

LIGHTS ★ CAMERA ★ ACTION!



BE A PLAYER

ReadingFilm Office promotes film and media production as an art form and economic driver.

MISSION: The ReadingFilm Office was founded to promote the region as a location destination for film and media production. We aim to develop a thriving regional film industry, and build community pride through events, educational programs, and economic development. We believe in lifting the voices of the under represented and meet the needs of the diverse community we serve.

VISION: The ReadingFilm Office will stimulate economic growth and prosperity by promoting film production, art, culture, and entertainment in the region. We will increase local pride and overall attractiveness of the City of Reading for residents, workers, and visitors. We will increase the visibility of Greater Reading as a national competitor in independent film production.

CORE VALUES/BELIEFS: We believe the ReadingFilm Office is in a unique position to create a positive worldview of the region.

Inclusion: As artists, business owners, and social activists we believe that organizations like ReadingFilm have the potential to raise up everyone in the community.

Social change: We believe that by harnessing the power of film to bring awareness to the issues facing communities, we can create social change. Our focus on independent filmmakers and youth is important to reaching this goal.

Film as a platform for empowerment. We believe in the power of the narrative in this effort. Who tells the stories we hear and see matters immensely. By raising up the voices of the disenfranchised, we empower our communities to choose the endings to their stories.

Arts as a catalyst for building community. We believe that Reading, with its vibrant arts scene and prime location, has the opportunity to build on what we've started and become a thriving film production community, strengthening the economy, and improving the quality of life for its citizens.



Home of the ReadingFilmFEST

Reading Film Office

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Reading, PA 19601

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ReadingFilm.org





The goal of the ReadingFilm office is to send a message to the film industry that Greater Reading is ripe for film production with diversity in culture, rich history, and aesthetic beauty. By embracing a collaborative community approach, engaging programming, and creative marketing we can

LIGHTS

Spotlight the area as a location destination for producing films and building partnerships

CAMERA

Creating an environment that supports indie and emerging filmmakers, and industry workers through creative and educational programs.

ACTION

Facilitating filmmakers, studios, and community partners to tell the story of Reading on the Rise

ignite a thriving film industry — creating art and jobs simultaneously. This effort requires ReadingFilm's creative team to be in the room to help storyboard our path forward and drive needed action.

It has been four years since I started this work with Tracy Schott, RFO Board President, government officials, and a wide array of film stakeholders and community leaders. We've come a long way and have a real opportunity to tell the story of Greater Reading on the rise. I look forward to being a part of the tremendous economic force that film production represents for the residents and businesses of Greater Reading.

We are listening and learning from each other to create growth and opportunity for individuals and the economy of our area while ensuring the world sees Greater Reading on the big and small screens as the vibrant and special place it truly is.

Lastly, I want to thank the city council of Reading, the County Administration, and local arts organizations for showing their support and commitment to the art of film and for recognizing the film, television, and commercial industries as key drivers of economic growth and a provider of high-quality jobs with outstanding compensation and benefits.

With your support, we can advance a holistic and coordinated approach to strengthen and grow the industry in Greater Reading.



The economic value of the arts and cultural production in the United States contributes more than twice the amount generated by mining (including oil and gas extraction). The motion picture industry adds more to the US economy than the total value added by automobile manufacturing.

— U.S. Bureau of Economic Analysis

Cammie Harris, MBA
Executive Director



How Pennsylvania supports film

Pennsylvania has been home to many film, television, and commercial productions. That's because our region offers an incredible variety of landscapes, locations, production services, and talented crew members—and a great tax credit.

Did you know Pennsylvania offers a 25% tax credit to qualifying film productions that spend at least 60% of their budget in Pennsylvania? Over the past ten years, more than \$2.3 billion was spent in Pennsylvania, which qualified for tax credits. In 2022 PA added \$30 million dollars to the overall film tax credit, and \$5 million has been carved out for independent films. This will give small-budget, independently produced, and local film productions a greater opportunity to take advantage of the film tax credit program.

25% 
PA Tax Credit
 for qualifying film
 productions spending
 ≥ 60% of their budget
 in Pennsylvania

Why do we believe Greater Reading, PA is ideal for film and media production?

In the 19th century, Reading, PA, was home to the most profitable corporation globally, Reading Railroad, and saw the founding of numerous industries such as textiles, automotive, steel, and food production. As a result, large factories, mansions, city buildings, city streets filled with beautiful row homes, and a suburban area with centuries-old stone farmhouses and barns erected amid a backdrop of rolling hills, rivers, and streams.

