

# SIMA 2019

## 7TH ANNUAL SOCIAL IMPACT MEDIA AWARDS CALL FOR ENTRIES MEDIA KIT

### DOWNLOADS + LINKS

#### POSTER

TRAILER (Available September 7th)

#### LOGO

CALL FOR ENTRIES URL <http://bit.ly/SIMA2019>

### MEDIA CONTACT

Brandon Ross

[brandon@simaawards.org](mailto:brandon@simaawards.org)

SIMAAWARDS.ORG

### AWARDS INFO

#### **ABOUT THE 2019 SIMA AWARDS:**

The 7th annual SIMA Awards celebrates eye-opening impact cinema that exemplifies excellence in its potential to inspire social change. Each year, films are selected from over 140 countries around the world, competing for honors, cash prizes, media features, distribution opportunities, and entry into SIMA's signature film programs. Finalists will be announced on January 11, 2019 and Winners on February 7, 2019.

#### **WHAT**

SIMA is looking for original, wise, brave, eye-opening and creative productions that increase the awareness of viewers to local and global issues, to the resilience of humans facing deprivation, to the politics and movements of human rights, environmental and social justice, and to efforts and agents of change worldwide. **Entry Categories include: Feature Documentaries, Short Documentaries, Virtual Reality (VR) Films, and Impact Videos**

#### **WHEN**

Early Bird Deadline (September 7th – September 26th)

Regular Deadline (September 26th – October 10th)

Late Deadline (October 10th – October 26th)

#### **WHERE**

Submit your films to <http://bit.ly/SIMA2019> by October 26, 2018. (Submission form will be active starting 09/07/2018)

# SIMA 2019

## **AWARD CATEGORIES**

- DOCUMENTARY FEATURE AWARDS
  - Best Documentary | Best Director | Best Cinematography | Best Editing | Best Sound Editing
- VIRTUAL REALITY (VR) AWARDS
  - Best VR Experience | Best Director | Best Cinematography | Best Editing | Best Sound Experience
- DOCUMENTARY SHORT AWARDS
  - Best Short Documentary | Best Director | Best Cinematography | Best Editing | Best Sound Editing
- IMPACT VIDEO AWARDS
  - Humanitas | Impact
- DOCUMENTARY JURY PRIZES
  - Transparency | Stylistic Achievement | Ethos | Lens to Action
- VIRTUAL REALITY (VR) JURY PRIZES
  - Immersive Impact | Experimental Advocacy | Journalistic Achievement
- IMPACT VIDEO JURY PRIZES
  - Innovation | Creative Impact

## **ABOUT SIMA:**

SIMA is a non-profit impact media agency based in Los Angeles, CA that awards social-documentary storytelling of excellence, screens films in communities and classrooms worldwide, and connects international audiences and organizations with the best global impact cinema.






## **SIMA 2019 AWARDS SPONSORS:**

SIMA's Sponsors are committed to the collaborative effort of spotlighting the most thought-provoking documentary films of our time. Sponsors include: Vena-Cava, Blackmagic Design, Adobe, Peter Ustinov Foundation and RebelHouse Group.

# SIMA 2019

## OUTREACH PARTNERS SOCIAL MEDIA TOOLKIT

### SIMA SOCIAL MEDIA ACCOUNTS

Platform	Link
Facebook	<a href="https://facebook.com/SocialImpactMediaAwards">facebook.com/SocialImpactMediaAwards</a> 
Twitter	<a href="https://twitter.com/SIMAawards">https://twitter.com/SIMAawards</a> 
LinkedIn	<a href="https://linkedin.com/company/social-impact-media-awards-sima">linkedin.com/company/social-impact-media-awards-sima</a> 
Google+	<a href="https://plus.google.com/+SimaawardsOrg">plus.google.com/+SimaawardsOrg</a> 
Instagram	<a href="https://www.instagram.com/simaawards/">https://www.instagram.com/simaawards/</a> 

### ALREADY PUBLISHED LINKS FOR SHARING/ RETWEETING/ LIKING

Platform	Link
Facebook	<a href="https://www.facebook.com/SocialImpactMediaAwards/photos/a.248515898607156.58476.240998486025564/1638101482981917/?type=3&amp;theater">https://www.facebook.com/SocialImpactMediaAwards/photos/a.248515898607156.58476.240998486025564/1638101482981917/?type=3&amp;theater</a>
Twitter	<a href="https://twitter.com/SIMAawards/status/1027238213251985414">https://twitter.com/SIMAawards/status/1027238213251985414</a>
Google+	<a href="https://plus.google.com/u/2/111960906292799557997/posts/Tok9dQyu3du">https://plus.google.com/u/2/111960906292799557997/posts/Tok9dQyu3du</a>
Instagram	<a href="https://www.instagram.com/p/BmObuKhgBX8/?taken-by=simaawards">https://www.instagram.com/p/BmObuKhgBX8/?taken-by=simaawards</a>

