

**CHAI, HOW
ARE YOU?**



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Chai, How Are You?

2020 is the 18th year of the Austin Jewish Film Festival. Eighteen means **Life (Chai)** in the Jewish tradition—highly appropriate for this year!

Our 2020 festival will be like no other in our history—a combination of virtual programs and exciting, socially distanced, drive-in events for opening and closing nights.

This year we introduced year-round programming which we call AJFF365. Since we shifted to virtual events in April, we've held even more events per month, making AJFF365 Passes—which provide free access to all AJFF365 events for 12 months—a better value.

Big changes!

But we need your help now more than ever. With AJFF confronting major reductions in grants this year, we hope you'll increase your support and enable us to get through this together.

Read this booklet, then choose your Membership level. We know you'll be as excited as we are.

L'chaim (to life)!

David Finkel
AJFF Director



Back to the Future

Opening and closing nights will be safe, socially distanced, drive-in events at the Shalom Austin JCC on the Dell Jewish Community Campus.

Get ready for an experience like no other—We're planning on lots of fun beyond just watching films that will make these events not-to-be-missed experiences. But space is limited, and Members will have the best access to tickets.

Free drive-in tickets are among the benefits for higher Membership levels, with lower level Memberships receiving drive-in event discounts. Non-members, including Festival Pass holders, will need to buy separate tickets to drive-in events.

Full details will be on our website.

The 18th annual Austin Jewish Film Festival launches **Saturday, November 7**, and runs through **Friday, November 13**.



VIRTUALLY YOURS

What is a “Virtual” Festival? It’s films plus other programs, such as Q&A’s delivered right to wherever you are, using state-of-the-art technology capable of automatically adapting to your choice of device.

AJFF’s Virtual Festival will be like having a “private Netflix” available for the festival week, showing the latest and greatest in Jewish cinematic content, hand picked for your enjoyment.

Also participate in fascinating Q&A’s, and hear the stories behind the stories as you ask your questions of writers, directors, and actors.

We’re anticipating having even MORE films in our Virtual Festival and MORE Q&A’s than ever before!

And unlike physical festivals, you’ll have the option of when and where to participate, enabling you to see more of the content you love, making Memberships and Festival Passes an even better value!

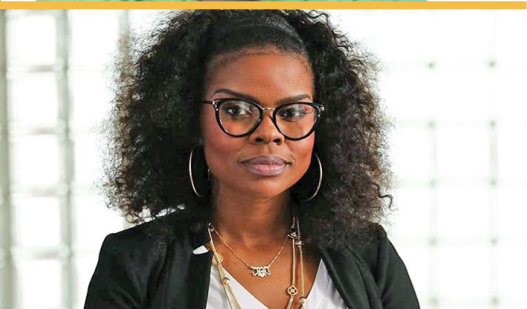
The Fun Doesn't Stop

AJFF365 brings you year-round programming.

Starting in January 2020, the Austin Jewish Film Festival, in partnership with Shalom Austin, has been bringing you quality Jewish films and TV programming all year long. There's no need to wait another twelve months to see new films!

At least once a month we'll be showing new content and providing enhanced programming, such as Q&A's with special guests, as well as partnering with different groups.

Since moving to virtual programming in April, we've actually been bringing you multiple films each month while providing even greater access to filmmakers who have been sharing amazing stories with us. The AJFF365 Pass sells for \$120/person and provides access to all AJFF365 events for a full 12 months, making it a terrific value. Note: the AJFF365 Pass does NOT include access to the annual Film Festival.



We already introduced you to our year-round **AJFF365** programming and the **AJFF Festival**, but there are even more events we help bring to you:

AJFF Connect is our outreach and engagement program that allows us to partner with different communities and organizations around Austin. These events are hosted by our partners, but AJFF Members will receive valuable discounts.

AJFF Sneak Peek is a Member experience where we partner with **major film studios** to bring some of their new films to our audience prior to general release. Recent examples include “JoJo Rabbit,” “The Song of Names,” and “A Hidden Life.”