Fast forward to the present day, the region is a hidden gem for film production laden with a rich history and culture. ReadingFilm strives to shine a light on our diverse landscape and ease of accessibility. Independent short and feature films, documentaries, television advertising, web content, event production, music videos, gaming, and corporate communications provide considerable revenue opportunities for our region.



I value ReadingFilm's commitment both in offering broad educational and industry specific events. It brings tremendous joy to see the scope and diversity of attendees who participate in the many Festival offerings.

— Robert Morgalo, award winning LatinX actor, director, producer, screenwriter & published author, ReadingFilm Advisory Board

ReadingFilm Office is a catalyst driving exposure of Greater Reading's people, places and businesses. We also applaud ReadingFilm for sharing diverse viewpoints and encouraging visitors from around the globe in joining us in celebrating the community we call home

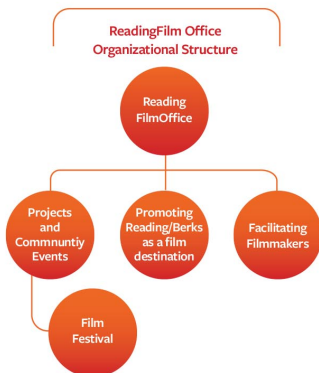
— Crystal Seitz, President, Reading & Berks County Visitors Bureau





ReadingFilm is the region's hub for film production

We serve to attract film production projects in Greater Pennsylvania and provide information on the region, locations, vendors, and crew. We facilitate government and local businesses in support of film production. We are the conduit for all film-related information providing assistance to local filmmakers and the local film industry.



**Who benefits
from a thriving
film industry in
Pennsylvania?**



An average of

33% of a film's budget
is spent on film production

67% is spent in
the local community

- Business Support
- Construction
- VFX & Lighting/Electric
- Travel, Transportation
- Hospitality, Catering
- Real Estate,
- Fashion & Beauty
- Actors, Extras & Casting

- Olsberg SPI, Screen Production and
Global Economic Recovery, 2020, pg 8

SUPPORT ReadingFilm ★ BE A PLAYER

Find additional details about our sponsorship and in-kind giving opportunities on our website

Visionary

\$20,000

Custom 60 - sec. ad
before each film,
Major Event Sponsorship,
16 VIP Passes & more



