



GLAS



MISSION

GLAS Animation is a 501(c)3 non-profit organization founded in 2014. Our core mission is to cultivate and promote the art and science of animation. We provide a unique platform for independent animation, champion diverse and underrepresented voices, and emphasize exceptional directors and artists that push visual, conceptual, and narrative boundaries within the cinematic artform. We are a community-driven organization that not only exhibits animated films, but creates a context and language for a shared understanding and appreciation of animation in the United States.

To accomplish this we have launched two programs within our organization: the GLAS Animation Festival and the GLAS Animation Grant. The GLAS Animation Festival creates a unique culture and community for artists, filmmakers, and film enthusiasts in the US, and more specifically the Bay Area, to critically engage with animation as an artform. The GLAS Animation Grant program allows for the artists in this community to create work and express their visions across the world.

We feel that in order for us to fulfill our mission it is important not only to provide a platform for groundbreaking independent animation, but also to help artists working in the United States create it. The two programs are designed to compliment each other directly; the artists and films we bring to the festival inspires the community while the grant supports the creation of new pieces of work from within that community that will then be exhibited internationally.

Independent animation is an important part of the art and filmmaking community that has been, in the United States, greatly overlooked. Providing a platform to showcase these underrepresented works is important as it enriches the American cultural landscape in a way that is new, fresh, and different.

By creating a space for a diverse community of artists and enthusiasts to discuss and share new ideas, we are able to fulfill our mission to cultivate and promote the art and science of animation.

GLAS ANIMATION FESTIVAL



GLAS ANIMATION FESTIVAL

In March 2016 we launched the first annual GLAS Animation Festival in Berkeley, California. GLAS takes place over four days across Downtown Berkeley at various prestigious cultural institutions including theaters, galleries, media centers, and educational institutions.

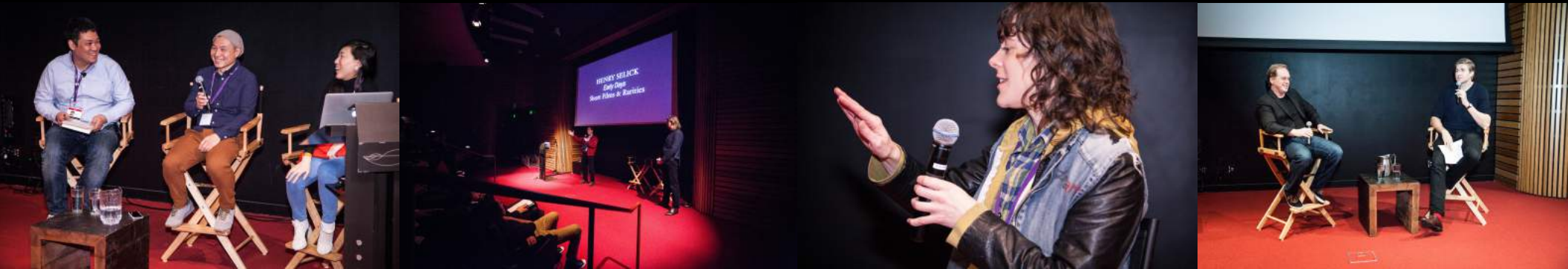
GLAS exhibits films from local and international artists and filmmakers across the animation spectrum, creating a community and space for industry veterans, historians, animation enthusiasts, and emerging talent from diverse backgrounds to come together, share, learn, and appreciate the animated art form in a critical context. We started GLAS to showcase the most exciting animation being made around the world and expand the scope of how animation is understood as an artistic medium in the United States.

At the heart of the festival is the international competition, which showcases five curated programs of the most exceptional contemporary animated short films. These programs are the highlight of the festival as they demonstrate most fully the expressive abilities of animation as a medium. Created oftentimes by an individual artist or small team, these films push the boundaries of film itself through a singular vision not possible in any other medium.

