

ITALIAN
CONTEMPORARY
FILM FESTIVAL



FESTIVAL
DU FILM ITALIEN
CONTEMPORAIN

**SPONSORSHIP
OPPORTUNITIES**

SPONSORSHIP

We invite you to embrace this exciting opportunity to align your brand with a unique, annual event as Festival Partner.

Partnering with the ICFF will provide your company with prestigious brand alignment synonymous with Italian lifestyle and culture as portrayed through film. The festival's International Program will attract the best of media publicity.

The ICFF's seasoned team is experienced in taking care of each of our sponsors and will be able to adapt to your needs and answer your requests at any time.

Thanks to your support ICFF will:

- Host more international filmmakers to meet their audiences for Q&A sessions;
- Provide more high-quality contemporary films to fulfill audience expectations.

ICFF 2014 SPONSORS



Liberty Entertainment Group, Cityzen, Dominus, Empire Communities, Parasuco, Campari, Honda, Heenan Blaikie, Pizza Nova, RoseHaven, Numage, Buonanotte, Parmalat...

**REACH OUT
TO
LARGER AUDIENCES**



**ACHIEVING MUTUAL
EXPOSURE
IN MAJOR
MEDIA PROMOTION**



**SPECIAL PROGRAMS
&
RETROSPECTIVES**

**INDUSTRY WORKSHOPS
&
PANEL DISCUSSIONS**

INDIVIDUAL SPONSORS

	LOGO/NAME RECOGNITION				ADVERTISING & RECOGNITION										TICKETS		
	Hyperlink on ICFE Website [year round]	Logo on Festival Program [10,000 units]	Festival Banner	Festival Poster	Colour Ad in Program Guide	Special 'Thank You' on ICFE Program	Promotional Material on the Sponsor page of the film	Personal thanks at all Film Screenings of the film	Your name during the introduction of the film you sponsor	Pre-Movie commercial featured on the page before the introduction of the Film	Public Speech prior to film screenings	Personal thanks from the podium during Opening and the Closing Galas	Email Blasts including news from our Sponsors	Opening and Closing Galas + Movie	Movie Tickets	Invitations to Private Event with an artist	
PROGRAM SPONSOR [\$2,000]	★	★			HALF PAGE	★								2	6		
SPOTLIGHT SPONSOR [\$3,500]	★	★			FULL PAGE	★	★							2	10		
DIRECTOR SPONSOR [\$7,500]	★	★			FULL PAGE	★	★	★	★					2	12		
FILM SPONSOR [\$15,000]	★	★	★	★	FULL PAGE	★	★	★	one premiere	★	★	★	★	3	20	2	

*If you are interested in a **corporate Sponsorship Package** (Premiere Sponsor, Leading sponsor, Presenting or Naming sponsor) from \$25,000 over please contact your representative

CORPORATE SPONSORS

	LOGO/NAME RECOGNITION							ADVERTISING & RECOGNITION										TICKETS			
	ICFF Website [Year-round]	Official media step and repeat (Media Wall) and E-mail Blasts [More than 10,000 contacts]	Branded reserved seat marker	All Print Advertisements	Logo attached to the ICFF (Naming) or Social media exposure	Logo on Festival Booklet Cover	Logo on Festival Volunteer T-Shirt	Colour Ad with Special 'Thank You' on the Sponsor page in the ICFF Program	Pre-movie commercial [30 sec Ad]	Promotional Material at all Film Screenings, Email Blasts, including news from our Sponsors	Photo opportunity with celebrities	Public Speech prior to one of the Premiere Film Screenings	Personal thanks during film introduction and Opening/Closing Galas	Recognition in the official event press release with speaking opportunity	Special award given to the film that made the greatest contribution to Italian culture	Distinctive Plaque bearing Sponsor's name	Opening and Closing Galas + Movie	VIP passes	Festival Movie Tickets	Invitations to Private Event with an artist	
PREMIERE SPONSOR [\$25,000]	★	★					PRIME FULL PAGE	★	★	★	★	★	★	★			4	2	25	2	
LEADING SPONSOR [\$50,000]	★	★	★				PRIME FULL PAGE	★	★	★	★	★	★	★	★		6	2	30	2	
PRESENTING SPONSOR [\$75,000]	★	★	★	★	★		2 FULL PAGE	★	★	★	★	★	★	★			8	4	35	2	
NAMING SPONSOR [TBD]	★	★	year round	★	★	★	BACK COVER	★	★	★	★	★	★	★	★		10	4	40	4	