Producer

\$10,000

Custom 30 - sec. ad
before each film,
Event Sponsorship,
10 VIP Passes & more



Director

\$5,000

Co-Event Sponsorship,
Logo Recognition,
Advertising,
6 VIP Passes



Supporting Role

\$2,500

Logo Recognition,
Advertising,
4 VIP Passes

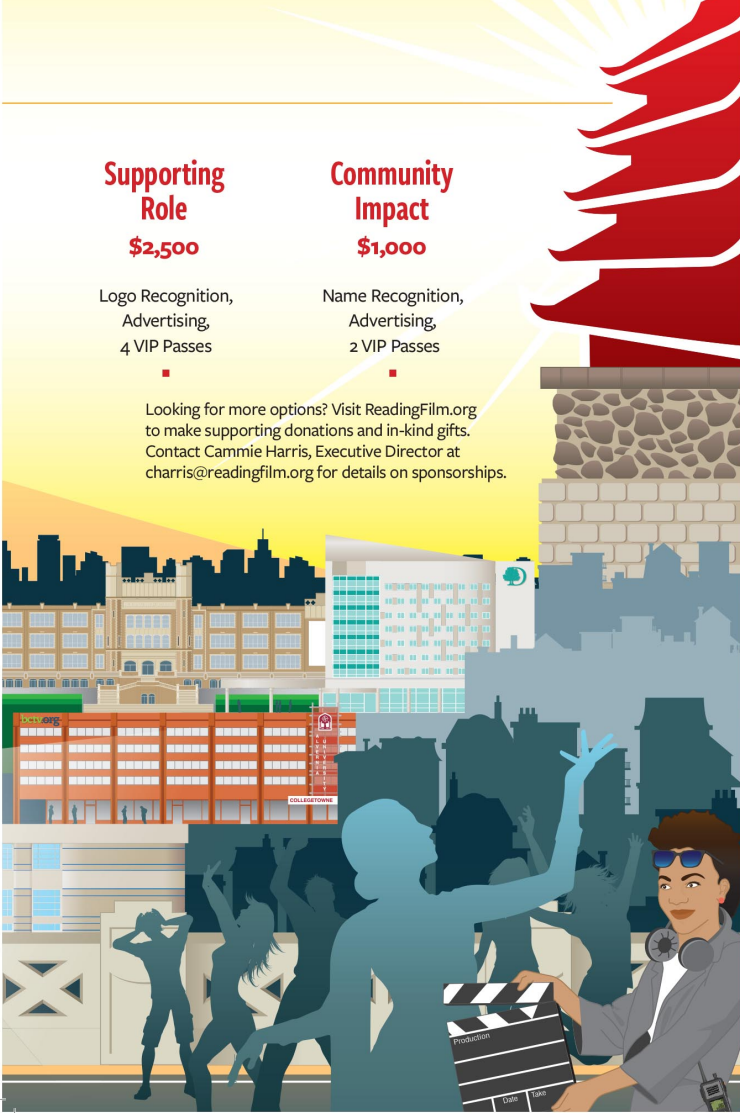
Community Impact

\$1,000

Name Recognition,
Advertising,
2 VIP Passes

Looking for more options? Visit ReadingFilm.org to make supporting donations and in-kind gifts. Contact Cammie Harris, Executive Director at charris@readingfilm.org for details on sponsorships.

SUPPORT ReadingFilm OFFICE . BE A PLAYER



ReadingFilm Program Calendar | 2023

FEBRUARY

Black History Month Community Film Series

MARCH - DECEMBER

Teen Dinner + Movie Community Series - Bi-Weekly

MARCH 27

Special short film selection - "The Caregiver" and "Turning Blue" hosted in collaboration w/ Exeter Library's Death Cafe

APRIL 27

Five-MinuteFILMFest Screening + Award Ceremony

MAY

Regional Filmmaker Spotlight Event at Eunice and Albert Boscov Theatre at GoggleWorks Center for the Arts

JUNE - AUGUST

Community Movie Nights in the Park with Reading Recreation

JUNE 27 - JULY 27

Summer Film Camp at Albright College

SEPTEMBER - OCTOBER

Hispanic Heritage Month Community Film Series

OCTOBER 26 - 29

ReadingFilmFEST (multiple locations)

LOOK FOR US

at these Community Events

Berks Jazz Fest | Mar/Apr

Reading Pride Celebration | July

National Night Out | Aug

West Reading Fall Fest | Sept

Berks Diversity Festival | Oct

Festivals at a Glance

The ReadingFilmFEST

Each year 50 – 60 filmmakers travel from around the region and around the world to the city of Reading, PA, for the ReadingFilmFEST hosted by ReadingFilm. Filmmakers whose films are accepted into the festival receive VIP treatment that includes free lodging, workshops, location tours, and networking opportunities with industry professionals, including film distribution companies.

In addition, we provide workshops, open to the public, featuring industry leaders that offer attendees knowledge, leadership and inspiration to shape their careers and evolve their personal lives.

We receive submissions from filmmakers on every continent, giving our viewers insight into the human experience across the globe. Since its inception, filmmakers have traveled from all over the United States, Canada, Mexico, Central and South Americas, Iran, Great Britain, and even Australia to be a part of the festival.

The ReadingFilmFEST supports local filmmaking by highlighting films shot in Greater Reading and created by local filmmakers. The “Made in Reading” film block showcases our region’s most talented filmmakers and gives them the opportunity for an audience, feedback, and exposure to distribution outlets and future project development.



A ReadingFilm Student Challenge

ReadingFilm partners with local high schools, colleges, and universities to provide year-round workshops, internships, a film summer camp, and a film and guest speaker lecture series at ReadingFilmFEST to engage youth in the art of filmmaking.

The FiveMinuteFilmFEST is a Berks County student film competition allowing high school students and recent graduates to demonstrate learning in a 21st-century context. Films are showcased in person in front of a community audience and on our social media channels.

Students compete against other students in the region for trophies, prizes, and well-deserved recognition. **We believe that providing these experiences will inspire and empower youth to see the value in their own stories and grow the next generation of filmmakers.**





9th Annual

ReadingFILMFEST

4 days for education, community, entertainment and celebration of independent film and filmmakers

October 26 thru 29, 2023

Open to the public

    [ReadingFilmFEST.org](https://www.ReadingFilmFEST.org)

2022
THANK YOU!

Thank you to our 2022 Community Partners!

