



**San Francisco Black Film Festival**  
1755 O'Farrell St. Suite 309  
San Francisco, CA 94115

**San Francisco Black Film Festival XXIII,  
The Legacy Continues, Healing the World One Film at A Time**

**Dear Friend,**

**The San Francisco Black Film Festival is promoting tourism between San Francisco, New Orleans, and Durban, South Africa and beyond.**

I am writing to ask you to join community partners like **SFJAZZ**; the **African American Tobacco Control Leadership Council**; the **San Francisco African American Chamber of Commerce**, South Africa's **Durban International Film Festival**; and **Durban FilmMart**; New Orleans **NOSACONN Inc.** (New Orleans and South Africa's Connection) **Big Black Brunch** and others as **The San Francisco Black Film Festival XXIII, The Legacy Continues, Healing the World One Film at A Time, June 17-20, 2021** over Juneteenth and Father's Day weekend with the help of the **San Francisco National Coalition of 100 Black Women Doris Ward Workforce Development SFBFF Brand Ambassador Project**.

With June being "Black Music Month," San Francisco Black Film Festival is featuring some musicians and the following notice is just one example of announcements that your company can be included in that will be shared with the over 150 thousand dedicated E-Blast audience of SFJAZZ and The San Francisco Black Film Festival. Additionally, the media is engaged to inform the public about this culturally iconic annual event that was birthed in the heart of the Fillmore District, "The Harlem of the West."

*"San Francisco Black Film Festival gives a shout out to partner SFJAZZ and its presentation of the film "Music in Monk Time," June 10th at SFJAZZ.com - the perfect prelude to the SFBFF, June 17-20th, which highlights New Orleans' trumpet phenom Mario Abney, San Francisco's Grammy-nominated and prolific pianist Ricardo Scales & South Africa's Zimology, the late Bra Zim Ngqawana with SFBFF partner [Durban International Film Festival](#). SFBFF XXIII, June 17th-20th, "The Legacy Continues, Healing the World One Film at A Time" during Juneteenth and Father's Day Weekend. Visit [www.sbff.org](http://www.sbff.org)."*

Please note the attached sponsorship information.

**SOCIAL JUSTICE AND THE SAN FRANCISCO BLACK FILM FESTIVAL**

From its inception the San Francisco Black Film Festival has been a voice for filmmakers of all races and ethnicities to give voice to the worldwide African Diaspora, as its theme declares "Healing the World One Film at A Time. So long before the George Floyd incredulity, the San Francisco Black Film Festival has been working for social justice, parity and understanding between peoples of the world to avoid George Floyd-like injustices.

It was a lack of understanding that led Derek Chauvin to rob George Floyd of his life. A study in the early 2000's about implicit bias by UCLA Law Professor Dr. Jerry Kang in his analysis of mainstream media In "[Trojan Horses of Race](#)" said:

"...implicit biases in the form of negative beliefs (stereotypes) and attitudes (prejudice) against racial minorities. This is notwithstanding sincere self-reports to the contrary. **These implicit biases have been demonstrated to have real-world consequences - in how we interpret actions, perform on exams, interact with others, and EVEN SHOOT A GUN.**"

The San Francisco Black Film Festival has consistently brought films to San Francisco to fight implicit bias in its efforts of "Healing the World One Film at A Time" with the help of late San Francisco Public Defender [Jeff Adachi](#), whose film "America Needs A Racial Facial" debuted in 2016 with [a panel discussion on implicit bias following](#). The 2020 San Francisco Black Film Festival Jeff Adachi Social Justice Award, instituted in 2019, went to New York based Asian American filmmaker Sally Tran for her mixed media short film "[60 Years and Still](#)," about the Memorial Day murder of George Floyd.

The San Francisco Black Film Festival will feature the art work of **Former CBS Anchor Dana King**, "[Monumental Reckoning](#)" to be installed at Golden Gate Park on Juneteenth Weekend, yet another testament to its social justice mission.

