

# The Sponsors of It's All True 2017

Ever since its first edition in 1996, It's All True – International Documentary Festival has consolidated itself as the most important nonfiction film event in Brazil, with great recognition worldwide. In 2017 the festival reaches its 22<sup>nd</sup> edition, sponsored by BNDES, Oi, Itaú and Petrobras. It relies with the co-sponsor of Sabesp and Spcine/ São Paulo City Culture Department and support of the Ministry of Culture – Audiovisual Secretariat, according to the law 8.313/92 (Rouanet Law) and São Paulo State Secretary of Culture – Program of Cultural Action/PROAC ICMS.

Banco Nacional do Desenvolvimento Econômico e Social (BNDES) renews its partnership for the 8<sup>th</sup> time in the festival. “In a world where real life surpasses the eccentricity of fiction, *It's All True* invites spectators to engage in critical reflection on reality through the free of charge screening of documentaries from different countries. To BNDES, the support for *It's All True* is much more than a sponsorship opportunity. It is part of its commitment to Brazilian culture and Brazil's sustainable development.”, explains BNDES. In 2017, the festival and BNDES organize together for the first time the program Doc Online at Schools for an exclusive program just for teenagers.

“By sponsoring the twenty-second edition of *It's All True*, Oi Futuro enthusiastically supports the partnership. The festival has grown over time to become the main Latin American event dedicated to nonfiction film production.”, the sponsor affirms.

Banco Itaú and Itaú Cultural repeat their partnership with It's All True. Itaú Cultural holds the first edition of Latin-American Competition and displays at Itaú Cultural's online channel ([www.itaucultural.org.br/canal](http://www.itaucultural.org.br/canal)), documentaries about brazilian arts, exhibited in previous editions.

“Petrobras' partnership with It's All True Festival has lasted 14 years. “And this year we have renewed the initiative to include the “International Documentary Conference It's All True – Petrobras”, reinforcing the debate about brazilian audiovisual industry and the company's historical link with brazilian cinema”, says the company.

São Paulo State Secretary of Culture, represented through PROAC/ICMS and SABESP's sponsorship sustains that "one of the hallmark traits of documentary film is its ability to embrace, narrate and discuss complex subjects in a profound way, while also encouraging viewers to reflect. This way of problematizing a wide range of issues has a deep impact on the way audiences view the world and spurs the transformation of society through art, which is the most tangible result of It's All True International Documentary Film Festival."

São Paulo City Culture Department, states through the Secretary, André Sturm: "I had the pleasure to accompany the festival since its beginning and It's All True is responsible for repositioning documentary production in Brazil, followed by its remarkable geographical expansion with itinerancies and art programming". And adds: "We hope that the successful partnership between It's All True and São Paulo City Culture Department, through Spcine, will be strengthened even further as the festival continues to showcase and celebrate the best of the brazilian and the world's documentary film production."

The festival counts with the support of the Ministry of Culture through the Rouanet Law – 8.313/91. "For the twenty-second time, in these exact twenty-two years, the screens of brazilian cinema will echo a scream that has long been part of our lives as documentary filmmakers and movie lovers. A cry that comes from our ancestors, Welles, Flaherty, Ivens, Vertov, Grierson, Alvarez, Birri, of whom, nourished by our own anxieties and enchantment, we brazilian documentary filmmakers are followers.", sustains the moviemaker João Batista de Andrade, Executive Secretary of the Ministry of Culture.

"On behalf of the festival team, I would like to thank the loyalty of our sponsors, BNDES, Oi, Itaú, Petrobras, Sabesp and Spcine/ São Paulo City Culture Department, who were crucial for the stability of this event, which is already the oldest annual event dedicated exclusively to documentaries in Latin America. More often than not, it has been made possible thanks to such invaluable incentive mechanisms as Rouanet Law, managed by the Ministry of Culture, and PROAC from the State Government of São Paulo.", says Amir Labaki, founder and director of the festival.

**É Tudo Verdade - Festival Internacional de Documentários**

**Fundador e Diretor: Amir Labaki**

**It's All True – International Documentary Film Festival**

**[etudoverdade.com.br](http://etudoverdade.com.br) / [itsalltrue.com.br](http://itsalltrue.com.br)**

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