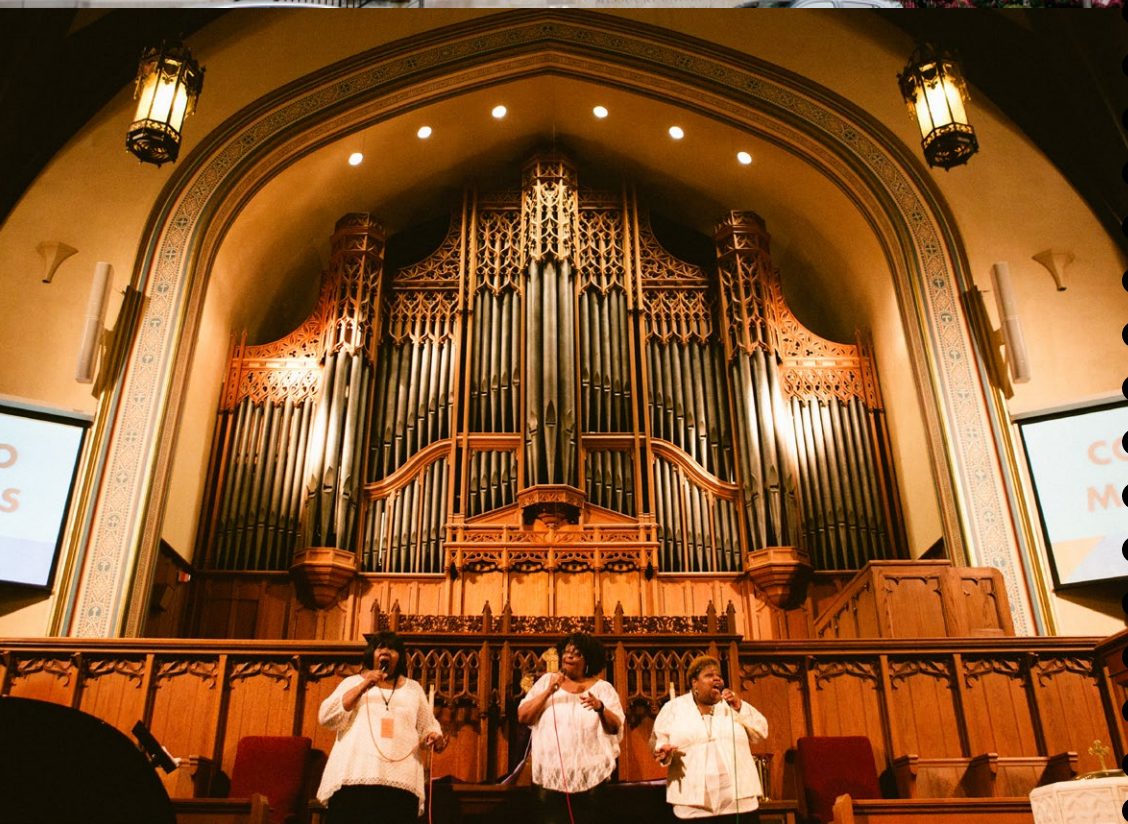
Multiple music sets housed in a former railroad warehouse. The Blue Note's little sister, Rose shares owners and an inclination for booking the latest and greatest.



## THE CATHEDRAL ON NINTH STREET

Every year, T/F invites the visiting and native community to taste a cornucopia of music performed in the grandeur and stained glass luminosity of the United Methodist Church's sanctuary. This is not just a concert--it's a love letter.

The Sanctuary Show is held on Saturday evening of the fest and is free and open to the public.



# BUSKERS LAST STAND

Held on closing night at the historic Missouri Theater following our last screening on Sunday night, this cathartic event brings our best buskers together to play for the faithful and transformed. 1,250 participants plus 100+ buskers.





## BUSKER MATCHING FUND

One of our traditions is passing the red hat around the audience after each performance. Next year, we'd like a true partner to take our hats off to. The sponsor's matching will be announced from the stage after the music and before screenings before 53,000 seats filled with music and film lovers.

# MUSIC FILM SPONSORSHIPS

Some of the music-oriented films we've screened over the years include:

## THE DEVIL IN DANIEL JOHNSTON

*(2006) about Daniel Johnston.*

## SEARCHING FOR SUGAR MAN (2012)

*about Rodriguez.*

## 20,000 DAYS ON EARTH (2014)

*about Nick Cave*

## WHAT HAPPENED, MISS SIMONE (2015)

*about Nina Simone*

## KURT COBAIN: MONTAGE OF HECK (2016)

*about Kurt Cobain*

## LONG STRANGE TRIP (2017)

*about the Grateful Dead*

## GRACE JONES: BLOOD AND BAM! (2018)





## OPPORTUNITY

T/F offers an inspired, exotic pairing of cinema and music that results in a transformational experience for both artist and audience. This one-of-a-kind elixir is for the brand that wants to be discovered by a radically diverse army of musicians and fiercely loyal fan base.

We are looking for an exclusive Presenting Partner for our music program who will collaborate with us to align their mission and message in a creative, fun, organic way.

## CONTACT

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