*Corporate client appreciation package available (ask to you representative for more information)

PROGRAM SPONSOR

[\$2,000]

Logo/Name Recognition on:

- ICFF website with hyperlink [year round]
- Pre-show sponsor reel prior to every ICFF screening
(Colour Ad in HD 4.25 x 6.25, horizontal)

Tickets

- 6 Movie Tickets
- 2 Invitations to Opening and Closing Galas

Advertisement and Recognition

- Colour Ad in Program Guide
Half page: 4.25 x 6.25 with 0.125 bleed
- Special "Thank you" on the sponsor page of the ICFF Program [15,000 program booklets]

SPOTLIGHT SPONSOR

[\$3,500]

Logo/Name Recognition on:

- ICFF website with hyperlink [year round]
- Pre-show sponsor reel prior to every ICFF screening
(Colour Ad in HD 4.25 x 6.25, horizontal)

Tickets

- 10 Movie Tickets
- 2 Invitations to Opening and Closing Galas

Advertisement and Recognition

- Colour Ad in Program Guide
Full page: 8.5 x 6.25 with 0.125 bleed [vertical]
- Promotional material at all film screenings
[to be provided by sponsor]
- Special "Thank you" on the sponsor page of the ICFF Program [15,000 program booklets]



INDIVIDUAL SPONSORS

DIRECTOR SPONSOR

[\$7,500]

Logo/Name Recognition on:

- ICFF website with hyperlink [year round]
- Pre-show sponsor reel prior to every ICFF screening (Colour Ad in HD 4.25 x 6.25, horizontal)

Tickets

- 2 Invitations to Opening and Closing Galas
- 12 movie tickets

Advertisement and Recognition

- Colour Ad in Program Guide
Full page: 8.5 x 6.25 with 0.125 bleed [vertical]
- Promotional material at all film screenings [to be provided by sponsor]
- Opportunity for promotion with a public speech prior to the opening and closing screenings of the Junior ICFF
- Personal thanks prior to one of the film screenings
- Your name prominently featured on the page of one of our film
- Special "Thank you" on the sponsor page of the ICFF Program [15,000 program booklets]

FILM SPONSOR

[\$15,000]

Logo/Name Recognition on:

- ICFF website with hyperlink [year round]
- Pre-show sponsor reel prior to one of the premiere film screenings (Colour Ad in HD 4.25 x 6.25, horizontal)
- Festival Signage
- E-mail Blasts [More than 10,000 contacts]

Tickets

- 2 Festival Voucher [10-movie package]
- 3 Invitations to Opening and Closing Galas
- 2 Invitations to a Private Event with an ICFF 2014 Guest Artist
- 20 movie tickets

Advertisement and Recognition

- Colour Ad in Program Guide
Full-page Colour Ad in prominent position of the program guide [beside sponsor film page] 8.5 x 6.25 with 0.125 bleed [vertical]
- Promotional material at all film screenings [to be provided by sponsor]
- Pre-movie commercial [15 seconds] prior to one of the premiere film screenings
- Opportunity for promotion with a public speech prior to one of the premiere film screenings
- Personal thanks from the podium during the Opening and Closing Galas
- 1 E- Mail Blasts including news from our Sponsor
- Special "Thank you" on the sponsor page of the ICFF Program [15,000 program booklets]



INDIVIDUAL SPONSORS

PREMIERE SPONSOR

[\$25,000]

Logo/Name Recognition on:

- ICFF website with hyperlink [year round]
- Pre-show sponsor reel prior to every ICFF screening (Colour Ad in HD 4.25 x 6.25, horizontal)
- Festival Signage
- E-mail Blasts [More than 10,000 contacts]
- Official media step and repeat [Media Wall] for the event

Tickets

- 2 Full Festival VIP Passes [including access to all films and ticketed events]
- 4 Invitations to Opening and Closing Galas
- 2 Invitations to a Private Event with an ICFF 2014 Guest Artist
- 25 movie tickets

