



**ROMA**  
CREATIVE  
CONTEST  
7<sup>th</sup> edition | 2017



# IMAGE HUNTERS

**Image Hunters** is a creative studio founded in Rome, in 2007 and composed of **under 35** professionals, **who are** active in the *production of audiovisual contents* and **in cultural initiatives related to the arts**.

The company is specialized in the creation of *commercials, event reports, short films and video clips* made by following a cinematographic line and focusing on narrative style.

It has **produced** and distributed numerous **short films**, winning renowned awards, among which **David di Donatello**, one nomination at Italian **Nastri d'argento** and the participation at **Cannes Film Festival**.

**Image Hunters** produces **Roma Creative Contest**, *International Short Films Festival* with the honorary chairmanship of Academy Award winner **Giuseppe Tornatore**, the support of **Ministry of Culture** and the sponsorship of the **European Commission**.

Throughout the years **Image Hunters** has promoted several training experiences - *workshops, Q&As and roundtables* - in collaboration with partners such as **Sky Arte**, **Canon**, **Rai Cinema** and illustrious professionals of the industry.



# ROMA CREATIVE CONTEST

Roma Creative Contest is an *International Short Films and Creativity Festival*, currently at its **seventh edition**. The event is held in Rome in September. Since 2011 a jury composed of experts - among whom, Pupi Avati, Giuseppe Tornatore, Nicola Giuliano and Gabriele Mainetti - has awarded young and talented filmmakers with production incentives for total a value of **50.000 Euros**

The festival has launched dozens of **emerging Italian directors** and thanks to the award, five new shorts film has been produced so far, including "*Thriller*" by Giuseppe Marco Albano, winner of the 2015 *David di Donatello*.

The Festival offers a various schedule of events, setted in prestigious locations such as **Teatro Vittoria, Maxxi** and **Macro**: *screenings, premieres, workshops, master classes, "pitch event" with important producers, screenwriting competitions and initiatives dedicated to the universe of graphic and illustration.*

## last edition

**10.000** SPECTATORS

**1.800** SUBMISSIONS TO COMPETITION

**50** SHORT FILMS SCREENED | **21** PREMIERES

**5** DAYS OF EVENTS | **3** LOCATIONS

CONCERTS **AND** PARTIES



# LOCATIONS

## TEATRO VITTORIA

COMPETITION SCREENINGS | LIVE PERFORMANCES | AWARDS NIGHT

The historic Testaccio theatre - with a 600-seat hall - hosts the short films in competition, with screenings on 7x4 meters screen.



## MAXXI - National Museum of XXI century Arts

SCREENPLAYCONTEST | MASTERCLASSES | OUT OF COMPETITION | WORKSHOPS

Various areas of the museum will be set up to accommodate the activities of the Festival. **AUDITORIUM / CINEMA HALL** (200 seats) and **MAXXI BASE** (100) host *showings* and *master classes*. The **Corner D** and outer space are set up for *technical workshops*, *screenplay contest*.



## EX DOGANA

CLOSING PARTY | CONCERT

The outdoor areas will be set up to host **live concerts** and the **award ceremony** of the section dedicated to video clips. The video clips in competition will be screened in a projection room set in the complex.



## SCREENPLAY CONTEST | 3rd edition

The *competition* is dedicated to emerging authors and consists in the development of a **script** for a *5 minutes short film* according to a track provided by the Festival. The contest takes place over **eight hours**, after which the script is delivered. The Best Screenplay is awarded with the **realization of the project** by Image Hunters, in collaboration with *RAI Cinema* and *Laser Film*.

Over the years the contest has been presided by **Massimo Gaudio** and **Nicola Guaglianone**. **200 participants** entered each edition of the competition at the **MAXXI** - National Museum of XXI Century Arts.

The first edition was won by **Manhunt** and the short film was produced in 2016. The film features *Adriano Giannini* and *Maximilian Dirr* and it is directed by Brando Bartoleschi.

The short films produced through this competition are included in a large international *distribution program* that involves web communication, pay tv, streaming tv, cinema and the most important festivals in the world, offering a substantial return on image for those who decide to invest in these projects.