AJFF Sneak Peek allows AJFF Members the chance to see select, premiere movies for *free*, before anyone else!



For Jew and You Too.



AJFF 365. UNIQUE MOVIES, MEMORABLE EXPERIENCES.



CONNECT

AJFF CONNECT. PARTNER PRIVILEGES.



SNEAK PEEK

AJFF SNEAK PEEK. WATCH IT BEFORE ANYONE ELSE.

MEMBERSHIP BENEFITS

BUY THE LEVEL THAT BETTER FITS YOUR PERSONALITY

Early access to drive-in tickets before general public, avoiding sellout

Drive-in event benefits

Discounts on additional tickets (excluding Drive-in events)*

Festival Pass benefits

AJFF365 Pass benefits (Monthly Film series)

Special benefits for AJFF Sneak Peek events**

Special benefits for AJFF Connect events***

Concierge Service

Free 12 month subscription to ChaiFlicks, the premium Jewish film streaming service.

Your name listed

Listing style

Free extra festival program tickets (for your guests)

Effective donation. Shalom Austin will issue a tax letter for effective donations of \$100 or more.****

* Beyond what is included in your Membership, i.e., unlimited discounts on guest tickets to AJFF365 program and AJFF Festival programs.

** Ability to obtain free Member tickets, even if regular tickets all sell out. Special line for Members who are admitted before general admission.

*** Typically, discounted tickets. Will vary from event to event.

**** Members can choose NOT to take any benefits and make 100% of their contribution a donation (for tax purposes). This becomes a DONATION, and no benefits will be issued.

\$54 Basic	\$180 Chai	\$540 Classic	\$1,800 Premium
1 week before public	1 week before public	2 weeks before public	2 weeks before public
5% off purchase of up to 2 Drive-in tickets.	10% off purchase of up to 2 Drive-in tickets.	1 Free Drive-in ticket. 50% off additional Drive-in tickets.	2 Free Drive-in tickets (1 each to opening and closing nights.)
5% off	10% off	15% off	20% off
5% discount off 1 Festival Pass	1 included	1 included	2 included
5% discount off 1 AJFF365 Pass	10% discount off 1 AJFF365 Pass	1 included	2 included
	✓	✓	✓
	✓	✓	✓
		✓	✓
			✓
Online Only	Online, Print	Online, Print	Online, Print, Screen
Small text only	Text only	Text or small logo	Large text or logo
		4	8
\$39	\$33	\$225	\$1,004

Sliding Scale Pricing

What Should I pay?

Helping Hand **\$8 ticket**

For those who cannot afford a standard ticket

Note: If “Helping Hand” pricing is still not affordable for you, contact AJFF at info@austinjff.org; we’ll make arrangements so you’ll be able to participate in our programs.

Standard **\$12 ticket/\$120 pass**

The regular price for a Festival ticket/Festival pass.

Chai **\$18 ticket/\$180 pass***

For those who’d like to contribute a little extra to help out and support the “Helping Hand” pricing.

*Consider becoming a \$180 Chai Member instead. You’ll get the pass and get extra benefits!

Multi/Macher **\$20 ticket/\$200 pass**

For those who plan to have more than one person watch together OR would like to contribute extra to help out and support those who can’t afford tickets.

A Festival Pass Streamlines Your Festival Experience:

<div>PURCHASE</div> <div>PERK</div>	FESTIVAL PASS	VIRTUAL EVENT TICKET	DRIVE-IN TICKET
ACCESS	All virtual events.	One specific virtual event (incl. Q&A if applicable)	One drive-in event
ADVANCED TICKETING REQUIRED	No - automatic access to all virtual events	Yes - one specific event.	Yes - one specific event.
BENEFITS FOR DRIVE-IN EVENTS	5% discount on drive-in tickets	None	Access to one drive-in event
COST	Sliding scale pricing \$120-\$200 See "Sliding Scale" Pricing page for details	Sliding scale ticketing \$8-\$20* *If you cannot afford the entry fee, please contact us, and we'll arrange access to the film.	\$50/car for up to 2 passengers. Includes film, additional programming, and surprise benefits. \$20/person for additional passengers beyond the first 2. • Limited spaces available

Fun Fact:

In the 18 years of AJFF, 2020 will be the first year we've done Drive-in and virtual events!