We also host retrospectives, special-curated programs, workshops, panel discussions, performances, and installations. We invite a diverse range of national and international guest speakers and presenters from various sections of the filmmaking community to come share their works, their knowledge, their expertise, and to facilitate discussion. The speakers and presenters we invite represent a multitude of aspects of the animation community including industry veterans, notable independent animators, curators, performance artists, and installation artists.

Film festivals do not simply show films, but create communities, bringing filmmakers to the festival, sharing knowledge, uniting the international filmmaking community, inspiring aspiring filmmakers, and sharing works with the general public. It's our belief that this work should be accessible to as many people as possible, and that cultivating and promoting independent animation in the United States will expand the culture of American animation, film, and art, for many generations to come. We also just think if more people are given the opportunity to see these films, they'll really love them!

VISITING ARTISTS



PAST GUESTS

GLAS emphasizes contemporary filmmaking, independent visions, underrepresented voices, and emerging talent, and as such we invite special guests to represent this. We also intend to trace a history of influence, paying tribute to artists who have inspired independent filmmakers, and more specifically artists and curators who have a strong independent vision. Take a look below at guests who have been featured in past GLAS Animation Festival editions.

Henry Selick (Nightmare Before Christmas, Coraline)

Kirsten Lepore (Hi Stranger, Bottle, Move Mountain)

Sara Gunnarsdottir (Pirate of Love, Diary of a Teenage Girl)

Ruth Lingford (What She Wants, Death and the Mother)

Peter Burr (The Mess, Pattern Language)

Mathieu Labaye (Oresticulanismus, Le Labyrinthe)

Michael Frei (Kids, Not About Us, Plug & Play)

Brad Bird (Incredibles/Mission Impossible: Ghost Protocol)

David O'Reilly (Please Say Something, Everything)

Peter Millard (Hello Peter, Boogodobiegodongo)

Ana Ramirez (Coco, Pixar)

Amy Lockhart (The Collagist, Walk for Walk)

Sophie Koko Gate (Half Wet, Big Weather Part II, Marcy's Tenderloin)

Jonathan Hodgson (Man With Beautiful Eyes)

Phil Lord & Chris Miller (Lego Movie/ 21 Jump Street)

Hisko Hulsing (Montage of Heck, Junkyard)

Reka Bucsi (Love, Symphony 42, Solar Walk)

Sawako Kabuki (Master Blaster, Summer's Puke is Winter's Delight)

Paul Vester (Abductees, Picnic, Sunbeam)

Ghosting (Kristel Brinshot and Ricky Calvit Jonsson Jr.)

Brooke Keesling (Animation Guild)

Masaaki Yuasa (Mind Game, Lu Over the Wall)

Phil Tippett (Star Wars, Robocop, MAD GOD)

Jorge Gutierrez (Book of Life, Son of Jaguar)

Rachel Sale

Rachel Ho (Ghost)

Georges Schwizgebel (Jeu, 78 Tours, Erbkönig)

Tom Brown (Psyop, Director of Teeth)

GLAS IN THE PRESS



SELECTED QUOTES

GLAS is a specialty festival that debuts as an important fixture on the cinematic calendar. It fills a need we didn't even know we had and will spark interest and enthusiasm in many. - **Mick LaSalle - San Francisco Chronicle**

In its second year, this is the most exciting new festival in the Bay Area, with work that is beautiful and nothing like anything most people have ever seen. - **Mick LaSalle - San Francisco Chronicle**

GLAS Animation Festival, America's first major animation festival in nearly a decade, will take place from March 3-6, 2016 in Berkeley, California. With a full slate of competition programs, retrospectives, and international guests, the festival is poised to become the largest U.S. animation festival since 2007's Platform in Portland. - **Amid Amidi - Cartoon Brew**

I felt a wellspring of hope rising; it seems like a venue of professional camaraderie and cross-pollination has finally arrived for the United States. - **Corrie Francis Parks - Cartoon Brew**

