



Toronto International Deaf Film and Arts Festival 2011 Sponsorship Opportunity Package

May 12-15, 2011



NETWORKING EVENT



OPENING GALA



WORKSHOP

'Can not express my feelings.

Cried. Touched. ...Overwhelmed.'

Jayne Fletcher, UK Filmmaker



The Toronto International Deaf Film and Arts Festival (TIDFAF) promotes cultural diversity, 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 and hearing community.

'TIDFAF was very well-organized, I enjoyed everything from the first and the last, the beginning and the end. Congrats! And, am looking forward to the next TIDFAF already.'

Pamela Elizabeth Witcher, Montreal Filmmaker

SCHEDULE AT GLANCE

Subject to change

Thursday May 12, 2011

Opening Night and Gala

The kick-off event for Toronto International Deaf Film and Arts Festival, is a stylish and outrageous opening night and gala with film directors, actors, and sponsors in attendance for a special film screening.

Friday May 13, 2011

TIDFAF is proud to honour Mayfest hosted by Ontario Association of the Deaf during the daytime and the evening will be a Canadian De'via photography exhibition launch hosted by Deaf Culture Centre as well as their 5th year Celebration, SignMark, world's 1st deaf rapper from Finland.

Saturday May 14, 2011

Film Screenings and Workshops

An opportunity to pitch the filmmaker's to the audience and panels of professionals from the industry and the showcase of film screenings will be scheduled during the daytime at the film theatre.

Spotlight: Meet and Greet with Film Directors and Actors & Closing Awards Ceremony

An event for Toronto International Deaf Film and Arts Festival, this extraordinary night of celebration honours the work of talented film directors and actors in the film industry and a spotlight event to meet them for networking of their talent works in the film industry.

Sunday May 15, 2011

Farewell Breakfast

A special guest speech at the farewell breakfast workshop to the audiences about their talent of works in the film industry.

SPONSORSHIP OPPORTUNITIES & BENEFITS

The **Toronto International Deaf Film and Arts Festival** provide these sponsorships as true partnerships, designed to meet the needs of the client, the Festival and its attendees.

We customize all of our sponsorship packages to meet the objectives of our sponsors. Your sponsorship package could include any of the following elements:

Branding

Increase your profile through the following branding opportunities:

- Festival Awards
- Festival Program Book
- Special Events and Parties
- Signage at Festival Venues
- Festival Press releases
- Festival Website

Advertising

Promote your company by advertising in some of the Festival's key publications such as the Program Book and online advertising.

TIDFAF's program book and online advertising will have an opportunity for companies wishing to promote goods, program and services to a diverse international audience and across Canadian audience. This is your wonderful opportunity for your company to show ad in our program book.

The program book and online advertising will be distributed to all registrants, participating filmmakers, sponsors, festival attendees and media representatives.

Promotional Benefits

Engage audiences through customized promotions & integrated marketing programmes. We can provide added value to your promotion:

- Access to fellow sponsors
- Logo Recognition on Video Logs
- Email blasts to Festival-goers
- Contribution of prizes
- Acknowledgement and welcome to your guests from the stage

Products Placement

Put your product in the hands of the Festival's various tastemakers and industry leaders through a variety of product placement opportunities. Opportunities are available in exclusive and non-exclusive categories.

- Sampling in gift bags, theatre line-ups and at the box admission office
- Product Displays and activation at Festival events
- Opportunity to increase sales with Festival attendees

SPONSOR LEVELS

Premier - \$25,000

- Recognition of **Your Company**, as a "Premier" sponsor of the TIDFAF that similarly profiled festival program as the parties may agree
- One double-page colour ad in the TIDFAF's program book
- 10 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by **Your Company**
- 8 tickets to the Opening Night and Gala
- 8 TIDFAF all-access passes for the festival weekend
- Our signage include **Your Logo**, at our festival events including the Opening Night and Gala and/or other festival program as parties have agreed
- **Your Logo** presence on our TIDFAF's website
- **Your Logo** presence on sampling in gift bags, theatre line-ups and at the box admission office
- **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 "Premier" sponsor of TIDFAF
- **Your Company** will be published in our website as sponsorship acknowledgement as well in all of our media publicity kits

- Sponsor recognition and presentation at the Opening Night and Gala

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

Official - \$15,000

- Recognition of **Your Company**, as a "Official" sponsor of the TIDFAF that similarly profiled festival program as the parties may agree
- One double-page colour ad in the TIDFAF's program book
- 8 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by **Your Company**
- 6 tickets to the Opening Night and Gala
- 6 TIDFAF all-access passes for the festival weekend
- Our signage include **Your Logo**, at our festival events including the Opening Night and Gala 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 an "Official" sponsor of TIDFAF
- **Your Company** will be published in our website as sponsorship acknowledgement as well in all of our media publicity kits

