

[icff]

ITALIAN
CONTEMPORARY
FILM FESTIVAL
FESTIVAL
DU FILM ITALIEN
CONTEMPORAIN

PRESENTED BY:



SAVINGS
Better Banking

Let Italian Cinema feed you
June 8-16, 2017

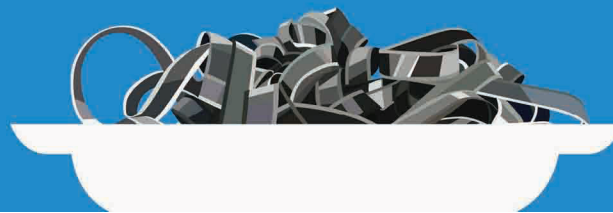
ICFF.CA

| 416.893.3966



ICFFCANADA

| #ICFF17



2017 IMPACT REPORT – 6° EDITION

SUSTAINABILITY

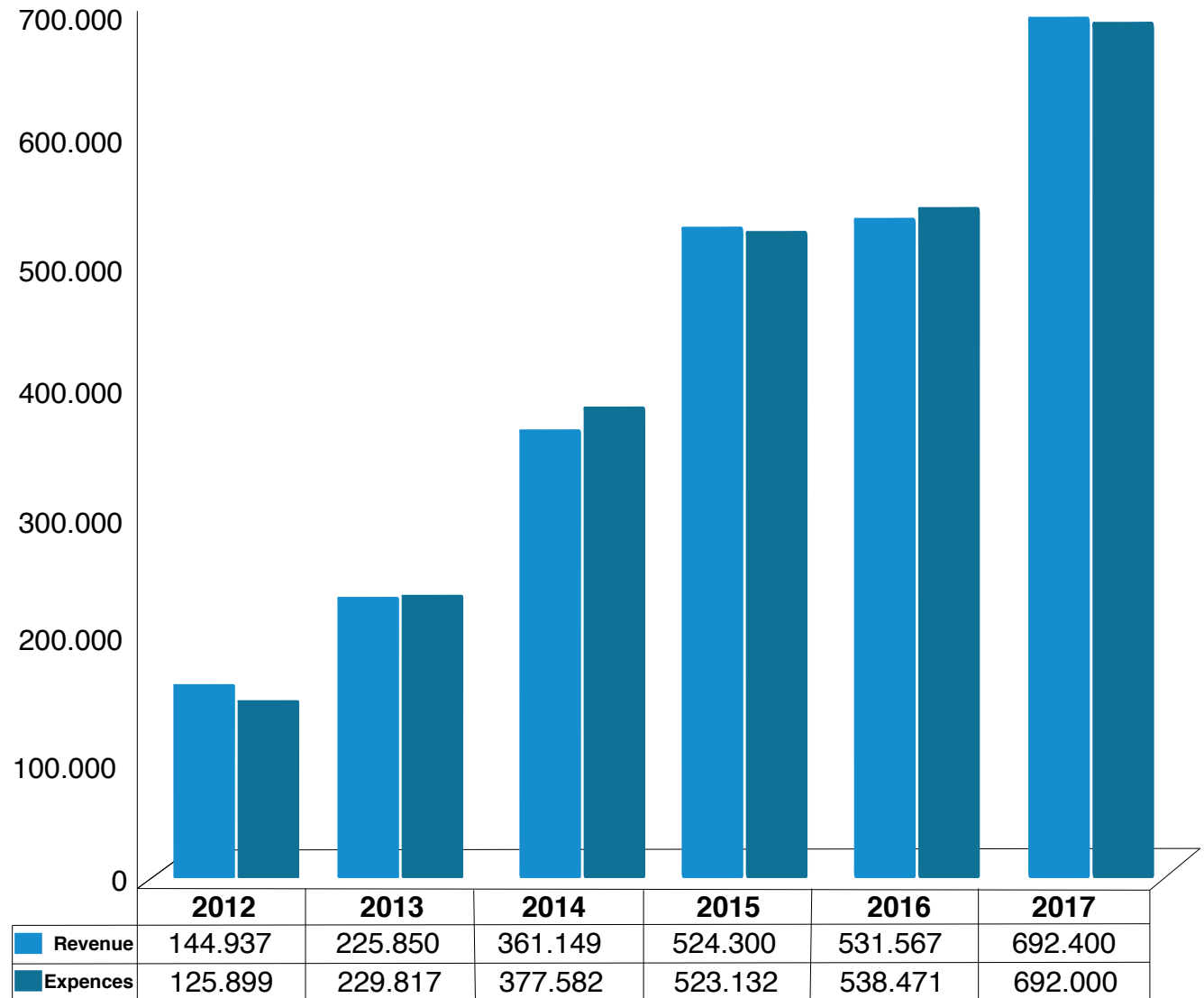
With reaching our six edition as a stand-alone non-profit entity, revenue have increased steadily since the first edition in 2012 and expenses have grown by the same percentage.