The existence of GLAS (GLobal Animation Syndicate) is a beacon of light for independent animation. Encompassing a grant programme, a magazine, and now a festival, GLAS provides valuable resources to independent animators and a world-class platform to showcase their work. - **Edwin Rostron - Edge of Frame**

ADDITIONAL LINKS

[HUFF POST - The World of Sensual Animation, Where Cartoons are Sexier Than Real Life Variety Magazine](#)

[San Francisco Chronicle - GLAS Animation Festival is Something Beautiful and new](#)
[San Francisco Chronicle - GLAS Animation Festival draws on some of the best of filmmaking](#)
[Cartoon Brew - GLAS Animation Festival - First and Foremost an Animator's Festival](#)

GLAS ANIMATION GRANT PROGRAM



GRANTS TO INDEPENDENT FILMMAKERS IN THE UNITED STATES

At the third edition of GLAS Animation Festival we launched the GLAS Animation Grant. This program is designed to fund independent animation filmmakers living and able to work in the United States who are making films outside of academic institutions.

As filmmakers ourselves, we had a keen understanding of the lack of opportunities for funds specifically geared towards independent animators working outside of a commercial context, making bold, artistic work. In fact, there are literally no national grants exclusively for animators in the United States. We wanted to change that, and support animation artists making groundbreaking and vital work.

In our first year, we are awarding two grants of \$2,500 to two filmmakers. This grant is made possible by the generous support of an **Anonymous** donor with additional support from **Screen Novelties**. With these first grants, we hope that two films that might not have been completed without support will be seen all over the world.

But this is just the beginning. In the coming years, we hope to expand the program to provide substantial grants that would support an entire production of an animated short, and help make the United States a central hub for the production of independent animation. This is where you come in.

EXPANDING GRANT PROGRAM

We aim to expand the grant program to be able to provide substantial grants that would support an entire production of independent animated shorts in the United States. Take a look at the sponsorship tiers for the grant program below.

FRIEND 1K	CONTRIBUTING 3K	PATRON 5K
Name/logo listed on grant page as specified tier	+ Name/logo included in e-blasts associated with program	++ Name included in social posts associated with grant
FEATURED 10K	MAJOR 25K	FOUNDER 50K
+++ Name included in press announcements associated with grant	++++ Option to have name/logo listed within the credits of awarded films + Option to have a named grant	+++++ Name/logo listed as a founder of the GLAS Animation Grant Program

WORKING TOGETHER



GET INVOLVED

Over the past three years, the GLAS team has been working to create an inclusive venue for the celebration and creation of independent animation here in the United States. We couldn't be more proud to bring artists together as a community, exhibit films in a theatrical context, and introduce animation as a serious artistic medium. People and organizations have supported us in innumerable ways, and because of that, we've been able to steadily and organically scale our operation to include more events, visiting artists from all over the world, and the creation of our inaugural grant program. And we have no intention of slowing down. By getting involved, you are directly helping to fulfill our mission to cultivate and promote the art of animation in the United States, and to broaden the culture of animation as an art form.

DONATION

GLAS Animation is 501(c)3 California Nonprofit Corporation. All donations are tax deductible. Your patronage advances the culture of animation for many years to come. Supporting GLAS Animation is a great way for individuals, organizations, and companies to directly contribute to the national animation community. Contributions can go toward the GLAS Animation Festival, the GLAS Animation Grant Program, or both.

SPONSORSHIP

Our sponsorship packages have many benefits and can be custom tailored to best suit your needs. Sponsoring GLAS Animation Festival provides you with networking and recruiting opportunities as well as the ability to strengthen your brand with our audience. It is a perfect opportunity to directly connect with our attendees which includes students, emerging talent, educators, artists, filmmakers, producers, and industry professionals. We offer a variety of sponsorship opportunities which range from web and print marketing to branded awards and social events.

