



"You don't understand me!!"
"Of course I don't!!"
"You're not even trying!"



ReelAbilities

FILM FESTIVAL

 Powered by Pozez JCC

January 30, 2025 - March 6, 2025



About Us

ABOUT REELABILITIES - ReelAbilities is the largest festival in the country focused on celebrating the lives, stories, and artistic expressions of people with disabilities. It aims to raise awareness and foster appreciation through a diverse array of films, performances, and discussions that highlight the experiences and talents of individuals with disabilities. By showcasing their narratives, ReelAbilities encourages dialogue and understanding, promoting inclusivity and representation in the arts. The festival features a range of events, including screenings, panels, and workshops, making it a vibrant platform for connection and advocacy.

ABOUT POZEZ JCC (Presenter - ReelAbilities Film Festival of Greater Washington) - At the Pozez JCC, we are proud to celebrate and connect with our diverse community. People of all backgrounds, identities, abilities, and faiths are welcomed, respected and safe at the J. Guided by Jewish values, including repairing the world (Tikkun Olam) we embrace and honor diversity, strive for positive change and stand against discrimination and injustice in all forms.

The logo for the ReelAbilities Film Festival Greater Washington is displayed on a dark background. The word "ReelAbilities" is written in a large, bold, sans-serif font, with "Reel" in blue and "Abilities" in orange. Below it, the words "FILM FESTIVAL" are written in a smaller, blue, all-caps sans-serif font. A thin white horizontal line separates this from the words "GREATER WASHINGTON" at the bottom, which are written in a grey, all-caps sans-serif font. The entire logo is set against a dark grey background with a light grey horizontal bar at the top and a diagonal light blue bar at the bottom right.

Festival History

ReelAbilities Film Festival is the largest festival in the US dedicated to promoting awareness and appreciation of the lives, stories and artistic expressions of people with disabilities. Founded in NY in 2007, the festival presents award winning films by and about people with disabilities in multiple locations throughout each hosting city. Post-screening discussions and other engaging programs bring together the community to explore, discuss, embrace, and celebrate the diversity of our shared human experience.

Founded by Anita Altman and Isaac Zablocki, the festival was initiated in New York at the Marlene Meyerson JCC Manhattan in 2007. The festival was the first of its kind to present a series of award-winning films by, about and for people with disabilities. As the festival progressed, screenings continued to take place at multiple venues across the city and all films are followed by discussions that engage the community in promoting inclusion and celebrating diversity, while providing accessible conditions to match the different needs of our multi-layered society.

In 2012, other cities across the country followed New York's footsteps by hosting ReelAbilities Film Festivals, starting with Cincinnati, Ohio. Since then, ReelAbilities events have been held in over 20 cities across the world – transitioning from ReelAbilities North America to ReelAbilities International. ReelAbilities events have expanded from the U.S., Canada, and Latin America—and take place in many different forms: Film festivals, year round screenings, and special programming that goes beyond film. Since its start, ReelAbilities has consistently received an increasing number of outstanding film submissions from around the globe.

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ReelAbilities
FILM FESTIVAL
GREATER WASHINGTON

Our Stories

Your Impact

Representation: Our film festival amplifies the voices and stories of people with disabilities, providing a platform for their experiences to be heard and understood.

Awareness: Our festival educates the public about the diverse realities faced by individuals with disabilities, fostering empathy and reducing stigma.

Cultural Exchange: By showcasing a variety of artistic expressions, ReelAbilities promotes a rich cultural dialogue, highlighting the talents and contributions of disabled artists.

Community Building: Our festival creates a space for connection among artists, audiences, and advocates, fostering a sense of community and support.

Advocacy: By spotlighting important issues related to disability, the festival encourages discussions around accessibility, inclusion, and rights, driving social change.

Inspiration: Through powerful storytelling and artistic expression, ReelAbilities inspires both individuals with disabilities and the broader community to appreciate resilience and creativity.

How We Market!

TRADITIONAL MEDIA - We issue a press release two months before the festival to reach not only daily and weekly media outlets, but also monthly ones. The press release contains both programming information and major funder information. As we near festival dates, we release an additional more detailed press release about screenings and our educational programming. We can then evaluate who covered us and whose audience that particular platform reaches.

SOCIAL MEDIA - We use our social media individual insights and analytical tools to track how posts are performing. We learn so much about our audience through these tools. Through these tools we look at overall likes, shares, comments and more. We look at how, where, and when people are interested in our posts. We can see the demographics of our followers as well as the reach and amount of engagement of our individuals posts and tweets. Adding to our posts, we take out a number of ads on Facebook and other platforms as needed.

