

ABOUT AFCI

A GLOBAL NON-PROFIT FOR FILM COMMISSIONS
AND FILM INDUSTRY PARTNERS



ASSOCIATION OF
FILM COMMISSIONERS
INTERNATIONAL



ENABLING FILM COMMISSIONS AND
INDUSTRY PARTNERS TO BRING SUCCESSFUL
PRODUCTIONS TO LIFE THROUGH
**KNOWLEDGE-SHARING, SKILL
DEVELOPMENT, AND CONNECTION**



MEET AFCI

WHAT WE DO

AFCI is a non-profit organization that was established in 1975 to serve film commissions and film industry partners around the world, enabling them to attract high-value productions to their regions that benefit their local communities.



HOW WE DO IT

1

Knowledge Sharing

AFCI shares research papers, best practice guidelines and industry insights to keep members informed on the global film industry.

2

Skill Development

AFCI offers courses and certifications to help film commissioners excel in their missions and advance their careers.

3

Connection

AFCI hosts long-standing industry events to facilitate networking and collaboration between film commissioners and industry partners.

BY THE NUMBERS

48

YEARS

Established in 1975

300+

MEMBERS

From across the industry

100+

COUNTRIES

On all continents

70+

EVENTS

AFCI Week, Cineposium, and more

7000+

FOLLOWERS

On social media

1000+

CONTACTS

In our mailing list

EXECUTIVE DIRECTOR

JACLYN PHILPOTT, MBA



As Executive Director of AFCI, Jaclyn Philpott leads the only global organization representing film commission professionals. She oversees advocacy, educational programs and events that empower AFCI members to work more effectively with policymakers and businesses in the screen sector – all with the goal of fostering economic growth in an inclusive and sustainable manner.

Philpott relocated from New Zealand to the U.S. to take on this role, bringing deep yet diversified experience in economic development, strategy, transformation, international marketing and event management.

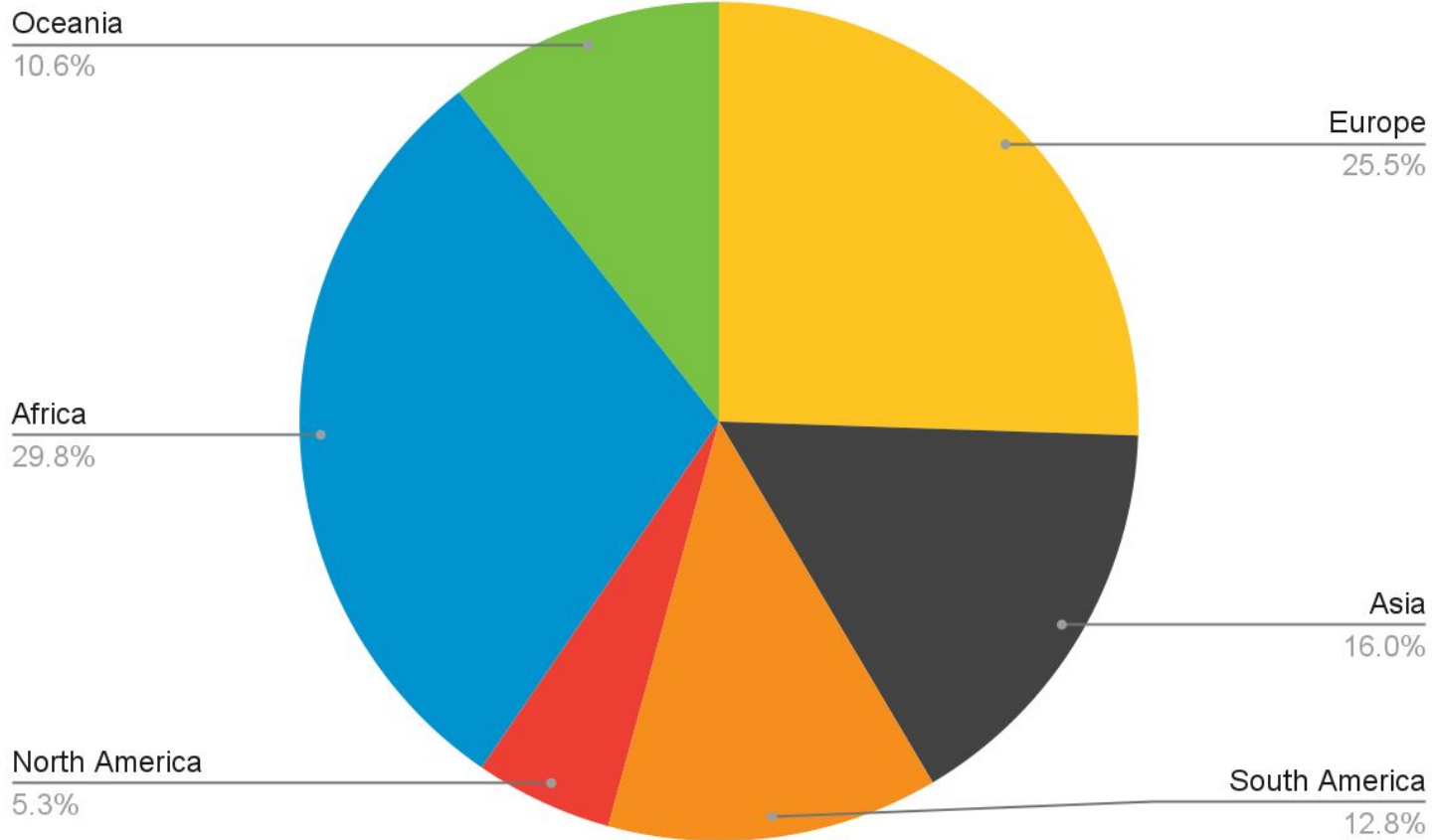
Recent assignments include working with economists, business leaders and policymakers in Auckland and across New Zealand to explore how the private and public sectors can collaborate to build a better future post COVID-19.