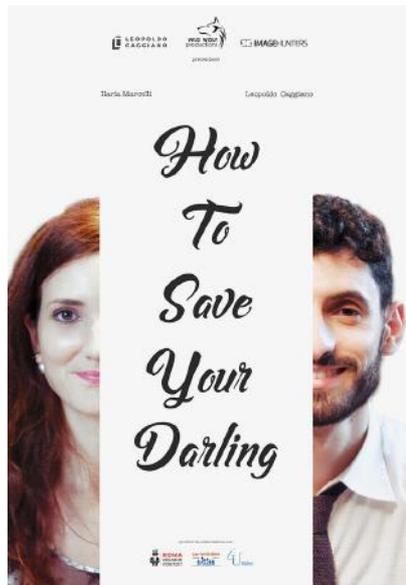
# SHORT FILMS PRODUCED

Image Hunters has produced and co-produced numerous *short films*, winning renowned awards, including the participation at **Cannes Film Festival, Nastro d'Argento, David di Donatello and Cinema Italian Style.**

Here are the links of the last 4 short films produced (click on the posters)  
**Manhunt, How To Save Your Darling, Ratzinger vuole tornare, Thriller**



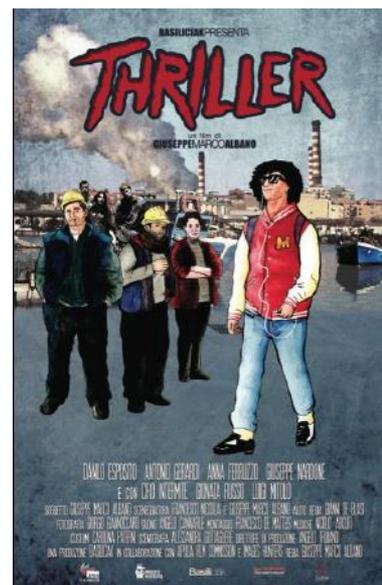
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# INTERNATIONAL NETWORK



Image Hunters organises events of cinematographic promotion in partnership with *festivals* and *cultural institutions* all around the world - among which **Raindance Film Festival**, **Festa di Roma**, **Miami Short Film Festival** and **Italian Institutes of Culture**. The Image Hunters short films take part in the competitions of the most renowned film festivals and are *screened in all the "capitals" of cinema: Rome, Los Angeles, London, Tokyo, Amsterdam.*

Over the past two years, *Roma Creative Contest* - in collaboration with *Cinecittà Luce* and *The American Cinematheque* - has brought in Los Angeles **12 short films** by emerging Italian directors within the event **[Cinema Italian Style](#)**,

Every year *RCC* attends the event in Hollywood, alongside the directors of the short films. The screenings were introduced by **meetings** and **Q&A** with *Paolo Sorrentino*, *Nanni Moretti*, *John Turturro*, *Michael Caine*, *Valerio Mastandrea*, *Luca Marinelli* and *Alessandro Borghi*.



# SPONSOR BENEFITS EXPOSURE OF THE BRAND

## ▶ EXPOSURE OF THE NAME OR LOGO ON PROMOTIONAL MATERIAL OF THE FESTIVAL

Image Hunters presents each edition of the Roma Creative Contest through a specially designed communication campaign available on different **media**: the most popular social networks (*Facebook, Vimeo, Youtube, Instagram*) the *website* and *newsletters* sent to a mailing list of over **20.000 contacts**.

The **facebook page** - over **13.000 followers** - is the platform used for sponsored campaign that reach **200.000 users**.

Our press office takes care of the publication of the *press communiqué* and the presence of *Roma Creative on tv, radio, web e printed press*. Magazines and publishers as **media-partners** - *Tutto digitale, Opereprime, Taxi Drivers* and others - are a vehicle to promote and sustain the various activities (some excerpts are shown on the right column).

Every year the festival provides **40.000** printed copies for *posters, brochures, catalogs, programs, flyers* as well as **gadgets**, rollup and advertising totems.

[DOWNLOAD THE COMPLETE PRESS REVIEW 2016](#)

13-09-2014

### La città «creativa» alla ricerca di nuovi corti italiani

Al via il festival che premia giovani registi ma anche illustratori, grafici e fotografi



**Giuseppe**  
L'idea è di un festival che premia giovani registi ma anche illustratori, grafici e fotografi. Il festival è organizzato da Image Hunters e si svolge a Roma dal 17 al 25 settembre. Il festival è organizzato da Image Hunters e si svolge a Roma dal 17 al 25 settembre. Il festival è organizzato da Image Hunters e si svolge a Roma dal 17 al 25 settembre.

