

## PRESS RELEASE

**CONTACT INFORMATION:  
The Crowd Arts Festival**

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**March 19th, 2024**



### **THE CROWD ARTS PRESENTS: The Carmel International Film Festival October 5th and 6th, 2024**

**Carmel-by-the-Sea, CA, March 19th, 2024** —“The Crowd, a group focused the celebration of excellence in the arts in our community” is is announcing the return of an international film festival to the Monterey Peninsula with the announcement that they are re-starting “The Carmel International Film Festival” on October 5th and 6th of 2024.

This new festival is not affiliated with the previous “Carmel International Film Festival” and will be curated by filmmakers Lawrence Roeck (Director of “Diablo,” starring Scott Eastwood) and Annette Andersen Caton (“The Simpsons” and production consultant on “Marshall,” starring Chadwick Boseman) as a celebration of film held by the continuation of “The Crowd” of artists who made Carmel-by-the-Sea one of the most prolific art colonies on the planet in the early 20th century.

In the warmup to the film festival premiere, “The Crowd” has already been hosting celebrity guests in film, television, and the arts at the historic “Forge in the Forest Restaurant” and will continue to do so monthly. Our next event and the first “soft opening” of the festival is on April the 6th at Lighthouse Cinema at 3pm and features Byron Merritt, the Executive Producer of the top grossing movie on the planet, DUNE, along with Academy Award Nominated Production Designer Stephen Altman.

“The Carmel International Film Festival” will feature movie screenings, local and international competition in various film categories, celebrity appearances by actors and prominent artists in the field of film, music and photography. In a major departure from other festivals, the events will be documented and mixed in with a planned hybrid feature film/documentary movie to be officially announced at a later date.

To attend people can either purchase a monthly subscription or monthly event pass at [TheCrowdArtsFestival.com](https://TheCrowdArtsFestival.com) while we are building the website and infrastructure for the festival. Tickets for the October event will be on sale soon.

Businesses can participate and promote their brand and logos by sponsoring The Crowd and “The Carmel International Film Festival,” the sponsorship packages cover both events. Sponsors receive celebrity driven social media promotion, and in-person promotion at the live events.

For more information/press photos, please contact: Lawrence Roeck 831.750.7502 lr@spacerockstudios.com  
**THECROWDARTSFESTIVAL.COM**

# The Crowd Arts Festival



Promote your Business with  
“Celebrity Artist” Social Media  
Posts and Live Events

**SPONSORSHIP PACKET**

# SPONSORSHIP PACKAGES

The Crowd Arts Festival  
www.thecrowdartsfestival.com

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## **“THE CROWD” ARTS FESTIVAL PRESENTS AN OPPORTUNITY FOR LOCAL SPONSORS TO RECEIVE PROMOTION THROUGH CELEBRITY FILM/TV AND ARTIST APPEARANCES IN CARMEL-BY-THE-SEA**

We have slots available for \$250 each. Our first sponsors are original supporters of The Carmel International Film Festival and board members; *Forge In The Forest* Restaurant, Realtor Judy Profeta, and Joyce Anderson. Either a business or individual can sponsor.

### **All Sponsors Receive:**

#### **\*VIRAL CELEBRITY SOCIAL MEDIA PROMOTION**

Sponsors will receive viral social media promotion with our celebrity guests through viral social media clips, red carpet backdrop logos, and all associated logo and verbal promotion at our events.

#### **\*IN-PERSON CELEBRITY PROMOTION AT LIVE EVENTS**

Sponsors receive promotion of their business or have their name mentioned with notable entertainment industry names that attract social media views.

#### **\*LOGO REPRESENTATION AT ALL EVENTS AND SOCIAL MEDIA**

The live events feature your logo during every presentation and at every venue by either featuring it on our red-carpet backdrop, on the screen before and after the projection of the featured film, and by our master of ceremonies during the talking portion of the event.

#### **\*FEATURED AND FUTURE SPEAKERS**

Byron Merritt - Executive Producer of the Academy Award Winning *DUNE*

Bernard Robichaud - Cyrus from the hit comedy TV series “Trailer Park Boys” - **March 2, 2024**

Stephen Altman - Oscar-nominated Production Designer on *Gosford Park*, *Capone* - **April 6th, 2024**

Kasia Pilewicz (“America’s Next Top Model” finalist) with *MAGDA* co-star, Abigail Breslin

Bill Morrison - Former Art Director of “The Simpsons,” “Futurama,” and Exec Editor of *MAD Magazine*

John Nee - Former Publisher of *Marvel Comics*, VP of *DC Comics*

### **\*IT'S EASY TO SIGN UP AND MANAGE**

To sign up, go to [TheCrowdArtsFestival.com](https://TheCrowdArtsFestival.com) and click on the *Sponsor Package* link, enter your credit card information, and email us a high resolution version of your business logo.

### **\*PERKS...AND PERSONALIZED OPPORTUNITIES FOR YOUR BUSINESS**

Sponsorship aligns your business with the legendary artistic heartbeat of this community. It allows you to attend all events with a guest, build relationships, and personalize your sponsorship package to fit your unique local business needs. You can cancel anytime. Call us for more information or feedback at 831.750.7502

### **\*THE BACKGROUND OF THE CROWD ARTS FESTIVAL**

Festival Co-founder, Lawrence Roeck, is a lifelong Monterey Peninsula resident who has produced and directed movies with Academy Award Winners. Co-founder and LA native, Annette Andersen Caton worked on "The Simpsons," "Futurama," and produced on the Academy Award-nominated movie, "Marshall." Together, they are bringing the very best in the world of entertainment and art here to the Monterey Peninsula and mixing it with the best of our local arts community.



Bernard Robichaud - Cyrus from "The Trailer Park Boys" at our event at *The Forge in The Forest* in Carmel-by-the-Sea on March 2nd, 2024.

***"This is just the beginning. Now, with sponsor participation we are raising a budget to bring more artists, celebrities, exciting presentations, and screenings to The Monterey Peninsula. I premiered my movie "Diablo," starring Scott Eastwood, Danny Glover and Walton Goggins at the 2016 Carmel International Film Festival and thought it was an incredible event. I miss that energy and want to produce a fiscally responsible series of entertainment events that promote the artistic legacy of this area and the businesses that serve our community."***

Lawrence Roeck

Co-founder of The Crowd Arts Festival and

Director of **Diablo** starring Scott Eastwood, Danny Glover and Walton Goggins

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