PRESENTING SPONSOR

The Edwin Barbey Charitable Trust



WITH SUPPORT FROM

PA Department of Community
and Economic Development



EXECUTIVE PRODUCER SPONSORS

Berks Community Action Program

Visions Federal Credit Union | Schott Productions



LEADING ROLE SPONSORS

Sweet Street | Holleran Fund



HOLLERAN
FUND

ASSOCIATE PRODUCER SPONSORS

Berks Arts | Penske | Performance Toyota



Rental
Leasing
Logistics

PERFORMANCE
TOYOTA

VENUE SPONSORS

R/C Reading Movies 11 & IMAX
GoggleWorks Center for the Arts
Alvernia University, CollegeTowne Campus
Miller Center for the Arts at RACC
WCR Center for the Arts
Courtyard Marriott (Wyomissing)

HOSPITALITY SPONSORS

Lisa Tiger/CENTURY 21 Gold | Nitro Bar
Reading Film Studios | Visit West Reading
Saucony Creek Franklin Station Brewpub

PRODUCTION SPONSORS

Alvernia O'Pake Institute | BCTV
Berks County Living | Hoffmann Publishing
Santander Arena | East Penn Manufacturing
Marabella Enterprises | VA Productions

BUSINESS SPONSORS

Cage Free Design & Public Relations Management
City of Reading | Kimberton Whole Foods (Wyomissing)
M. Kolb Design & Art Direction | Pagoda Apparel
Pennsylvania's Americana Region | Reading School District



Ways to Support ReadingFilm and The Arts in Greater Reading

■ Become a Sponsor of ReadingFilm Office!

ReadingFilm offers year round opportunities to make a impact in Greater Reading. Contact ReadingFilm for more information at info@readingfilm.org

■ Become a Volunteer with ReadingFilm

ReadingFilm Volunteers have the most fun! Volunteers meet creative folks from around the globe, watch film and attend the best parties in Reading!

■ Attend the ReadingFilmFEST • October 26 - 29, 2023

Every year, ReadingFilm brings together filmmakers and audiences for a multi-day festival celebrating education, entertainment and community. Scan this QR code to learn more about ReadingFilmFEST, sign up for our newsletters, and much more!



■ Like + Share on Social Media

You can find ReadingFilm and ReadingFilmFEST on Facebook, Instagram, Twitter and LinkedIn. Search ReadingFilm and join the conversation!

- ★ Find additional details about our sponsorship and in-kind giving opportunities on our website.



ReadingFilm Staff

Cammie Harris, MBA, Executive Director
David Buelow, Creative Director
Chris Woodward, DO, Associate Director & Juror Coordinator
Marsha Upshaw, Program Manager
Emily Branch, MFA, Marketing and Outreach Manager
Mimi Kolb, Designer

2023 ReadingFilm Board of Directors

PRESIDENT | Tracy Schott, MS, MSW, CEO, *Schott Productions*
VICE PRESIDENT | Dr. E. Michele Ramsey, Penn State, *Berks Campus*
TREASURER | Chris Woodward, DO, *Tower Health*
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Cammie Harris, MBA, Executive Director, *ReadingFilm*
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Caroline Fitzpatrick, Ph.D., *Alvernia University, CollegeTowne Campus*
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Lisa Eichhorn, *Golden Globe® and BAFTA nominated Actress*,
Writer and Producer
Cara Coteliese, MS, *Kutztown University*

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John Ernesto, *Berks Jazz Fest*
Levi Landis, MPA, *GoggleWorks Center for the Arts*
A.J. Merlino, DMA, *Albright College*
Robert Morgalo, award winning LatinX actor, director,
producer, screenwriter, and published author
Rodney S. Ridley Sr., Ph.D., RTP, *O'Pake Institute*,
Alvernia University
Sandy Solmon, *Sweet Street*
Rosario Torres, Ph.D., *Penn State Berks*
Meredith Walker, *R/C Reading Movies 11 & IMAX*

FILM OFFICE READING



SCAN ME



When a movie or television shoots films on location, it brings with it jobs, revenue, and related infrastructure development, providing an immediate boost to the local economy. **The industry pays out \$49 billion per year to more than 400,000 businesses**—87 percent of which are small businesses—in cities and small towns across the country.

—Motion Picture Association of America



The Reading Film Festival in conjunction with the Reading Film Office has grown over the years expanding its outreach and programs. This growth has taken diligence and hard work as the festival continues to expand for the filmmaker and the audience. Film and film education enhances the participant, the viewer, and the entire community by creating spaces for reality and fantasy often not contemplated in our everyday lives. Not only do I admire that commitment, I am proud to be a part of it.

—Lisa Eichhorn, Golden Globe® and BAFTA nominated actress, writer, producer, and Board Member, ReadingFilm

“To create one’s own world in any of the arts takes courage.”

—Georgia O’Keeffe



ReadingFilm.org