## **LEGACY & GENERATIONAL VALUE OF THE SAN FRANCISCO BLACK FILM FESTIVAL**

Thank you in advance for your assistance this year with the San Francisco Black Film Festival, "Healing the World One Film at A Time." I am sure you can appreciate the legacy building of [Ave Montague](#), the late Arts Impresario, who left the festival in 2009 in the good hands of her son [Kali O'Ray](#), who as of August 7, 2020, died three weeks before Chadwick Boseman's death on August 28, 2020 and has left the festival [in the capable hands of his children, Cree Ray and Kali Ray and his widow, Katera Crossley](#). Join with friends such as KBLX that have been supportive in the hardest of times as the attached promo shows. Yet with the passion of O'Ray's family, the San Francisco Black Film Festival will be "POSSIBLE" as noted in the second promo by KBLX as well. With friends like you the festival will continue its "Legacy of Healing the World One Film at A Time."

African Americans, facing so many negative dynamic forces, have very few legacy institutions and organizations in the City. The San Francisco Black Film Festival is one. Thank you for being a friend to hopefully assist in the case of the San Francisco Black Film Festival intergenerational legacy.

Your personal and organizational support can make a significant difference to the growth of the San Francisco Black Film Festival, a worthy organization. **Please note the attached Fact Sheet has public service announcements you can use on your website and in social media to help promote yet another reason to visit and leave one's heart in San Francisco**

Sincerely,  
Jackie Wright

Community & Business Development Director  
415 525 0410

## **HIGHLIGHTS OF PAST FESTIVALS**

### **San Francisco Black Film Festival & Durban South Africa 2020**

[https://www.einnews.com/pr\\_news/521952379/sf-black-film-festival-xxii-virtually-possible-thru-august-30th-via-atlanta-ga-san-diego-ca-durban-south-africa](https://www.einnews.com/pr_news/521952379/sf-black-film-festival-xxii-virtually-possible-thru-august-30th-via-atlanta-ga-san-diego-ca-durban-south-africa)

### **Festival Director Kali O'Ray Mourned-2020**

Mayor London Breed Shares Condolences for the Loss of Festival Director, Kali O'Ray

<https://youtu.be/j92eSxY2WKw>

### **SF BayView Newspaper-Longtime Partner with SFBFF Notes Loss-2020**

<https://sfbayview.com/2020/08/san-francisco-black-film-festival-mourns-the-loss-of-director-kali-oray/>

### **SF Chronicle Chronicles Loss**

<https://datebook.sfchronicle.com/festivals/kali-o-ray-director-of-san-francisco-black-film-festival-dies-at-48>

### **San Francisco Black Film Festival Promoted Equal Standard @DIFF**

<https://www.prlog.org/12838487-black-lives-matter-takes-stage-at-durban-international-film-festival-with-equal-standard.html>

### **The Power of the Heroic Figure: Tribute to San Francisco Black Film Festival's Kali O'Ray and Chadwick Boseman**

<https://youtu.be/zcPnWu45qj4>

### **San Francisco Black Film Festival Jeff Adachi Media Briefing @ Cinemark 2019**

<https://www.prlog.org/12777045-view-films-screened-at-tribute-to-late-sf-public-defender-jeff-adachi-san-francisco-black-film-festival-xxi.html>

### **Don Cheadle's "Miles Ahead" 2018**

<https://www.prlog.org/12713223-san-francisco-black-film-festival-xx-june-14-17-just-the-facts-at-glance.html>

### **Danny Glover Headlines San Francisco Black Film Festival 2017**

<https://www.sfgate.com/movies/article/Danny-Glover-in-person-to-kick-off-SF-Black-Film-11217951.php#photo-13055093>