FAQ

1. What's an AJFF Member? Am I already a Member?

AJFF Membership is a **new** program with specific benefits for our annual Festival, year-round AJFF365 program, and more. Members are those who provide funding to AJFF above the value of the benefits they receive. Memberships are available at different contribution levels with different benefits. Purchase of a Festival Pass or AJFF365 Pass does not make one a Member, but some Membership levels include Festival Passes and AJFF365 Passes as benefits.

2. Do Festival Passes get you into everything?

The Festival Pass provides access to all **virtual** festival programs for just \$120/person (fees included). The Festival Pass does **not** include free access to drive-in events, which require separate tickets. Nor does the Festival Pass provide access to year-round AJFF365 programming. Festival Pass holders will receive a discount on drive-in tickets.

3. What is “sliding scale” pricing and why are you offering it?

This year we are offering multiple pricing levels for the same tickets and Festival Passes. We know there are members of our community facing severe financial hardship this year. Others may be able to contribute more to help those who are struggling. See the Sliding Scale Pricing page for more details.



For Jew and You Too.

FAQ (continued)

4. How do I actually sign up for Membership?

Simple, if you want to sign up and pay online, visit <https://tinyurl.com/AJFF-Member> and pick your level.

If you prefer to pay by check or through a donor advised fund, send an email with your request to info@austinjff.org, and we'll reply with a form for you to select your Membership and submit your payment.

5. Can I claim the entire amount of my Membership as a donation? Can I pay for it through a donor advised fund?

Memberships include valuable benefits. Tax rules only allow the amount you pay above the fair market value of those benefits to be claimed as a donation. Donor advised funds will only allow you to pay for the donation part of your Membership through the fund. The Membership benefits chart in this booklet shows the net donation for each Membership level. If you want to make partial payment through a donor advised fund, or forgo some or all benefits in favor of making a larger donation, please email us.

6. What is the deadline for becoming a Member?

You can become a Member at any time, but in order to be listed in our program guide, we need to hear from you before September 1. After that, we will list Memberships received through November 1 on our festival website.

Bravo!

Member support makes AJFF possible. Without your financial contributions we could not run the Festival. Become an AJFF365 Member today.

Purchase of Festival Passes and AJFF365 Passes also help us, so please encourage your family and friends to sign up!

You can also support AJFF programs all year long. Email donate@austiniff.org to arrange a tax-deductible gift, or to sponsor an event.

Beyond financial support, there are other ways to get involved:

Join our all-volunteer committee:

There are large and small tasks, and you can make a tremendous difference!

We're especially looking for volunteers in the following areas:

- Writing and editing
- Bookkeeping
- Development/Fundraising
- Grant writing
- Project Management
- Tech
- Day of Event assistance, including setup/breakdown, ushering, etc.



2020 Calendar



August

3 different AJFF365 events already scheduled!



September

AJFF365 movie events, including a Q&A with a world renowned director and actors.



October

Even more AJFF365 movie events and Q&A programs.



November

7

AJFF 18th Edition Opening Night Drive-In Event.



November

7-13

Austin Jewish Film Festival - 18th Edition - Virtual Festival.



November

12

AJFF 18th Edition Closing Night Drive-In Event.



December

AJFF365 events.



2020 IS ELECTION YEAR. PICK YOUR BEST OPTION.

☐ **BASIC**
\$54

☐ **STANDARD**
\$180

☐ **CLASSIC**
\$540

☐ **PREMIUM**
\$1,800

Go to AustinJFF.org show us your support, and enjoy our lovely movies and events all year round.



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