

BOLD
DARING
**BOUNDARY-
PUSHING**
NONFICTION CINEMA



**TRUE/FALSE
FILM FEST**

SPONSORSHIP
OPPORTUNITIES

MARCH 2-5, 2023

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

—Michal Marczak, director,
All These Sleepless Nights





Over the span of 20 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 spectre known to melt a world-worn cynic’s heart.





Over the course of four days and 130+ 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.**

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

— Italo Calvino

T/F ANNUAL ARTISTIC THEMES


Art is an integral pillar of the True/False creative tripod, a delightful and immersive complement to films and music. 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. We look to artists as the vanguards of discovery, partners in imagining new structures and broadening our collaborative spaces. Our annual theme is open to wide interpretation and every media: hanging visual art, transmedia, video and light projection, sculpture, fiber art, metalwork, paper mache, neon and our commemorative poster, displayed in shop and restaurant windows throughout downtown. It has become a coveted collectors item.



ENDORSEMENTS

A man and a woman are looking up at a large, blue, geometric, crystalline structure. The man is wearing a red and white striped sweater and glasses, and the woman is wearing a black jacket and a yellow bag. The structure is composed of many blue, faceted pieces that create a complex, crystalline pattern. The lighting is soft and blue, highlighting the texture of the structure.

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“The most
important
documentary
film festival
in America”
— Steven Zeitchik,
LA Times

A large, illuminated display of stuffed animals and toys is the central focus of the image. The display includes a blue teddy bear, a yellow chick, a blue owl with glowing eyes, a blue elephant, a blue train, and many other colorful stuffed animals. The display is decorated with lights and tinsel. Two women are posing in front of the display. The woman on the left is wearing a patterned jacket and glasses, and the woman on the right is wearing a blue denim jacket. They are both smiling and have their hands raised towards the display. The background shows a city street at night with other people and buildings.


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

— Richard Brody, The New Yorker



“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



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“ 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 Mooser, Chief Executive,
XTR and Documentary+





T/F MUSIC

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 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, reimagined 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).

m an Afghan 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 homegrown audience, is given and received with as much thought as possible.

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



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 2023.



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