



# CFF

# CONCORDIA FILM FESTIVAL

46th ANNUAL  
**CONCORDIA FILM FESTIVAL**  
May 2nd - 5th, 2019

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**Friends of the Festival**  
**Sponsorship and Partnership Guide**





# MISSION STATEMENT

The Concordia Film Festival (CFF) is run by students, for students, creating a platform that gives young filmmakers the ability to share their story. In keeping with the theme of youth empowerment, the Concordia Film Festival provides professional opportunities for students to organize and develop a reputable film festival. The objective of the Concordia Film Festival is to connect Concordia cinema students with limitless opportunities locally in Montreal, across Canada, and the World. By connecting the outside world with Concordia students, we provide cross-roads where thinkers, producers, and creators, both young and old can exchange ideas and network.

# CONCORDIA FILM FESTIVAL

The Concordia Film Festival is an event organized by film studies, film production and film animation students attending the Mel Hoppenheim School of Cinema (MHSoc) at Concordia University. For the 46th edition, the four day event will occur between May 2nd to 5th, 2019.

Through the duration of the festival, the CFF screens selected films made by Concordia film production and animation students from the current school year. The films produced by Concordia students are renowned for their professional calibre, as the Mel Hoppenheim School of Cinema is one of the top institutions in Canada for cinema studies. As a testament to the strength of Concordia student filmmakers, current students, and alumni have gone on to screen their works at festivals such as Sundance, Cannes, TIFF, Canada's Top 10, and Festival du Nouveau Cinéma.

On top of the core screenings that we exhibit, the CFF also presents a variety of talks and conferences that showcase academic work of film studies students, scholars, and academics who explore social justice issues in the cinematic universe and within the film industry. The CFF also invites the works of student filmmakers from outside of the Concordia community through the Visions and Open Competition programmes.

The Opening Cocktail Party and Nomination Ceremony Party and Awards Ceremony is also an occasion for student filmmakers, family, and friends, to celebrate the end of the year (and for some the end of their degree). Entering its 46th year, the CFF continues to fulfill all its promises.



# VENUES



This year's events will be held at Concordia University's H-110 Alumni Auditorium and LB-125 J. A. de Sève Cinema Theatre. Located at the heart of the Sir George Williams Campus, these venues have been host to a number of other high profile festival screenings including the Fantasia Film Festival, Rencontres Internationales du Documentaire de Montreal (RIDM), Stop Motion Film Festival, Cinema Politica and Festival du Nouveau Cinéma (FNC).

# SPECIFIC PROGRAMMING

The CFF presents a wide variety of films made by students both inside and outside Concordia University. During the four days, the CFF hosts a variety of screenings, talks, and social events. The programming includes; short films made by undergraduate students at MHSoc, the Open Competition and Visions programmes which include screenings focused on LGBTQ+ and people of colour. Outside the core screenings, the festival will also host; Moving Image Seminars presented by film studies students, and an industry talk covering film distribution. An award ceremony concludes the festival, with awards presented to films-juried by some of Montreal's leading filmmakers, animators, programmers, and professionals.

# TARGET AUDIENCE

Between 2500 and 3000 people attend the Concordia Film Festival each year. Our main target audience is composed of students and young adults aged 18 to 35. The demographic is largely bilingual, (French and English) represented by a range of cultural and ethnic backgrounds reflecting Concordia's widespread diversity. The majority of our audience consists of undergraduate and graduate students within the fine arts department ranging from cinema to communications, to passionate cine-philes.

As with previous years, we expect the visit of many industry professionals. These will be professionals from businesses related to film production, communications, and marketing around Montreal who are on the lookout for new talents.











# SPONSORSHIP







The Concordia Film Festival offers sponsors strong visibility and ties with a young, vibrant, and urban audience at Concordia University, as well as members of Montreal’s film community.

As a ‘Friends of the Festival’ sponsor, your valuation is determined by the exchange of goods and services that you offer the festival. Since the ‘Friends of the Festival’ is a category that encompasses many aspects of sponsorship, we would certainly be happy to discuss customization that best fits the needs of our organization.




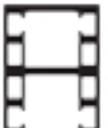

## 70 MM SPONSORSHIP LEVEL (\$2000)

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|--|---|
|  30 - 60 second trailer                               |  Festival Pass (4)                           |
|  Separate Marketing Booth                             |  Interactive publicity                       |
|  Ability to disseminate physical promotional material |  Logo on all festival literature and website |
|  Free drink tickets (4)                               |  Listed as a 70mm Festival Partner           |

## 35 MM SPONSORSHIP LEVEL (\$1000)

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|---|---|
|  Half page Ad in the programme |  Listed as a 35mm Festival Partner           |
|  Space at the Marketing Table  |  Logo on all festival literature and website |
|  Free drink tickets (3)        |  Festival Pass (3)                           |

## 16 MM SPONSORSHIP LEVEL (\$500)

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|--|---|
|  Quarter page Ad in the programme |  Logo on all festival literature and website |
|  Festival pass (2)                |  Listed as a 16mm Festival Partner           |
|  Free drink tickets (2)           |   |

\*Some examples are: if your organization donates catering services valued at \$750 CAD, you would receive all the benefits that are awarded in the 35mm tier. In providing free or generously discounted advertising valued at \$1,200 CAD, that would make your organization a 70 mm sponsor. Of if you offer educational workshops, mentorship opportunities, or events for the CFF team, valued at \$450 CAD, that would make your organization a 16mm sponsor, etc .



# FESTIVAL PROMOTION STRATEGY

The CFF press kit will be received by film critics, reporters, and news programs that cover Montreal arts and culture (written media, television, and radio).

Printed copies of the festival program will be distributed at Concordia University during the duration of the festival. 600 programs will be printed and handed out personally to all attendees. Our focus this year is on greater sustainability, such as printing a reduced number of programs to be re-used following each screening.

Our festival trailer will be shared on the official CFF website and social network pages (Facebook, Twitter, Vimeo, Youtube) as well as on other relevant blogs and websites. Trailers for the festival will be seen throughout the Concordia campus and shares with online audiences. The film festival information will be sent to our collective 2,000+ social media subscribers.

Promotional material such as flyers and posters will also be distributed to the entire Concordia population and in the surrounding area. The Concordia population is built up of over 50,000 students, staff, and faculty members connected to other branching communities and institutions.

## BENEFIT FOR THE SPONSOR

In the month leading up to the film festival, promotional material will be distributed and circulated throughout Concordia University and the Montreal community, reaching over 50,000 people.

During the festival, sponsorship logos and information will be shared within a specialized population of roughly 3,000 filmmakers, film lovers and supporters of the arts. The majority of the audience is made up of up and coming filmmakers, many of whom are interested in investing in equipment, softwares and products that will aid them in their future filmmaking endeavours.

No matter what level of support, all sponsors are guaranteed brand exposure when partnering with the film festival. All festival sponsors will have their logo advertised and shared with a annual online audience of over 2,000+ social media subscribers.

The Concordia Film Festival is a dynamic platform for brand exposure, connecting the sponsor to the ideal consumer and audience.



# CONTACT INFO

Thank you for your time and consideration, we hope that you are interested in supporting the Concordia Film Festival! We would certainly be interested in discussing further options with you in person or over the phone. Please do not hesitate to reach out to us through:

General Inquiries: **info@concordiafilmfestival.com**

Further festival information: **www.concordiafilmfestival.com**

## Social Media:



@ConcordiaFilmFest



@ConcordiaCFF



@ConcordiaFilmFestival



CFF - Concordia Film Festival

## Sponsorship Coordinators:

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