Contact us for more information

<http://www.glasanimation.com/>

jeanette@glasanimation.com

GLAS Animation Tax ID #46-5768146

INSIGHTS



FILMS AT FESTIVAL

3600+
Films
Submitted

From
100
Countries

200+
Films Screened

70
Selected in
Competition

From
25
Countries

IMPRESSIONS

4500+
Email
Subscribers

40%
Open Rate

7400+
Facebook
Followers

87,000+
Reach

30,000+
Post
Engagement

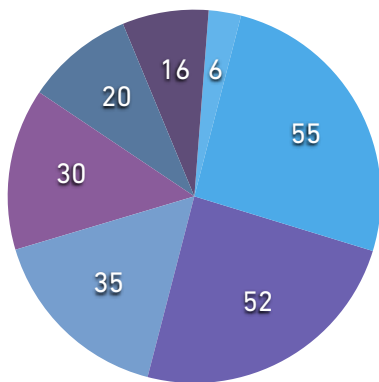
12,000+
Theater
Impressions

450
Festival
Passholders

FESTIVAL DEMOGRAPHICS

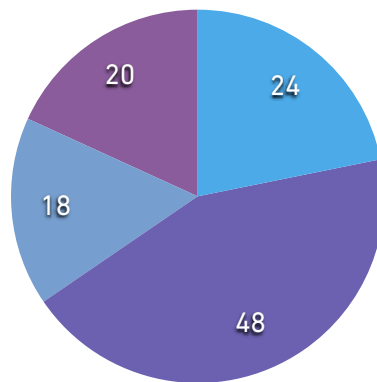
PROFESSION

- Filmmaker
- Professional Artist/Animator
- Student
- Animation Fan
- Educator
- Producer
- Programmer



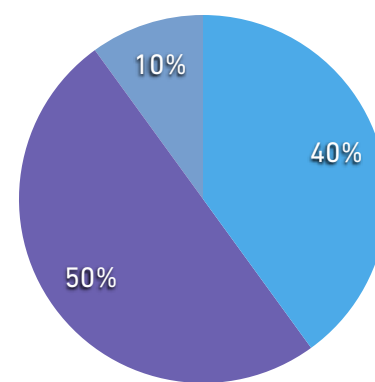
ATTENDEES

- Local
- Other California City
- Out of State
- Out of Country



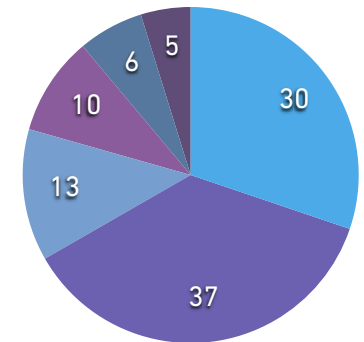
GENDER

- Male
- Female
- Non-Binary



AGE

- 18-24
- 25-34
- 35-44
- 45-54
- 55-65
- 65-74



TEAM GLAS



BOARD OF DIRECTORS

JEANETTE BONDS

Co-founder and director of GLAS Animation, Slamdance Programmer, Short of the Week Contributor, Late Night Work Club Member

SEAN BUCKELEW

President of GLAS + Lead Programmer, Animator/He Named me Malala, Animation Director/We are Your Friends, Late Night Work Club Member

PIA BORG

CalArts Experimental Animation Faculty, Through the Hawthorn, Abandoned Goods

BRET BERG

Creative Director for DTLA Alamo Drafthouse , former Director of Programming for The Cinefamily, Cinefile Video, KXLU 88.9fm Los Angeles.

DANNY MADDEN

Confusion Through Sand, Notes on Biology, David Gilmour to direct the music video The Girl in the Yellow Dress, Vanishing Angle.

