

American Black Film Festival Ventures Appoints IMG to Develop and Market Cohesive Sponsorship Offering

March 17, 2021



LOS ANGELES, CA, (March 17, 2021) – ABFF Ventures LLC. today announced an exclusive commercial partnership with IMG, a global leader in events, media, fashion and sports, that will see IMG sell sponsorship for the entertainment company's portfolio of annual events.

IMG, an Endeavor company, will develop and market a long-term, cohesive sponsorship strategy for the American Black Film Festival (ABFF), ABFF Honors awards gala, and new ABFF Comedy Festival launching in 2021, as well as Film Life Foundation's Social Justice Now Film Festival.

Founded in 1997, ABFF Ventures' primary mission is to create properties that entertain, educate and inspire communities of color while showcasing the work of Black artists and content creators in Hollywood.

The multi-year agreement builds on the Endeavor network's relationship with ABFF, which was formalized when Endeavor Content partnered with ABFF to launch the Social Justice Now Film Festival. IMG will also provide valuation, data and insights powered by Endeavor Analytics, and utilize the broader Endeavor network to identify new and existing assets that will help extend the festivals' reach in different markets and facilitate year-round engagement.

"IMG is undeniably the industry leader in the events and live experiences arena," said Jeff Friday ABFF Ventures Founder & CEO. "We are very thrilled to join forces to expand the global footprint of the ABFF brand and cultivate new partnership opportunities."

Robbie Henchman, Executive Vice-President, IMG, said: "Over the last 25 years, ABFF has become a cornerstone for diversity in Hollywood. We're excited to be partnering with them to re-engineer their sponsorship strategy into one cohesive aggregated offering, providing an opportunity for brands to support this incredible portfolio of festivals for the first time."

"We'll be engaging the full power of the Endeavor network to identify expansion opportunities with the goal of maximizing the festivals' reach and engagement in new markets around the world," he added.

IMG owns, manages and/or represents more than 600 events around the world, including Frieze art fairs, the Miami Open, New York Fashion Week: The Shows, and Culturespaces' new digital art center launching in New York City.

Endeavor Content is a global leader in the development, financing and sales of premium film, television, theater and audio content. Endeavor Analytics provides actionable consumer, marketplace and media intelligence to leading brands, leagues and teams.

ABOUT ABFF VENTURES LLC:

ABFF Ventures LLC (ABFFV) is a multifaceted entertainment company specializing in the production of live and digital events that celebrate Black culture and achievement. Its mission is to curate experiences that entertain, educate and inspire communities of color while showcasing the work of Black artists in Hollywood. The company, through its flagship property the American Black Film Festival (ABFF), has been a leading advocate for diversity in Hollywood since its inception in 1997. Since then, the festival has been the standard bearer of excellence for Black creativity, having premiered the work and supported the careers of many of today's most successful actors and content creators. ABFFV is headquartered in Los Angeles, CA and led by husband-and-wife team Jeff and Nicole Friday.

ABOUT IMG:

IMG is a global leader in sports, fashion, events and media. The company manages some of the world's greatest athletes and fashion icons; owns and operates hundreds of live events annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in licensing, sports training and league development. IMG is a subsidiary of Endeavor, a global entertainment, sports and content company.

ABOUT ENDEAVOR CONTENT:

Endeavor Content is a global leader in the development, financing and sales of premium film, television, theater and audio content. Endeavor Content seeks to facilitate more ownership and creative freedom for artists, creators and production companies in an ever-evolving media landscape. Endeavor Content is a division of Endeavor, a global entertainment, sports and content company.

MEDIA CONTACT:

Jo Robertson
+44 (0) 7392 088227
Joanna.robertson@img.com