The managerial focus of the Festival has been on moving towards a sustainable future, components of which include governance, human resources and a mix of public, private and partnered revenues.

At this time, as a result of its growth and diversity, the Festival is building a significant and compliant governance structure.

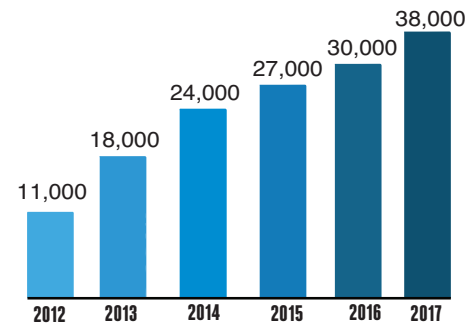
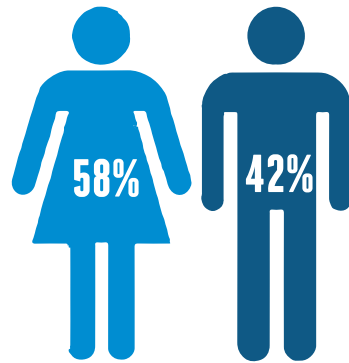
The strong artistic and administrative aspects of the Festival have resulted in public support and an industry-wide reputation for leadership and professionalism.

Within its lifecycle, the ICFF has moved rapidly through cultural associations, from start-up into an organization with sustainable growth.



STATISTICS & DEMOGRAPHICS

We are ecstatic to announce that this 6th edition of our festival has hosted more sold-out screenings and larger audience turner before. More than this, the ICFF has received record-breaking national media coverage, including CBC, CTV, Rai Italia, and more!



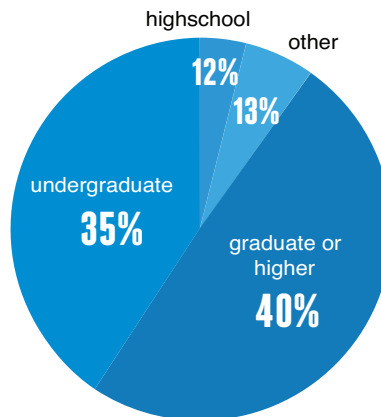
In 2017 the ICFF expand its audience beyond the Italian community to reach the Canadian public through partnerships with other festivals, government agencies, and cultural institutions. These partnerships are vital in the development of a more varied program that addresses different audience perspectives.

ATTENDANCE GROWTH INCLUDING ICFF JR. AND ANNUAL PROGRAM

83% CAPACITY OVER ALL SCREENINGS

EDUCATION

Festival attendees tend to be well educated — 75% are college graduates. The category of “High School Graduate” includes individuals still in high school

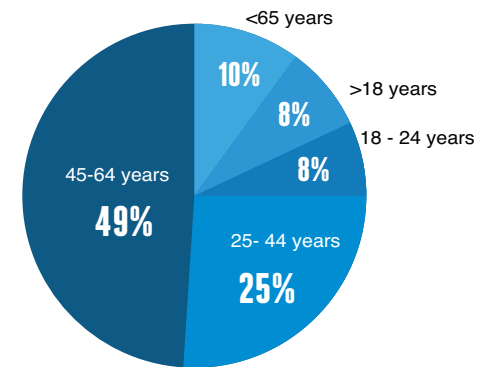


AUDIANCE RATING

ICFF films achieved an average rating of 4.25 out of 5

AGE DEMOGRAPHIC

ICFF appeals to people of all ages. The audience is affluent, mature, and comprised of dedicated film lovers who appreciate businesses that support the festival.



Not Italian

31%

Italian

69%

ETHNIC MAKE-UP

In 2017 ICFF has created the most resoundingly successful ICFF yet; welcoming audiences surpassing 38,000 of all ages and backgrounds to cinemas across Ontario and Quebec in a spectacular celebration of Italian culture, history, and modern identity.