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### trovarOMA

#### Corti in rassegna al teatro Vittoria



Giunge alla sesta edizione il Roma Creative Contest, festival internazionale di cortometraggi organizzato da Image Hunters. Quest'anno gli appuntamenti sono quattro, distribuiti dal 17 al 25 settembre, in tre differenti location. Il teatro Vittoria sarà sede principale delle proiezioni dei corti in concorso, oltre che delle performance live e delle proiezioni, nelle giornate del 18, 23 e 25 (finale); il Maxxi (open day il 17) e l'ex Dogana di San Lorenzo (party di chiusura il 30) saranno invece le sedi di masterclass, workshop, concerti, mostre e molto altro. Presidente di giuria per l'edizione 2016 il regista e produttore Gabriele Muccino, a cui spetterà il compito di valutare i 70 short film in concorso e assegnare i premi. Info: [www.romacreativecontest.com](http://www.romacreativecontest.com).

### CORRIERE DELLA SERA

ne illustratori e assegnatori invitati a proporre un'idea di locandina. 70 short movies in concorso e 30 fuori. Tra il Teatro Vittoria, il MAXXI e l'ex Dogana. A Roma ([romacreativecontest.com](http://romacreativecontest.com)).



## ► EXPOSURE OF NAME OR LOGO IN THE SHORT FILMS PRODUCED BY THE FESTIVAL

The support to the productions, like the realization of the winning script of Screenplay Contest, guarantees the **best visibility** to the logo of the partner in the credits of the film. Image Hunters ensures a great visibility for short films in Italy and abroad, for the benefit of the partners involved in the production. The company promotes its own works in a *network* of channels that includes festivals, on-demand and pay TV, the most known VOD platforms and cinemas, in agreement with the major operators.

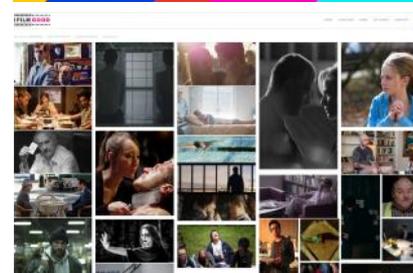
The premiere of **Manhunt** - the last short film produced and distributed by Image Hunters - had more than *100 references published*. The teaser trailer featured for the launch of the premiere has been viewed by over **10.000** contacts just in the first day of release.

### examples of distribution

Screenings in Cinema Theatres: **Filmauro Cityplex** (cinemas involved: *Antares, Europa, Savoy, Trianon, Doria, Galaxy*)

Pay tv channels of **Rai** and streaming on **CN LIVE**, italian video platform by **Condé Nast** (*Vogue, Vanity Fair, Wired, The New Yorker, Glamour, GQ*). **CN Live** can count on over **500.000 video views** each day.

Festival distribution in collaboration with **IFILMGOOD**, distribution company that distributes and promotes the best Italian short films in markets and festival all over the world. Among others IFilmGood distributed **Tiger Boy** by Gabriele Mainetti, **David di Donatello** award winner and Italian delegate at the **Academy Awards**.



## EXTRA BENEFITS

### PRODUZIONE VIDEO

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SPOT, ADVERTISING AD HOC PER OGNI BRAND

**Image Hunters** proposes to discuss with its partners the realization of promotional videos of the brand at cost price.

The company employs *young audiovisual professionals* who share a brilliant and **creative approach** in each phase of the production.

Image Hunters is specialized in creating video products for companies and businesses: *commercials, viral videos* and *teaser promo*.

It also has the troupe and the audio-video equipment needed to ensure the coverage of the events and of the activities within the business involved, creating **various types of reports**.

Among the most recent collaborations: **Nokia, Trenitalia, Invitalia, Ministero dei Beni Culturali, Bulgari, Coni, Ciroc Vodka**.

BALLROOM  
2015



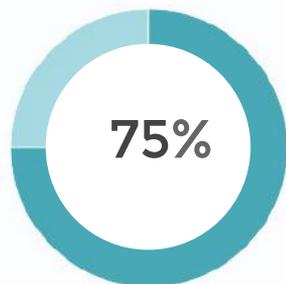
EXDOGANA

# SPONSOR | PARTNER

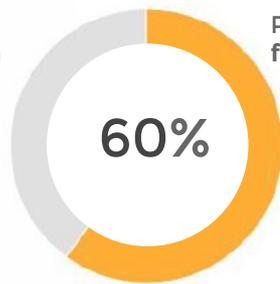


## AUDIENCE

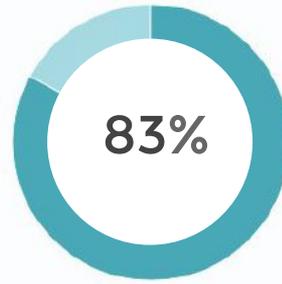
CAMPIONE 300 PERSONE / ROMA CREATIVE CONTEST 15/09/2014