ADVISORY COMMITTEE

EINAR BALDVIN

Co-Founder of GLAS Animation, Creator of The Crawling King, Independent Animator

TOM C J BROWN

Director at Psyop

JERRY BECK

President of ASIFA-Hollywood, Animation Historian

JORGE R. GUTIERREZ

Director of Book of Life, Son of Jaguar

MAIJA BURNETT

Director of CalArts Character Animation Program

BROOKE KEESLING

Animation Guild, Former Manager of Animation Talent Development Cartoon Network

IRENE KOTLARZ

Platform International Animation Festival

CHRISTINE PANUSHKA

Professor in the John Hench Division of Animation and Digital Arts, School of Cinematic Arts

ROB PEREYDA

VP at VIZ Media | President at Henshin | Producers Guild of America | ASIFA Hollywood | Anime Entrepreneur & Producer

CHRISTOPH STEGER

Animation Faculty at California College of the Arts

SIMON WILCHES-CASTRO

Director and Animator at Titmouse

GLAS ANIMATION FESTIVAL FRIENDS + SPONSORS



GLAS ANIMATION FESTIVAL SPONSORSHIP PACKAGES

BENEFITS	FRIEND 1K	CONTRIBUTING 3K	PATRON 5K	FEATURED 10K	MAJOR 25K	PREMIER 50K	PRESENTING 100k
Passes to GLAS Animation Festival	1	3	5	10	25	25	25
Logo on web materials/sponsorship page of website	•	•	•	•	•	•	•
Logo featured in E-Newsletters		•	•	•	•	•	•
Shared logo on screen prior to each screening		•	•	•	•	•	•
Full page advertisement in festival catalog			•	•	•	•	•
Special thanks mentioned at official ceremonies			•	•	•	•	•
Option to distribute merchandise or gifts in festival bag				•	•	•	•
Solo logo or image on screen prior to each screening				•	•	•	•
Choose one: Naming rights to an evening party Naming rights to an award Naming rights to a program at festival Option to host an afternoon reception tied to program Option to host Meet the Filmmaker Q&As & Breakfast				•	•	•	•
Option to host the Filmmaker Welcoming Reception					•	•	•
Logo on <u>front</u> page of website					•	•	•
Print materials included in welcome packet for filmmakers					•	•	•
Naming rights to a program at festival + an Award at the festival						•	•
Listed as sponsor of GLAS Animation Grant Program						•	•
Option to display banners/posters at festival hub + other designated areas						•	•
15-20 second spot to play and introduce each screening							•
Logo on Step & Repeat							•

DONOR BENEFITS

FRIEND

\$2,500

Name included as Friend of GLAS on sponsorship/donor page of website.

CONTRIBUTOR

\$5,000

Name included as Contributor of GLAS on sponsorship/donor page of website.
Name included as a Contributor of the festival in festival catalog.
5 passes to GLAS Animation Festival.

ADVOCATE

\$10,000

Name included as Advocate of GLAS on sponsorship/donor page of website.
Name included as a Advocate of the festival in festival catalog.
10 Passes to GLAS Animation Festival.

PATRON

\$20,000

Name included as Patron on sponsorship/donor page of website.
Name included as a Patron within festival in festival catalog.
10 Passes to GLAS Animation Festival + reserved seating.
Name included as Patron of Grant program.

ASSOCIATE

\$30,000

Name included as Associate supporter on sponsorship/donor page of website.
Name included as a Associate within festival catalog.
Name included as Associate supporter of Grant program.
Special thanks mentioned at
Opening and Closing ceremony of festival.

BENEFACTOR

\$50,000

Name included as Benefactor on sponsorship/donor page of website.
Name included as a Benefactor within festival catalog.
Name included as Benefactor of Grant program.
Special thanks mentioned at
Opening and Closing ceremony of festival.

DIRECTOR

\$100,000

Name included as Director supporter on sponsorship/donor page of website.
Name included as a Director within festival catalog.
Name included as Director Sponsor of Grant program.
Special thanks mentioned at
Opening and Closing ceremony of festival.
Option to have a dedicated grant within GLAS Animation Grant program in your name.
Option to have the GLAS Animation Festival Grand Prix in your name.