### **"Lambadina" Opening Night San Francisco Black Film Festival @ SF State University 2016**

<https://lca.sfsu.edu/events/2016-06-17-010000-2016-06-17-040000/814791>

### **"Restored Me" San Francisco Black Film Festival at AMC 1000 2016**

<https://youtu.be/sJGVk4AVUjU>

### **KPIX Interview with Mayor Willie Brown & Kevin Epps 2015- "America's Still the Place" based on San Franciscan Charlie Walker**

<https://www.youtube.com/watch?v=-jDd9GUWhSU>

### **"America's Still the Place" Directed by Patrick Giles**

<http://sfbayview.com/2015/06/the-san-francisco-black-film-festival-enriched-thousands-of-moviegoers-left-them-eager-for-more/>



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## **2021 SPONSORSHIP LEVELS AND BENEFITS**

### **Vicennial Plus Sponsor: \$ 20,000**

- Premier sponsor listing in festival related advertising and promotions
- Premier positioning at Virtual Red-Carpet Reception/Opening Screening
- Promotional: 30 sec. commercial included prior to film screenings
- Full page color ad on inside-cover of festival program
- 100 All-Access on-line festival passes
- Sponsor product placement/direct marketing
- Banner ad included in html emails sent to SFBFF emailing list
- Logo, banner and hyperlink on festival website/ Signage at event venues
- **Acknowledgment during year long anniversary events/quarterly screenings**

### **Title Sponsor: \$ \$10,000**

- Presenting sponsor listing in festival related advertising and promotions
- Logo included in 30 second trailer prior to film screenings
- Full page color ad on back cover of festival program
- 50 All-Access Virtual festival passes
- Sponsor product placement/direct marketing
- Banner ad included in html emails sent to SFBFF emailing list
- Logo, banner and hyperlink on festival website/ Signage at event venues
- **Acknowledgment during year long anniversary events/quarterly screenings**

### **Official Sponsor: \$5,000**

- Official sponsor listing in festival related advertising and promotions
- Sponsorship title in SFBFF trailer prior to film screenings for the festival
- Full page color ad in festival film catalogue
- 30 All-Access Virtual festival passes
- Sponsor product placement/direct marketing
- Banner ad included in html emails sent to SFBFF emailing list
- Logo, banner and hyperlink on festival website
- Signage at event venues
- **Acknowledgment during year long anniversary events/quarterly screenings**

### **Spotlight sponsor: \$2,500**

- Listing on principal sponsor page and in festival related advertising and promotions
- Sponsorship title in SFBFF trailer prior to film screenings for the festival
- Banner ad included in html emails sent to SFBFF emailing list
- Full page color ad in festival film catalogue
- 20 All-Access Virtual festival passes
- Sponsor product placement/direct marketing
- **Acknowledgment during year long anniversary events/quarterly screenings**

### **Backstage Sponsor: \$1,000**

- Listing as a Sponsor in all festival related advertising and promotion
- Full Page black and white ad in festival film catalogue
- 10 All-Access festival passes
- Logo, banner and hyperlink on festival website/festival banner
- Signage at event venues
- **Acknowledgment during year long anniversary events/quarterly screenings**

### **Slate Sponsor: \$500**

- Listing in all Virtual festival related advertising and promotion

- 7 Tickets
- Half-Page black and white ad in festival film catalogue
- Logo on festival website

**Supporter \$250**

- 5 Tickets
- Logo on festival website

**Special Underwriting Opportunities**

- |  |         |
|--|---------|
| • Red Carpet Virtual/Live VIP Reception                    | \$3,000 |
| • Exclusive Sponsor Screening/reception & Panel Discussion | \$3,000 |
| • My Dad is My Hero Contest                                | \$2,500 |

**Program Booklet Advertising Opportunities**

- |                                      |       |
|--------------------------------------|-------|
| • Full Page                          | \$250 |
| • Half Page                          | \$150 |
| • Company or Individual Name Listing | \$100 |