Advertisement and Recognition

- Colour Ad in Program Guide
Choice of: Prime Full-page Colour Ad in program guide. 8.5 x 6.25 with 0.125 bleed [vertical]
- Promotional material at all film screenings [to be provided by sponsor]
- Pre-movie commercial [30 seconds] prior to every screening
- Opportunity for promotion with a public speech prior to one of the premiere film screenings
- Personal thanks from the podium during the Opening and Closing Galas
- 1 E- Mail blasts including news from our Sponsor
- Photo opportunity with celebrities
- Special "Thank you" on the sponsor page of the ICFF Program [15,000 program booklets]



CORPORATE SPONSORS

LEADING SPONSOR

[\$50,000]

Logo/Name Recognition on:

- ICFF website with hyperlink [year round]
- Pre-show sponsor reel prior to every ICFF screening (Colour Ad in HD 4.25 x 6.25, horizontal)
- Festival Signage
- Festival Program Cover
- All Print Advertisement
- E-mail Blasts [More than 10,000 contacts]
- Official media step and repeat [Media Wall] for the event

Tickets

- 2 Full Festival VIP Passes [including access to all films and ticketed events]
- 6 Invitations to Opening and Closing Galas
- 6 Invitations to a Private Event with an ICFF 2014 Guest Artist
- 30 movie tickets

Advertisement and Recognition

- Colour Ad in Program Guide
Choice of: Double page spread or Front Inside Cover or Back Inside Cover [8.5 x 6.25 with 0.125 bleed, vertical]
- Promotional material at all film screenings [to be provided by sponsor]
- Pre-movie commercial [30 seconds] prior to every screening
- Opportunity for promotion with a public speech prior to one of the premiere film screenings
- Personal thanks from the podium during the Opening and Closing Galas
- 1 E- Mail blasts including news from our Sponsor
- Branded reserved seat marker
- Official Opening and Closing Night Sponsor with speaking opportunity
- Photo opportunity with celebrities
- Special "Thank you" on the sponsor page of the ICFF Program [15,000 program booklets]



CORPORATE SPONSORS

PRESENTING SPONSOR

[\$ 75,000]

Logo/Name Recognition on:

- Logo below the ICFF logo
- ICFF website with hyperlink [year round]
- Pre-show sponsor reel prior to every ICFF screening (Colour Ad in HD 4.25 x 6.25, horizontal)
- Festival Signage
- Festival Program Cover
- All Print Advertisement
- E-mail Blasts [More than 10,000 contacts]
- Official media step and repeat [Media Wall] for the event
- Logo on ICFF year round Program

Tickets

- 4 Full Festival VIP Passes [including access to all films and ticketed events]
- 8 Invitations to Opening and Closing Galas
- 2 Invitations to a Private Event with an ICFF 2014 Guest Artist
- 35 movie tickets

Advertisement and Recognition

- Colour Ad in Program Guide
- Choice of: Double page spread or Front Inside Cover or Back Inside Cover [8.5 x 6.25 with 0.125 bleed, vertical]
- Promotional material at all film screenings [to be provided by sponsor]
- Pre-movie commercial [30 seconds] prior to every screenings
- Opportunity for promotion with a public speech prior to one of the premiere film screenings
- Personal thanks from the podium during the Opening and Closing Galas
- 1 E- Mail blasts including news from our Sponsor
- Branded reserved seat marker
- Official Opening and Closing Night Sponsor with speaking opportunity
- Photo opportunity with celebrities
- Social Media exposure
- Quote in the official event press release distributed to all media
- Special "Thank you" on the sponsor page of the ICFF Program [15,000 program booklets]



NAMING SPONSOR

[TBD]

Logo/Name Recognition on:

- Logo below the ICFF logo
- ICFF website with hyperlink [year round]
- Pre-show sponsor reel prior to every ICFF screening (Colour Ad in HD 4.25 x 6.25, horizontal)
- Festival Signage
- Festival Program Cover
- All Print Advertisement
- E-mail Blasts [More than 10,000 contacts]
- Official media step and repeat [Media Wall] for the event
- Logo on ICFF year round Program
- Festival Volunteer T-Shirt