ICFF 2017 IN NUMBERS

11 
NORTH AMERICAN PREMIERES

16 
INTERNATIONAL PREMIERES

18 
CANADIAN PREMIERES



9 DAYS



6 CITIES

TORONTO
MONTREAL
VAUGHAN
QUEBEC CITY
HAMILTON
VANCOUVER

31 SHORT
FILMS

9 DOCS

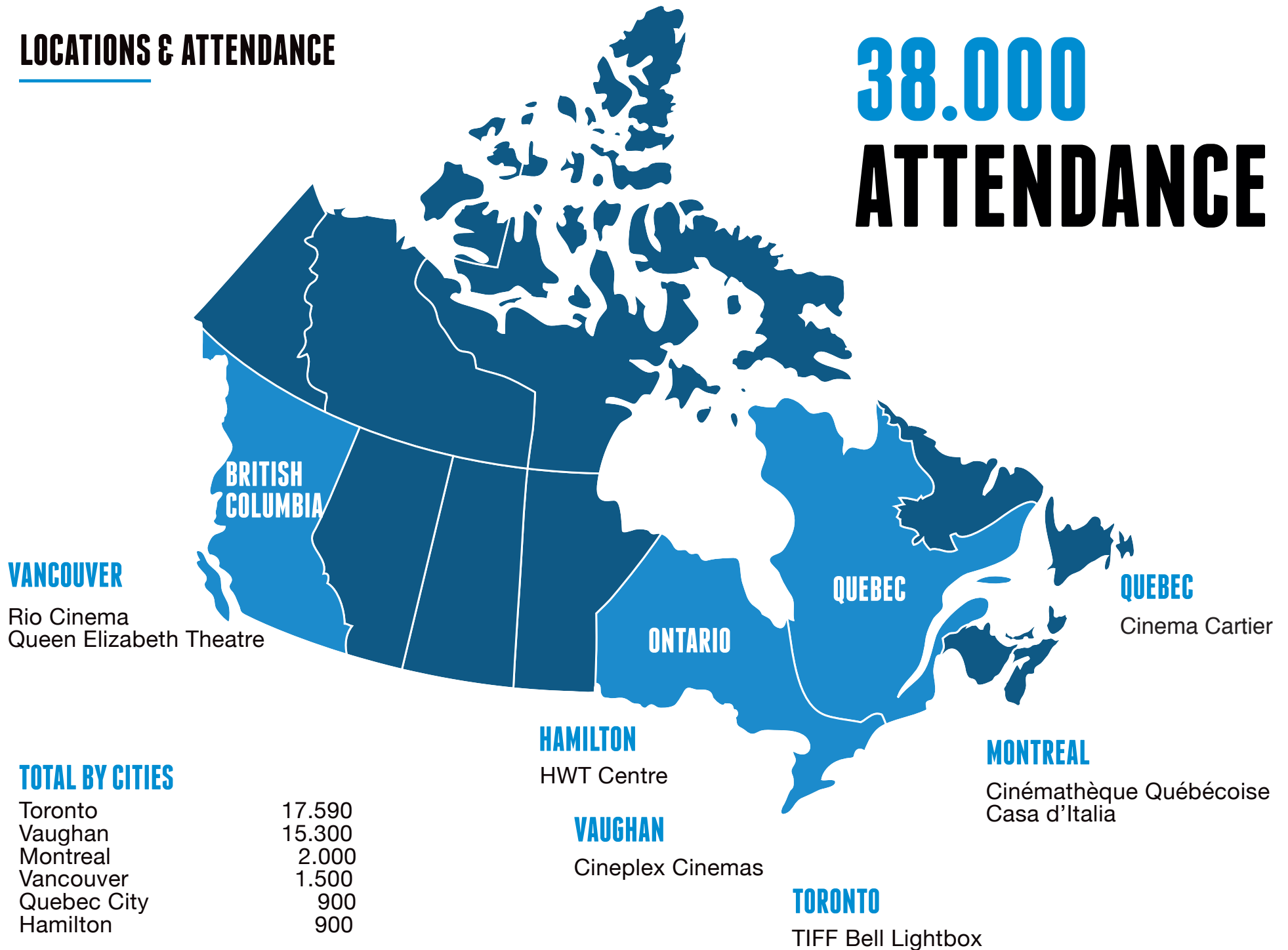
190
SCREENINGS
84 MOVIES

44 FEATURE FILMS

8 CATEGORIES
MADE IN ITALY
REGIONAL PROGRAM
CANADIAN FOCUS
INTERNATIONAL
DOCUMENTARIES
SHORTS
ICFF JUNIOR
RETROSPECTIVE

LOCATIONS & ATTENDANCE

38.000 ATTENDANCE



TOTAL BY CITIES

Toronto	17.590
Vaughan	15.300
Montreal	2.000
Vancouver	1.500
Quebec City	900
Hamilton	900

*Including Annual Program ICFF JR.