## **Special Underwriting Opportunities Descriptions**

**Red Carpet Virtual/Live VIP Event-** “Everybody Is A Star” VIP Red Carpet Reception will bring together celebrities and community leaders from around the Bay Area and the world to shine in a socially-distanced venue. Invitations to international stars such as Danny Glover; Delroy Lindo; Spike Lee; Barry Shabaka Henley; San Francisco Mayor Willie Brown; Will and Jada Smith; Eriq Ebouaney; Terri J.Vaughn; Carl Lumbly; Jimmy-Jean Louis; Malik Bowens; Tom Hanks; Nicholas Cage; Sharon Stone to local community leaders as Dr. Maxine Hickman, Dr. Amos Brown, to National Leaders, U.S. Vice President Kamala Harris; U.S. House Majority Leader Nancy Pelosi; U.S. Representative Barbara Lee and others are examples of the artistic and humanitarian celebrities that are annually welcomed to the San Francisco Black Film Festival. Have your brand associated with local and international celebrities and their humanitarian work. **\$7,000**

**Exclusive Sponsorship Screening-** In recognition of a sponsor, the San Francisco Black Film Festival will create a screening with panel discussion based on the sponsor’s desired visibility with film of choice. The special virtual event will be created with the sponsors input and desires. **\$3,000**

**My Dad is My Hero Contest-** The Public is invited to send in their 2-minute or less video or 500 words or less essay to honor their father or the father figure in their life both living or in memoriam. All ages can participate. The winner will be presented a certificate during the Virtual San Francisco Black Film Festival and given a special prize. It will provide an opportunity to reinforce the role and value of fathers in society. **\$2, 500**

**Create Your Own San Francisco Black Film Festival Experience-**The creative opportunities are just a thought away. From direct marketing to a particular film audience, to a filmmaking contest focusing on your company’s brand, to an afterparty event with your name on it, to a special event with your favorite star, the staff of the San Francisco Black Film Festival can create the film festival experience you’d like. Your budget will determine your creative experience. Think about it and let’s make it happen.



San Francisco Black Film Festival 2019 Sponsorship Levels /Top Tier includes year long celebration events

- \$20,000                      **Vicennial Plus Sponsor**
- \$10,000                     **Title Sponsor**
- \$5,000                        **Official Sponsor**
- \$2,500                        **Spotlight Sponsor**
- \$1,000                        **Backstage Sponsor**
- \$500                            **Slate Sponsor**
- \$250                            **Supporter**
- \$ \_\_\_\_\_                **Create Your Own Experience**
- \$ \_\_\_\_\_                **Special Underwriting Opportunities**
- \$250                            **Full Page Ad**
- \$150                            **Half Page Ad**
- \$100                            **Company or Individual Name Listing on Website**

\* Contact Name: \_\_\_\_\_

\* List in print as: \_\_\_\_\_

\* Street Address: \_\_\_\_\_

\* City/State/Zip: \_\_\_\_\_

\* Preferred Phone: (\_\_\_\_\_) \_\_\_\_\_       Work    Home    Cell (*check one*)

• Email: \_\_\_\_\_

- YES! I/We would like to support *SFBFF* enclosed is a contribution of \$ \_\_\_\_\_.
- No, I/We cannot attend, but enclosed is our contribution of \$ \_\_\_\_\_.
- Check Enclosed (*payable to AAACC memo: SFBFF*)
  - MasterCard                       Visa

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Sec. Code: \_\_\_\_\_ Billing address of card \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature \_\_\_\_\_

**Make Checks Payable to: African American Arts & Culture Complex (Fiscal Agent)**  
**With Memo: San Francisco Black Film Festival**  
**Mailing Address: 1755 O'Farrell St. Suite 309**  
 San Francisco, CA 94115  
*Your sponsorship is tax-deductible to the full extent allowed by law.*