Philpott co-created and produced the Auckland's Future, Now events for Tātaki Auckland Unlimited (New Zealand's largest economic and cultural development agency) and helped spearhead large scale projects for the Tripartite Economic Alliance (linking Auckland, Los Angeles and Guangzhou, China), the 36th America's Cup and the World Masters Games. She also worked closely with the New Zealand Film Commission and regional film offices nationwide, including Screen Auckland, where she managed activations at premieres and major events such as the Toronto International Film Festival.


OUR AUDIENCE

ACCESS OUR MEMBERS AND
PARTNERS AROUND THE WORLD

GLOBAL BREAKDOWN



TOP CHANNELS

 Email	 Facebook	 Community	 LinkedIn
1100 contacts	7000 followers	130 active members	900 followers
44% open rate	3,100 30-day unique reach	Facebook Group	1,800 30-day unique impressions
7.8% click rate	130 30-day unique interactions		7.2% engagement rate

BRAND GUIDELINES

BASICS OF WORKING WITH THE
AFCI BRAND

COLOR GUIDELINES

LOGO COLORS

AFCI Orange

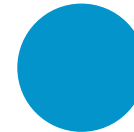
Pantone 021
CMYK 0,53,100,0
RGB 247, 142, 30
HEX #F78E1E



AFCI Black

CMYK 0,0,0,100
RGB 35, 31, 32
HEX #231F20

SUPPORTING COLORS



AFCI Blue

Pantone PB; HEX #0093D0



AFCI Yellow

Pantone 123; HEX #FFC425



AFCI Green

Pantone 368; HEX #7AC143



AFCI Red

Pantone 032; HEX #EF4135

LOGO GUIDELINES

ACCEPTABLE VERSIONS



DO NOT EDIT THE LOGO



SUBMISSION GUIDELINES

CONTENT REQUIREMENTS FOR
OUR CHANNELS

SHARE YOUR STORIES

SUBMIT YOUR STORIES TO OUR CHANNELS THROUGH OUR WEBSITE FORM

If you have a story that will educate or inform AFCI Members on topics relevant to their operations then we want to help you spread the word!

Submit your stories at that link below.