### POST SUGGESTIONS (LARGE COPY PLATFORMS)

Facebook, LinkedIn, Google+ Post Suggestions	
#SIMA2019 #ImpactCinema	
1	Calling all Impact Filmmakers & Creative Activists! Submit your docs, virtual reality (VR) + 360 and impact videos to the 7th annual @Social Impact Media Awards (SIMA)! #SIMA2019 is now open for entries! <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>
2	Got a social impact #documentary, #video or #VR film? Submit it to the 7th annual @Social Impact Media Awards (SIMA) by Oct 26! <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>

# SIMA 2019

<b>3</b>	For 7 years @Social Impact Media Awards (SIMA) has been awarding and celebrating the best global impact cinema. Join the greats and submit your #doc or #VR #films to #SIMA2019 by Oct 26! <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>
<b>4</b>	Another year of soul-lifting, mind-blowing, heart-pounding global #impactcinema. #SIMA2019 is calling for entries! Submit your #docs, #VR films or #impact #videos to @Social Impact Media Awards (SIMA) by Oct 26 at <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>

## POST SUGGESTIONS (SHORT COPY PLATFORMS)

Twitter	
@SIMAAwards #SIMA2019 #ImpactCinema	
#	Editorial Copy
<b>1</b>	Filmmakers! Submit your #docs, #VR films and videos to the 7th annual @SIMAAwards! More on #SIMA2019 @ <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>
<b>2</b>	Got a social impact #doc, #video or #VR film? Submit it to @SIMAAwards #SIMA2019 by Oct 26! <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>
<b>3</b>	Calling all #filmmakers! Join the greats and submit your #docs & #VR films to #SIMA2019 @SIMAAwards <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>
<b>4</b>	Another year of mind-blowing-heart-pounding global #impactcinema! #docs & #VR submit to @SIMAAwards #SIMA2019: <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>
<b>5</b>	#SIMA2019 is now open for #documentary, #VR, #impact #video SUBMISSIONS! Submit to <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>

## POST SUGGESTIONS (VISUAL PLATFORMS)

Instagram		
@SIMAAwards #SIMA2019 #ImpactCinema		
#	Editorial Copy	Image Download
<b>1</b>	Filmmakers! Do your #documentaries or #VR films raise important questions about the state of our world? Submit your work to the 7th annual @SIMAAwards by Oct 26. #SIMA2019 submit at: <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>	<a href="https://drive.google.com/drive/u/2/folders/1WflZyrKo8O-fu7bn1uvyY-lj-P71x9y-">https://drive.google.com/drive/u/2/folders/1WflZyrKo8O-fu7bn1uvyY-lj-P71x9y-</a>

# SIMA 2019

<b>2</b>	Calling all original, wise, brave, eye-opening and creative #documentary and #VR productions! Submit your films to the 7th annual @SIMAawards #SIMA2019 today! <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>	<a href="https://drive.google.com/drive/u/2/folders/1WflZyrKo8O-fu7bn1uvyY-lj-P71x9y-">https://drive.google.com/drive/u/2/folders/1WflZyrKo8O-fu7bn1uvyY-lj-P71x9y-</a>
<b>3</b>	Social impact #documentary features and shorts, #impact #VR films, innovation and creative activism videos - SUBMIT your work to the world's top digital social impact film festival #SIMA2019 by Oct 27! @SIMAawards <a href="http://bit.ly/SIMA2019">http://bit.ly/SIMA2019</a>	<a href="https://drive.google.com/drive/u/2/folders/1WflZyrKo8O-fu7bn1uvyY-lj-P71x9y-">https://drive.google.com/drive/u/2/folders/1WflZyrKo8O-fu7bn1uvyY-lj-P71x9y-</a>

## NEWSLETTER TOOLKIT

### SHORT NEWSLETTER WRITE-UP

Image: [HERE](#)

**Headline:** Now Open for the 7th Social Impact Media Awards

**Copy:** **DOC MAKERS = CHANGEMAKERS**, move, enlighten and transform our world – submit your impact documentaries, virtual reality (VR) + 360 and impact videos to the 7th annual International Social Impact Media Awards (SIMA 2019) and push the boundaries of contemporary social impact storytelling. **Submit your films to <http://bit.ly/SIMA2019> by October 26.**

### LONG NEWSLETTER WRITE-UP

Image: [HERE](#)

**Headline:** SIMA 2019 CALL FOR ENTRIES

**Copy:** Social Impact Media Awards is beginning its 7th year of championing the work of independent filmmakers and media artists who inspire activism, compassion, and social transformation. In 2019, we're thrilled to continue our tradition of amplifying films that reflect the most constructive voices in global transformation. Once again, we're looking for innovative films that tell unexpected stories and illuminate blind spots.