Tickets

- 4 Full Festival VIP Passes [including access to all films and ticketed events]
 - 10 Invitations to Opening and Closing Galas
 - 4 Invitations to a Private Event with an ICFF 2014 Guest Artist
 - 40 Movie tickets
- Special "Thank you" on the sponsor page of the ICFF Program [10,000 program booklets]

Advertisement and Recognition

- Colour Ad in Program Guide
- Choice of: Double page spread or Outside Back Cover, Front Inside Cover or Back Inside Cover [8.5 x 6.25 with 0.125 bleed, vertical]
- Promotional material at all film screenings [to be provided by sponsor]
- Pre-movie commercial [30 seconds] prior to every screening
- Opportunity for promotion with a public speech prior to one of the premiere film screenings
- Personal thanks from the podium during the Opening and Closing Galas
- 1 E- Mail Blasts including news from our Sponsor
- Branded reserved seat marker
- Official Opening and Closing Night Sponsor with speaking opportunity
- Photo opportunity with celebrities
- Social Media exposure
- Quote in the official event press release distributed to all media
- A Special ICFF award honoured in your corporate name for the Best Film which makes the greatest contribution to Italian culture
- Distinctive Plaque or Statue (gift) for your corporation





Program Guide

The Program Guide is the most comprehensive source of information about the Festival. It is read cover-to-cover by festival goers when choosing their films and referred to constantly during the 10-day Festival. Many keep the guide for reference [film information, community listings] long after the Festival is over. Over 15,000 copies are distributed to strategic locations in the downtown Toronto, Vaughan, Montreal, Hamilton, and Quebec City. The Guide is also mailed to ICFF members, donors and a range of business and community leaders who support the Festival.



Opening Gala Closing Gala

The Galas are the most anticipated evenings of the Festival events. They consist of VIP cocktail receptions and Gala Parties, following the Opening and Closing movie screenings. ICFF's Major Sponsors are the official Opening and Closing Night Sponsors with speaking opportunities.

SPONSORSHIP ELEMENTS



Festival Signage

Large signage with the Festival Emblem and sponsor logos positioned for maximum visibility at all Festival parties and events.



Website

With over 1,000,000 hits during the year, the website is becoming the most important tool for communicating with members, Festivalgoers and the filmmaking community. The Festival website includes the year-round program, the Festival program guide, as well as event and party information with an online box office with links to trailers and reviews.



Flyers

30,000 flyers with the program are distributed before the festival in strategic locations.



Sponsor Reel

The pre-screening slides display sponsor advertising on the screen as audience members enter the theatre and during some receptions. Slides are in full view for 20 minutes before every Festival screening



Email blast

During the year ICFF produces a bi-weekly e-newsletter informing audience members, patrons, partners and supporters of year-round activities and upcoming events. The e-newsletter reaches more than 10,000 people.



Volunteer T-Shirt

The Festival relies heavily on our volunteers to ensure the smooth flow of traffic in and out of the theatres and to assist with other front-of-the-house duties. As part of the volunteer T-shirt design, the sponsor's logo is constantly visible to all audience members as they enter [often waiting in line] and leave the theatres over the course of the 10 days.



Verbal

Prior to each Festival screening, the Major Sponsor and the screening sponsor will be acknowledged in the introductory speeches.



Posters

Posters are distributed three weeks before the Festival and include indoor and outdoor placement. They are designed to add an inescapable layer of awareness to our advertising campaign.



Pre-movie Commercial

The opportunity to have your organization's 30-second commercial played before all 65 screenings during the 10 days of the Festival.

THE SUCCESS CONTINUES!

Sponsorship of the ICFF is an important opportunity for corporations, individuals and foundations to be associated with an event series that represents community and cultural interests of a sophisticated and valuable consumer market in Canada.

The purpose of this document is to provide an initial insight into how your company's sponsorship of the Italian Contemporary Film Festival could be leveraged.

We would love to meet with your team to discuss some of these concepts in more detail and how a sponsorship would best meet your company's objectives.

For additional information about this opportunity, please contact the Sponsorship Department sponsor@icff.ca

  [WWW.ICFF.CA](http://www.icff.ca)