## San Francisco Black Film Festival

1755 O'Farrell St. Suite 309  
San Francisco, CA 94115

### Media Contact:

Jackie Wright, 415 525 0410  
jackiewright@wrightnow.biz

## FACT SHEET

### San Francisco Black Film Festival XXIII, The Legacy Continues, Healing the World One Film at A Time

June 17-June 20, 2021

The San Francisco Black Film Festival is the brainchild of the late arts impresario [Ave Montague](#). It is a rare Black legacy organization in San Francisco as [Kali O'Ray and Katerra Crossley](#), Montague's son and daughter-in-law, became the directors in 2010. Due to the untimely demise of [Kali O'Ray](#) just three weeks before the entertainment industry lost [Chadwick Boseman](#), the leadership now includes Cree Ray and Kali Ray, the children of Kali O'Ray who join Katera Crossley to continue the legacy. Annually more than 50 films are screened at various venues in San Francisco giving both the independent filmmaker and Hollywood actors and filmmakers an opportunity to interact and exchange ideas as the festival is a multicultural platform for thought provoking panels, parties and film showcases.

The Coronavirus Pandemic impacted the festival as all entertainment and most businesses were impacted. Yet it did not stop the growth of the festival as Director Kali O'Ray gave blessings for publicist and community development director, Jackie Wright of Wright Enterprises to initiate international projects with [the Durban International Film Festival and Durban Film Mart](#). The projects continue in the current year of the festival as it expands its vision to engage the worldwide African Diaspora.

The San Francisco Black Film Festival that delivered in the virtual space at the height of the pandemic will continue to do so with plans underway to include live events as the City of San Francisco allows for socially-distanced events.

The San Francisco Black Film Festival is held in June, "Black Music Month." The event is traditionally held during "Juneteenth" and "Father's Day" Weekend.

A characteristic of the San Francisco Black Film Festival has always been the family-friendly prices. The family-friendly priced tickets will be on sale in early June. They can be found at the festival website: [www.sfbff.org](http://www.sfbff.org). The San Francisco Black Film Festival is open to everyone. **It's an opportunity for all multicultural Bay Area residents and visitors to San Francisco see the worldwide African Diaspora from an affirming perspective.** The San Francisco Film Festival films

and venues can be found at [www.sfbff.org](http://www.sfbff.org). Family friendly priced tickets are \$10-\$50 (All Access Festival Pass).

Community involvement is a mainstay of the San Francisco Black Film Festival which has given job training opportunities in the areas of event planning, customer service, public relations, writing, photography, social media and other life skills training. Working with the National Coalition of 100 Black Women San Francisco Chapter's [Doris Ward Workforce Employment and Training Program](#), The San Francisco Black Film Festival has not only made a difference in the lives of hundreds of filmmakers, it has trained youth and transitioning adults for a better path to employment for the past three years. The San Francisco Black Film Festival "Walks the Talk" as it is the change it wants to see when it comes to social justice.

The establishment of the [Jeff Adachi Social Justice Award](#) for filmmakers who embark on equity and equality themes in their films is just another indication of the San Francisco Black Film Festival being true to its core value of "Healing the World One Film at A Time."

**SPONSORS INCLUDE: San Francisco Arts Commission; California Arts Commission; SFJAZZ; African American Tobacco Control Leadership Council; The Big Black Brunch, San Francisco African American Chamber of Commerce, Seventy-Third Annual San Francisco Juneteenth Celebration, Bill Graham Productions; Mayor London Breed, Key to the City of San Francisco; African American Arts and Culture Complex; Durban International Film Festival; Durban FilmMart; NOSACONN Inc.; LeBlanc and Associates, KPOO; KPFA; San Francisco BayView Newspaper; The Boom Boom Room; New Community Leadership Foundation, Inc.; LaHitz Media; Film Bread; Wright Enterprises and Roots & Vines, importers of South African Wines by Black female vintners (the official wine company of the San Francisco Black Film Festival XXIII).**

**Special Guests to Date: Former CBS Anchor Dana King featuring her art "Monumental Reckoning" (350 sculptures representing the first African slaves stolen from Africa, to be displayed around the pedestal where the Frances Scott Key statue stood before it was removed amid protests in San Francisco's Golden Gate Park on Juneteenth 2020);**

