

# International Wildlife Film Festival

## IMPACT REPORT 2021

Connect With Us:



@wildlifefilmfest



@InternationalWildlifeFilmFestival



Visit us at The Roxy Theater, Missoula MT  
or online at [wildlifefilms.org](http://wildlifefilms.org)



First Montana Bank

PHOTO CREDIT:  
APRIL 30, 2021 AWARDS CEREMONY  
BY ADAM IDONE





# THANK YOU

*IWFF 2021* has come to a close. It is because of your constant curiosity, love for film, and unwavering support for the earth's wildlife that we have been able to provide this festival over the last 44 years. This year's hybrid festival brought our virtual community and our local Missoula crowd together as we collectively experienced this exceptional line-up of 32 Feature films and 29 Shorts representing the best of wildlife film. Everyone on staff has greatly enjoyed hearing from audience members worldwide and seeing your faces at the outdoor screenings, here in Missoula. Our loyal sponsors came in so strong this year that we were blown away by their faith in us and then, we experienced the same enthusiasm from our audiences.

Thank you,

*The IWFF Staff*

*Carrie, Fergie, Ryan, Marie, Taylor, Mike, Budge, Chris, Tammy, & Mike*

PHOTO CREDIT  
MAY 8, 2021 IWFF AT OGREN BALLFIELD  
BY JEFFREY NEUBAUER

## IWFF 2021 AT A GLANCE

# STATISTICS

### PASSES & TICKETS

**195** TOTAL NUMBER OF  
FULL PASSES SOLD

**3754** TOTAL NUMBER OF  
TICKETS SOLD

PASSHOLDERS FROM

**40** STATES + **18** COUNTRIES

### AUDIENCE

**4767** TOTAL FILM VIEWS

**845** IN-PERSON AUDIENCE  
MEMBERS

**59%**  
FEMALE

**39%**  
MALE



### FILMS & EVENTS

**65**  
FILMS

**32** FEATURE  
FILMS

**29** SHORT FILMS

**24** POST-FILM DISCUSSIONS

**3** FILMMAKER Q&A'S AT THE  
ROXY GARDEN

**10** FILMMAKER RADIO  
INTERVIEWS

### CURRENT SOCIAL STATS

**3225**  
INSTAGRAM  
FOLLOWERS

**5008**  
FOLLOWERS ON  
FACEBOOK

**3795**  
AVERAGE FB VIEWS  
PER POST



PHOTO CREDIT  
MAY 14, 2021 POP-UP INSTALLATION  
CARAS PARK BY CARRIE RICHER



# VIEWS

MONTANA  
VIRTUAL DATA

329	2810	39	2122
MONTANA HOUSEHOLDS	MONTANA VIEWS	MONTANA CITIES	MISSOULA VIEWS



## TOP VIEWS BY CITY

1. Missoula, MT
2. Bozeman, MT
3. Los Angeles, CA
4. New York, NY
5. Portland, OR
6. Bristol, UK
7. London, UK
8. Helena, MT
9. Seattle, WA
10. Dhaka, Dhaka Division, Bangladesh
11. Hamilton, MT
12. Stevensville, MT
13. Bangalore, Karnataka, India
14. Bogotá, Distrito Especial, Colombia
15. .Lolo, MT
16. Billings, MT
17. Polson, MT
18. Cape Town, South Africa
19. Denver, CO
20. San Diego, CA



# TESTIMONIALS

“Your work is so important for raising awareness for wildlife stories across the globe.”

“I love that the festival has been stretched to a month-long event!! It’s always so hard to see everything I want to see within just the one week.”

“This was my first year attending and it was so good to watch a movie with people again - I will be back to next year!”

“I am thankful for having access to such a great educational resource and appreciate how complicated it was to orchestrate everything. Thank you Roxy staff.”



PHOTO CREDIT  
MAY 5, 2021 IWFF AT ROXY GARDEN  
BY CARRIE RICHER





PHOTO CREDIT:  
MAY 14, 2021 POP-UP INSTALLATION  
CARAS PARK BY ADAM IDONE

# IWFF SUPPORT

## 45 SPONSORS + COMMUNITY PARTNERS

### IWFF FOUNDATION SUPPORT

IWFF is funded by Charles Engelhard Foundation, Llewellyn Foundation, Merlin Foundation, The MJ Murdock Charitable Trust, Montana Arts Council, Montana Film Office, and Pleiades Foundation.

### Patron Sponsors



### Partner Sponsors



### Community Sponsors

1889 | 4 Ravens Gallery | Art & Ray's Lock & Safe | Bambinis Playschool | Bedrock Sandals | Blackfoot Communications | City of Missoula Public Art  
Missoula Bone & Joint | D A Davidson | Diversified Materials | Downtown Missoula Partnership | First Interstate Bank | Frame of Mind | Good Food Store  
Green Hanger | Hop Lounge | Ink Reality Group | Julia Gardner, ERA Lambros Real Estate | The Keep | Montana State University | Payne West | Pepsi  
Rangitsch Brothers LLC | Sussex School | Western Montana Clinic | Worden's

### Friend Sponsors

Bad Goat Forest Products | Bob's Sew & Vac | Dog & Bicycle | Lake Missoula Tea Company | Portico Real Estate | WGM Group

### Media Sponsors

Mountain Journal | Mountain Broadcasting & Digital | Missoula Broadcasting Company | Trail 103.3 | 104.5 The U



# LOOKING FORWARD

*We hope you have enjoyed this year's festival as much as we enjoyed bringing it to you!*

**IWFF Presents** will return as a Roxy monthly series starting in August. Screenings will be announced in our newsletter and the Roxy calendar.

Our **IWFF 2021 Tour** will screen at libraries, museums, national park venues, in partnership with nonprofits, and schools through the remainder of the year, increasing accessibility to a specially curated 2021 collection. Contact IWFF to be a hosting venue.

Finally, submissions for the 45th IWFF will open **November 1st of 2021** and the festival will begin **Saturday, April 23rd, 2022**.

Thanks for being part of the IWFF pack!

## STAY WILD



PHOTO CREDIT:  
MAY 8, 2021 IWFF AT OGREN BALLFIELD  
BY JEFFREY NEUBAUER