COMMUNITY PARTNERS - We look for a number of community partners. We look for community partners to help connect us to communities and causes we care about. We look for promotional partners to help us recruit new attendees and help spread the word about our screenings and educational programs. It's an opportunity to educate our audience about our work and programs. Finally we look for artistic partners who help develop and implement our screenings and programs.

How We Market!

ORGANIZATIONAL BRANDING - Email Marketing - We monitor our email program and measure the following metrics: Unique open rate: Percentage of opens out of total delivered. Unique click rate: Percentage of clicks out of total delivered. Click to open rate: Percentage of clicks out of unique opens. Unsubscribe rate: Percentage of unsubscribes out of total delivered. We send out an email out twice per month and more frequently when we are near a production or program. To ensure that our emails are accessible to all, we look at design, content readability, and emails are properly formatted and coded.

ORGANIZATIONAL BRANDING - Website Management - We track our website traffic to locate where our patrons are coming from. Tracking extends to direct, organic, referral, paid, email, social, or other avenues. We do annual audits of our website and all other marketing vehicles to see if we are meeting our metrics. Lastly, we look at and review trends in website management.

PRESENTING (\$15,000+)

FESTIVAL BENEFITS

- Presenting sponsor speaker opportunity during the introduction of Opening Night
- Prominent Name Recognition during the ReelAbilities pre-film slideshow
- Name Recognition on the ReelAbilities Website
- Name Recognition on the ReelAbilities Program Journal
- Recognition on the Pozez JCC LED Marquee on Little River Turnpike
- Logo placement with hyperlink/name recognition on ReelAbilities website
- Opportunity to sponsor two film screenings, including Opening Night
- Option to select and screen one film for a private in-person event for your organization
- Social media and e-newsletter mentions leading up to the Film Festival
- Eight reserved VIP seats for Opening and Closing Night screenings



PLATINUM (\$7,500)

FESTIVAL BENEFITS

- Prominent Name Recognition during the ReelAbilities pre-film slideshow
- Name Recognition on the ReelAbilities Website
- Name Recognition on the ReelAbilities Program Journal
- Logo placement with hyperlink/name recognition on ReelAbilities website
- Recognition on the Pozez JCC LED Marquee on Little River Turnpike
- Opportunity to sponsor two film screenings, excluding Opening Night
- Option to select and screen one film for a private in-person event for your organization
- Social media and e-newsletter mentions leading up to the Film Festival
- Six reserved VIP seats for Opening and Closing Night screenings



GOLD

(\$5,000)

FESTIVAL BENEFITS

- Name Recognition during the ReelAbilities pre-film slideshow
- Name recognition on the ReelAbilities Website
- Name recognition on the ReelAbilities Program Journal
- Logo placement with hyperlink/name recognition on the ReelAbilities website
- Opportunity to sponsor one film screening, excluding Opening Night
- Social media and e-newsletter mentions leading up to the Film Festival
- Four reserved VIP seats for Opening and Closing Night screenings



SILVER

(\$2,500)

FESTIVAL BENEFITS

- Name Recognition during the ReelAbilities pre-film slideshow
- Name Recognition on the ReelAbilities website
- Name Recognition on the ReelAbilities Program Journal
- Logo placement with hyperlink/name recognition on the ReelAbilities website
- Social media mentions leading up to the Film Festival
- Two reserved VIP seats for Opening and Closing Night screenings



BRONZE

(\$1,200)

FESTIVAL BENEFITS

- Name Recognition during the ReelAbilities pre-film slideshow
- Name Recognition on the ReelAbilities Website
- Name Recognition on the ReelAbilities Program Journal
- Logo placement with hyperlink/name recognition on ReelAbilities website
- Social media mentions leading up to the Film Festival



FRIEND (\$300)

FESTIVAL BENEFITS

- Name Recognition during the ReelAbilities pre-film slideshow
- Name Recognition on the ReelAbilities Website
- Name Recognition on the ReelAbilities Program Guide



Share and Connect

REELABILITIES FILM FESTIVAL

Website - <https://reelabilities.org/northernva>

Facebook - <https://www.facebook.com/ReelAbilitiesNV>

POZEZ JCC

Website - <https://thej.org>

Facebook - <https://www.facebook.com/PozezJCC>





**Thank You for Supporting
The ReelAbilities Film Festival
Greater Washington!**