**Judy Klein, Hollywood Producer & Talent Developer, CEO of Tru3Media, who has produced Kevin Hart specials and more.**

**Leslie Small, Hollywood director and producer, known for "Hair Show;" "Tara;" "Mo Funny;" and "Mo Laughs." Small has produced films with Steve Harvey, Mo'Nique, Cedric the Entertainer, Gary Owen, Shaquille O'Neal and others A-list entertainers. Small has a Bachelor of Science Degree in Psychology, a Master's Degree in Statistics, and a PhD in Economics.**

**Mario Abney, New Orleans based-Chicago Native, Trumpet Phenom!**

**and Ricardo Scales, Grammy-nominated prolific piano virtuoso among others.**

**PSAs To Date ( For your website and also copy and paste in Your Social Media Promotions & other media)**

PSA 1-WRITTEN

**"SAN FRANCISCO BLACK FILM FESTIVAL GIVES A SHOUT OUT TO PARTNER SFJAZZ AND ITS PRESENTATION OF THE FILM "MUSIC IN MONK TIME," JUNE 10TH AT SFJAZZ.COM - THE PERFECT PRELUDE TO THE SFBFF, JUNE 17-20TH, WHICH HIGHLIGHTS NEW ORLEANS' TRUMPET PHENOM MARIO ABNEY, SAN FRANCISCO'S**



GRAMMY-NOMINATED AND PROLIFIC PIANIST RICARDO SCALES & SOUTH AFRICA'S ZIMOLOGY, THE LATE BRA ZIM NGQAWANA WITH SFBFF PARTNER DURBAN INTERNATIONAL FILM FESTIVAL. PLUS, DANA KING'S "MONUMENTAL RECKONING." SFBFF XXIII, JUNE 17TH-20TH, "THE LEGACY CONTINUES, HEALING THE WORLD ONE FILM AT A TIME" \ JUNETEENTH AND FATHER'S DAY WEEKEND. CHECK OUT [WWW.SFJAZZ.ORG](http://WWW.SFJAZZ.ORG) AND [WWW.SFBFF.ORG](http://WWW.SFBFF.ORG)." SF-BFF-BEST FRIENDS FOREVER!

## AUDIO

### PSA 2

**THE SAN FRANCISCO BLACK FILM FESTIVAL TWENTY-THREE, THE LEGACY CONTINUES HEALING THE WORLD ONE FILM AT A TIME...JUNE 17-20<sup>TH</sup> FEATURING FORMER CBS ANCHOR DANA KING'S "MONUMENTAL RECKONING"-350 AFRICAN SCULPTURES IN GOLDEN GATE PARK. PLUS, NOLA'S TRUMPET PHENOM MARIO ABNEY & GRAMMY-NOMINATED PROLIFIC PIANIST RICARDO SCALES. VISIT S-F-B-F-F.ORG! JUNE 17-20<sup>TH</sup> THE SAN FRANCISCO BLACK FILM FESTIVAL STANDING ON THE SHOULDERS OF ANCESTORS, THE LEGACY CONTINUES HEALING THE WORLD ONE FILM AT A TIME...**

### PSA 3

**"SAN FRANCISCO BLACK FILM FESTIVAL GIVES A SHOUT OUT TO PARTNER SFJAZZ AND ITS GREAT LINE UP IN BLACK MUSIC MONTH. SFBFF, JUNE 17-20TH, HIGHLIGHTS NEW ORLEANS' TRUMPET PHENOM MARIO ABNEY, SAN FRANCISCO'S GRAMMY-NOMINATED AND PROLIFIC PIANIST RICARDO SCALES & SOUTH AFRICA'S ZIMOLOGY WITH SFBFF PARTNER DURBAN INTERNATIONAL FILM FESTIVAL. SFBFF TWENTY-THREE, JUNE 17TH-20TH, "THE LEGACY CONTINUES, HEALING THE WORLD ONE FILM AT A TIME" DURING JUNETEENTH AND FATHER'S DAY WEEKEND. CHECK OUR [WWW.SFJAZZ.ORG](http://WWW.SFJAZZ.ORG) AND [WWW.SFBFF.ORG](http://WWW.SFBFF.ORG)." SF-BFF-BEST FRIENDS. FOREVER!**