Entries are open to documentaries, virtual reality (VR) + 360 and impact videos from September 7, 2018 - October 26, 2018.

**Submit your films to <http://bit.ly/SIMA2019> by October 26.**

# SIMA 2019

## GENERAL INFO

### HISTORY

Driven to maximize responsible impact through creativity, award-winning documentarian Daniela Kon founded the Social Impact Media Awards (SIMA) in 2012 in LA. After working with activists, NGOs and aid organizations in Cambodia, Thailand, India, Bangladesh, Israel, Liberia, Senegal & the US for over a decade, Kon saw that social-issue documentaries were not receiving adequate recognition, nor did appropriate distribution avenues exist that would amplify the impact of the stories told.

Thus SIMA began as the first documentary competition honoring members of both the independent film and global humanitarian industries, and started distributing this vital content through partnerships with organizations, educational institutions & venues around the globe. In addition to the annual Awards, SIMA created a global traveling series in 26 countries, an online cinema club with membership in 31 countries, and a flagship educational program servicing over 36,000 students, SIMA Classroom, fostering global awareness and civic engagement through the power of film.

### ABOUT SIMA'S FILM PROGRAMS

SIMA's international Film Programs: [SIMAx](#), [SIMA Classroom](#), [SIMA RAMA](#), and [SIMA VOD](#), maximize the impact and exposure of the best films from our annual awards. Through unique partnerships and collaborations with conscious individuals, organizations and educational institutions, we host year-round screening events that cultivate awareness and engagement from the grassroots to the governmental level.

### SIMA BY THE NUMBERS

GLOBAL NETWORK	SIMA AWARDS STATS	FILMMAKER GENDER DEMOGRAPHIC	FILMMAKER AGE DEMOGRAPHIC
22,000,000+ media impressions yearly 5,000,000+ direct media reach 72 outreach partners 30+ brand ambassadors 1,500+ filmmakers 600+ media organizations in 196 countries	(2013-present) 1,460 films submitted 142 countries 188 films short-listed 56 films awarded 118 films distributed 104 languages 250+ screenings 6 continents	<b>SIMA OVERALL</b> 53% FEMALE 44% MALE 1% OTHER 2% DECLINE TO STATE  <b>SIMA 2017 WINNERS</b> 64% FEMALE 32% MALE 5% DECLINE TO STATE	<b>SIMA OVERALL</b> 10% 18-25 YRS 37.7% 26-34 YRS 27.3% 35-44 YRS 12.6% 45-54 YRS 7.3% 55-64 YRS 1.3% 65+ YRS 3.3% DECLINE TO STATE

### QUOTES ABOUT SIMA

“These courageous filmmakers and activists re-imagine socio-political filmmaking. They set new standards for transparency, integrity, and creativity, while transforming their cameras, their narratives, and by extension their audiences, into vehicles for social justice. We're proud to champion such an extraordinary range of global stories and filmmakers at the Skirball, and look

# SIMA 2019

forward to meeting the demands of LA audiences in the midst of a national debate on diversity in the film industry.” - Daniela Kon, SIMA Founder and Executive Director

"[SIMA films are] visual storytelling that can affect your mind, body, and soul." - David Craig, Assistant Professor at USC's Annenberg School for Communications and Journalism

“SIMA is quickly becoming the gold standard for social impact films, and the genre is quickly becoming our planet’s truest form of journalism. The content SIMA draws is jaw dropping.” - Trevor Hall, President of Creative Visions Foundation

“Necessary viewing for anyone concerned with international affairs and human rights issues.” - Andrew McGregor, Founder of Tiziano Project

“Watching these films was like school of the best, most expansive and inspiring kind.” - Patricia Billings, Co-founder of Milet Publishing

“Abandon the cultural conditioning of the ‘Do-Gooder Industrial Complex’ with each and every SIMA Film.” – Shawn Humphrey, Professor, Innovator & Development Consultant"