- Sponsor recognition and presentation at the Opening Night and Gala

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Contributing - \$10,000

- Recognition of **Your Company**, as a “Contributing” sponsor of the TIDFAF that similarly profiled festival program as the parties may agree
 - One double-page colour ad in the TIDFAF’s program book
 - 6 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by **Your Company**
 - 4 tickets to the Opening Night and Gala
 - 4 TIDFAF all-access passes for the festival weekend
 - Our signage includes **Your Logo** at our festival events including the Opening Night and Gala 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 an “Contributing” sponsor of TIDFAF
 - **Your Company** will be published in our website as sponsorship acknowledgement as well in all of our media publicity kits;
- Sponsor recognition and presentation at the Opening Night and Gala

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

Gold - \$5,000

- Recognition of **Your Company**, as a “Gold” sponsor of the TIDFAF that similarly profiled festival program as the parties may agree
- 1/2 page colour ad in the TIDFAF’s program book
- 4 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by **Your Company**
- 2 tickets to the Opening Night and Gala
- 2 TIDFAF all-access passes for the festival weekend
- Our signage includes **Your Logo** at our festival events including the Opening Night and Gala 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 an “Gold” sponsor of TIDFAF
- **Your Company** will be published in our website as sponsorship acknowledgement as well in all of our media publicity kits

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Silver - \$2500

- Recognition of **Your Company**, as a “Silver” sponsor of the TIDFAF that similarly profiled festival program as the parties may agree
- 1/2 page colour ad in the TIDFAF’s program book
- 4 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by **Your Company**
- 2 tickets to the Opening Night and Gala
- Our signage includes **Your Logo** at our festival events including the Opening Night and Gala 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 an “Silver” sponsor of TIDFAF
- **Your Company** will be published in our website as sponsorship acknowledgement as well in all of our media publicity kits

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Bronze - \$1000

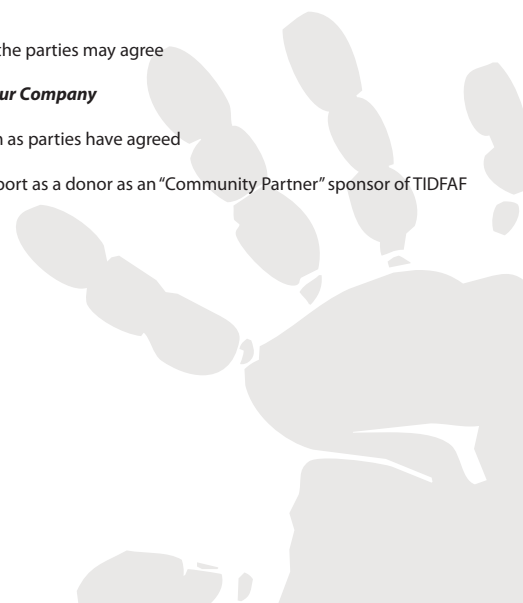
- Recognition of **Your Company**, as a "Bronze" sponsor of the TIDFAF that similarly profiled festival program as the parties may agree
- 1/4 page colour ad in the TIDFAF's program book
- 2 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by **Your Company**
- 1 tickets to the Opening Night and Gala
- Our signage includes **Your Logo** at our festival events including the Opening Night and Gala 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 an "Bronze" sponsor of TIDFAF
- **Your Company** will be published in our website as sponsorship acknowledgement as well in all of our media publicity kits

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Community Partner - \$500

- Recognition of **Your Company**, as a "Community Partner" sponsor of the TIDFAF that similarly profiled festival program as the parties may agree
- 1/8 page colour ad in the TIDFAF's program book
- 2 complimentary tickets to TIDFAF screenings to be distributed to partners, employees, or customers as determined by **Your Company**
- 1 tickets to the Opening Night and Gala
- Our signage includes **Your Logo** at our festival events including the Opening Night and Gala 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 an "Community Partner" sponsor of TIDFAF
- **Your Company** will be published in our website as sponsorship acknowledgement as well in all of our media publicity kits

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The purpose of this document is to provide an initial insight into how your company's sponsorship of the **Toronto International Deaf Film and Arts Festival** could be leveraged. We would love to meet with your team to discuss some of these concepts in more detail and how a Festival sponsorship would best meet your company's objectives.

For additional information about this opportunity, please contact:

Frank Folino

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Toronto International Deaf Film and Arts Festival

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