### PSA 4

**JUNE 17-20<sup>TH</sup> SAN FRANCISCO BLACK FILM FESTIVAL, YEAR TWENTY-THREE! THE LEGACY CONTINUES HEALING THE WORLD ONE FILM AT A TIME... HAVE THE BEST OF TWO WORLDS... WORLDWIDE FILMS FROM THE AFRICAN DIASPORA AND YOUR OWN BOTTOMLESS POPCORN FROM YOUR MICROWAVE! CHECK OUT THE SOCIALLY-DISTANCED LIVE EVENTS & VIRTUAL SCREENINGS. S-F-B-F-F POSSIBLE THANKS TO FRIENDS: SFJAZZ; THE AFRICAN AMERICAN TOBACCO CONTROL LEADERSHIP COUNCIL; THE SAN FRANCISCO AFRICAN AMERICAN CHAMBER; THE BIG BLACK BRUNCH & MORE. VISIT [WWW.SFBFF.ORG](http://WWW.SFBFF.ORG)! THE SAN FRANCISCO BLACK FILM FESTIVAL**

## HIGHLIGHTS OF PAST FESTIVALS

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### **SF Black Film Festival at Dolby Laboratories 2014**

**Life of a King with Cuba Gooding Jr. & Dennis Haysbert**

<https://www.prlog.org/12333880>

### **NFL's Deshaun Jackson's Film/Media Briefing at Dolby Laboratories 2013**

<https://www.prlog.org/12154613>

## **Robert Townsend 2012**

<http://sfbayview.com/2012/06/champion-karim-mayfield-and-director-robert-townsend-bring-knockout-power-and-star-power-to-san-francisco-black-film-festival/>

## **Mario Van Peebles 2011**

<https://archives.sfweekly.com/sanfrancisco/strong-second-act/Content?oid=2181850>

## **About San Francisco Black Film Festival**

**Ave Montague (1945-2009)**, arts impresario, fashion industry executive, publicist, founded the San Francisco Black Film Festival in 1998. Montague created the San Francisco Black Film Festival, a 501c3 nonprofit, with the artistic vision to provide a platform for Black filmmakers, screenwriters, and actors to present their art. As a competitive film festival, SFBFF identifies filmmakers, screenwriters, and actors that are emerging as talents and established artists who are contributing to the cinematic legacy of African Americans. SFBFF conscientiously expands the notions of “Black film-making” to a global perspective. The organization is multicultural and inclusive of all in the expression of the African Diaspora experience. The San Francisco Black Film Festival has screened more than 10,000 films from around the world. Kali O’Ray (son of Ave Montague) and his wife Katera Crossley, both formerly of Atlanta, Georgia, co-directed The San Francisco Black Film Festival until [O’Ray’s untimely death August 7, 2020](#). Now the festival is directed with O’Ray’s children Cree Ray and Kali Ray Jr..

**The Mission of the San Francisco Black Film Festival** is to celebrate African American cinema and the African Cultural Diaspora and to showcase a diverse collection of films – from emerging and established filmmakers. This is accomplished by presenting Black films, which reinforce positive images and dispel negative stereotypes, and providing film artists from the Bay Area in particular and around the world in general, a forum for their work to be viewed and discussed. The San Francisco Black Film Festival believes film can lead to a better understanding of and communication between peoples of diverse cultures, races, and lifestyles, while simultaneously serving as a vehicle to initiate dialogue on the important issues of our times. For more information about the San Francisco Black Film Festival visit [www.sfbff.org](http://www.sfbff.org).