[SUBMIT STORY](#)



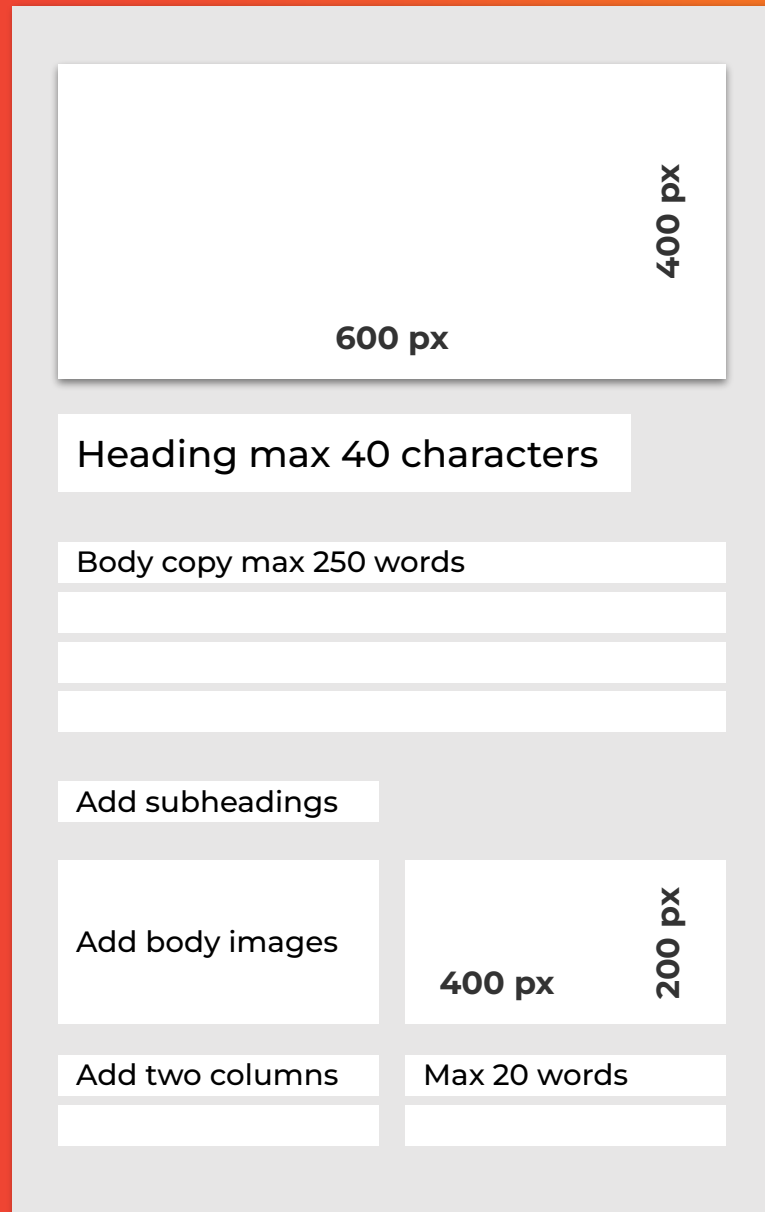
SPONSORED EMAIL

LEVERAGE OUR DATABASE TO
PROMOTE YOUR BRAND

- Dedicated email to AFCI audiences
- Mailchimp email platform
- Standard template
(custom HTML not recommended)
- Single or two-column layouts available
- All emails will include AFCI branding
- All paid content will be clearly marked

Contact us to request a quote.

[REQUEST QUOTE](#)



The diagram illustrates the layout of a sponsored email template. It features a large header area at the top, followed by a heading section, a body copy section, a subheading section, an image section, and a two-column section at the bottom. Dimensions and character/word limits are provided for each section.

600 px

400 px

Heading max 40 characters

Body copy max 250 words

Add subheadings

Add body images




400 px

200 px

Add two columns

Max 20 words

SPECIFICATIONS

	 Email	 Facebook	 LinkedIn
Format	Single or two-column layout, white background	Page post	Page post
Image dimensions	600 x 400 px	1,200 x 630 px	1,200 x 627 px
Image criteria	High quality, clear focal point, colour background, fewer than 5 words, very large text	High quality, clear focal point, fewer than 15 words, color background	High quality, clear focal point, fewer than 15 words, color background
Copy criteria	Max 250 words, multiple paragraphs, multiple headings	Max 100 words, emoji OK	Max 100 words, emoji OK

CONTACT US

MEDIA ENQUIRIES

Jaclyn Philpott

Executive Director
jaclyn@afci.org

[EMAIL JACLYN](mailto:jaclyn@afci.org)

GENERAL ENQUIRIES

AFCI Main Office

9595 Wilshire Blvd #900
Beverly Hills, CA 90212
United States
info@afci.org

[CONTACT US](mailto:info@afci.org)