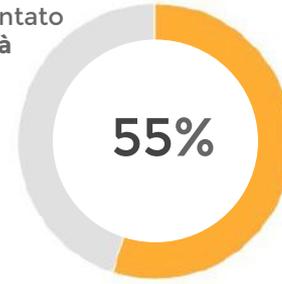
Ha un età compresa tra i 18 e i 35 anni



Pubblico femminile



Ha frequentato l'università o simili



Lavora nel settore audiovisivo

# SPONSOR BENEFITS | PRODUCER | € 20.000

LOGO in the credits of the short film produced for *Screenplay Contest 2017*

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**Name of one award** dedicated to the sponsor

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**n.10 airings** of commercial at the beginning of the official screening cycle (max 30 ")

**Airing logo** on all the screens setted up for the event

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Mention in all the **press release** of the event

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**Logo well visible** on all the promotional material of the Festival (prints, website, videos)

**Logo well visible** on the *sponsor wall* in the background of the interview at guests and celebrities

Box sponsor in the official **newsletter** of the event | mailing list 20.000 contacts

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**Mention of the Partner** each night of the event

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Exhibit of **2 advertising roll-ups** in all the locations of the event

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**Distribution** of advertising material in all the locations of the event

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**10 nominal badges** for each day of the event

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## EXTRA BENEFITS

*Image hunters proposes to discuss with its partners the realization of promotional video of the brand at cost price.*

# SPONSOR BENEFITS | MAIN | € 15.000

**LOGO** in the credits of the short film produced for *Screenplay Contest 2017*

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**n.6 airings** of commercial at the beginning of the official screening cycle (max 30")

**Airing logo** on all the screens setted up for the event

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Mention in all the **press release** of the event

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**Logo well visible** on all the promotional material of the Festival (prints, website, videos)

**Logo well visible** on the *sponsor wall* in the background of the interview at guests and celebrities

Box sponsor in the official **newsletter** of the event | mailing list 20.000 contacts

---

**Mention of the Partner** each night of the event

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Exhibit of **1 advertising roll-up** in all the locations of the event

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**Distribution** of advertising material in all the locations of the event

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**10 nominal badges** for each day of the event

## EXTRA BENEFITS

*Image hunters proposes to discuss with its partners the realization of promotional video of the brand at cost price.*

## SPONSOR BENEFITS | BASIC | € 8.000

Mention in all the **press release** of the event

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**n.2 airings** of commercial at the beginning of the official screening cycle (max 30")  
**Airing logo** on all the screens setted up for the event

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**Logo well visible** on all the promotional material of the Festival (prints, website, videos)  
Box sponsor in the official **newsletter** of the event | mailing list 20.000 contacts

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**Mention of the Partner** each night of the event

---

Exhibit of **1 advertising roll-up** in all the locations of the event

---

**Distribution** of advertising material in all the locations of the event

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**10 nominal badges** for each day of the event

# TECHNICAL PARTNERSHIP

Mention in all the **press release** of the event

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**Airing logo** on all the screens setted up for the event

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**Logo well visible** on all the promotional material of the Festival (prints, website, videos)  
Box sponsor in the official **newsletter** of the event | mailing list 20.000 contacts

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**Mention of the Partner** each night of the event

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**Distribution** of advertising material in all the locations of the event

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**5 nominal badges** for each day of the event

# GIUSEPPE TORNATORE

*"I met the guys from Roma Creative Contest a few years ago when I was asked to play the role of President of the Jury of the fourth edition of their Festival dedicated to short films.*

*The experience was extremely important to me, not only for the very high quality of the finalists of the competition, but also for the outstanding organization of the event. These young people enthusiastically carry on their battle to support short films conceived as training for new filmmakers: they work hardly so that the audiovisual market finally recognizes to short movies the equal rights of feature films. I really enjoyed the awards ceremony that was very fun, elegant and spectacular, as it rarely happens in our country, made possible only thanks to the volunteering that animates and supports this Festival.*

*For these reasons, when recently the founders of Roma Creative Contest offered me the position of Honorary President I accepted immediately, hoping that their initiative will collect adhesions and supports increasingly large and adequate to the passion and the values whereby it was conceived and carried out successfully. "*

Giuseppe Tornatore  




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