



Toronto International Deaf Film and Arts Festival (TIDFAF) is gearing up and getting ready for the second International Deaf Arts & Film Festival on May 21-23, 2009 in Toronto, Ontario.

Our mission is to promote cultural diversity, educational awareness and the celebration of emerging "Deaf Cinema" through the visual medium. The biannual festival showcases the work of talented national and international Deaf, Hard of Hearing, Deafened, Deaf Blind filmmakers and artists as well as those who produce works in collaboration with the Deaf community.

For your consideration, enclosed is a copy of our sponsorship opportunities for your company.

Kicking off the festival with a high profile event, TIDFAF is delighted to announce the "Opening Night Film and Gala" will be the Canadian Première screening of "Universal Signs". Starring **Anthony Natale** (Mr. Holland's Opus, Jerry McGuire) and **Margot Kidder** (Superman), both are talented Canadians who will be in attendance during our festival from May 21-23, 2009.

The synopsis of the film, **"Universal Signs is a modern silent film told in mesmerizing American Sign Language and captioned for the hearing. After the death of his fiancée's daughter while in his care, a Deaf man shuts off from the world. Haunted by memories, it is only through new friendship that he can learn to forgive, love and re connect"**.

With a focus on community engagement, we are delighted to host a High School Film Festival showcase, for students, families, friends and participants of the festival generously sponsored by Canwest Media Inc. Our Media sponsors, Global Ontario - [www.globaltv.com](http://www.globaltv.com) and OMNI TV - [www.omnitv.ca](http://www.omnitv.ca), have confirmed the donation of airtime for Public Service Announcements and commercials for the festival.

Should you have any further questions, please don't hesitate to contact me at [director@tidfaf.ca](mailto:director@tidfaf.ca). I look forward to hearing from you soon.

Kind Regards,

Catherine MacKinnon  
Festival Director  
Toronto International Film and Arts Festival (TIDFAF)  
[www.tidfaf.ca](http://www.tidfaf.ca)

CC: Jill Andrew, Director of Media Relations  
Frank Folino, Finance Manager

**Founding Sponsor: Canwest Media Inc.**



As a Sponsor TIDFAF would like to offer **Your Company** the following recognition and benefits:

### **Diamond Sponsor (\$15,000)**

- Recognition of **Your Company**, as a “Diamond” sponsor of the TIDFAF that similarly profiled festival program as the parties may agree;
  - One double-page colour ad in the TIDFAF’s program guide;
  - 10 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by your company
  - 8 tickets to the Opening gala and films;
  - 8 TIDFAF all-access passes valued at \$65.00
  - Our signage will include **Your Logo**, at our festival events including the Opening Night and/or other festival program as parties have agreed;
  - **Your Logo** presence on the TIDFAF PSA, to air on Global TV; and OMNI TV
  - **Your Logo** presence on our TIDFAF’s website
  - **Your Logo** presence in the end credits of the TIDFAF Trailer with the credit going to **Your Company** for their generous support as a donor as a “Diamond” sponsor of TIDFAF.
  - **Your Company** will be published in our website as sponsorship acknowledgment as well as in all of our Media publicity kits
- \* Sponsor recognition and presentation at the Opening Night Gala.

Other such recognition as the Parties may agree to from time to time.

### **Platinum Sponsor (\$10,000)**

- Recognition of **Your Company**, as a “Platinum” sponsor of the TIDFAF that similarly profiled festival program as the parties may agree;
  - One full-page colour ad in the TIDFAF’s program guide;
  - 8 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by your company
  - 6 tickets to the Opening gala and films;
  - 6 TIDFAF all-access passes valued at \$65.00
  - Our signage will include **Your Logo**, at our festival events including the Opening Night and/or other festival program as parties have agreed;
  - **Your Logo** presence on the TIDFAF PSA, to air on Global TV; and OMNI TV
  - **Your Logo** presence on our TIDFAF’s website
  - **Your Logo** presence in the end credits of the TIDFAF Trailer with the credit going to **Your Company** for their generous support as a donor as a “Platinum” Sponsor of TIDFAF.
  - **Your Company** will be published in our website as sponsorship acknowledgment as well as in all of our Media publicity kits
- \* Sponsor recognition and presentation at the Opening Night Gala.

Other such recognition as the Parties may agree to from time to time.



As a Sponsor TIDFAF would like to offer **Your Company** the following recognition and benefits:

### **Gold Sponsor (\$5,000)**

- Recognition of **Your Company**, as a “Gold” sponsor
  - One full-page colour ad in the TIDFAF’s program guide;
  - 6 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by your company
  - 4 tickets to the Opening gala and films;
  - 4 TIDFAF all-access passes valued at \$65.00
  - Our signage will include **Your Logo**, at our festival events including the Opening Night and/or other festival program as parties have agreed;
  - **Your Logo** presence on the TIDFAF PSA, to air on Global TV; and OMNI TV
  - **Your Logo** presence on our TIDFAF’s website
  - **Your Logo** presence in the end credits of the TIDFAF Trailer with the credit going to **Your Company** for their generous support as a donor as a “Gold” Sponsor of TIDFAF.
  - **Your Company** will be published in our website as sponsorship acknowledgment as well as in all of our Media publicity kits
- \* Sponsor recognition and presentation at the Opening Night Gala.

### **Silver Sponsor (\$2,500)**

- Recognition of **Your Company**, as a “Silver” sponsor
  - One full-page colour ad in the TIDFAF’s program guide;
  - 4 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by your company
  - 2 tickets to the Opening gala and films;
  - 2 TIDFAF all-access passes valued at \$65.00
  - Our signage will include **Your Logo**, at our festival events including the Opening Night and/or other festival program as parties have agreed;
  - **Your Logo** presence on the TIDFAF PSA, to air on Global TV; and OMNI TV
  - **Your Logo** presence on our TIDFAF’s website
  - **Your Logo** presence in the end credits of the TIDFAF Trailer with the credit going to **Your Company** for their generous support as a donor as a “Silver” Sponsor of TIDFAF.
  - **Your Company** will be published in our website as sponsorship acknowledgment as well as in all of our Media publicity kits
- \* Sponsor recognition and presentation at the Opening Night Gala.

### **Bronze Sponsor (up to \$1,000)**

- Recognition of **Your Company**, as a “Bronze” sponsor
  - One half-page colour ad in the TIDFAF’s program guide;
  - 2 tickets to the Opening gala and films;
  - 2 TIDFAF all-access passes valued at \$65.00
  - Our signage will include **Your Logo**, at our festival events including the Opening Night and/or other festival program as parties have agreed;
  - **Your Logo** presence on our TIDFAF’s website
  - **Your Logo** presence in the end credits of the TIDFAF Trailer with the credit going to **Your Company** for their generous support as a donor as a “Bronze” Sponsor of TIDFAF.
- \* Sponsor recognition and presentation at the Opening Night Gala.