

JUNE 12-20, 2014



[icff]

**ITALIAN CONTEMPORARY
FILM FESTIVAL**

WWW.ICFF.CA

MORE INFO ABOUT



60 prestigious
Italian and
international
films and shorts



3rd Edition



Founded in 2012, *the Italian Contemporary Film Festival* presented by **IC Savings** is a non-profit cultural organization that provides a showcase for the best in new Italian cinema.

ICFF is a festival that takes place during Ontario's "*Italian Heritage month.*" As the **only Italian Film Festival in Canada**, the ICFF presents international, national and local films to celebrate the diversity of Italian culture and bring together filmmakers and audiences.

Using the power of the moving image to both **entertain and educate**, ICFF defies conventional perspectives on complex and challenging issues facing both the Italian and global communities.

The Italian Contemporary Film Festival presented by **IC Savings** promotes awareness, appreciation and pride in the diversity of the Italian culture. Festival programs are designed to foster **community relations**, strengthen consciousness of **Italian identity, history and heritage**, as well as **encourage and support independent filmmakers** who examine and explore issues related to the Italian culture.

ICFF seeks to provide an open, inclusive and respectful environment for a diversity of views in our programming, via the films we present, the audience we address and the dialogue we facilitate. We strive to build bridges with other ethnic and religious communities and expand our audience among other cultures.



10 days
4 cities



Screenings in
TORONTO
VAUGHAN
HAMILTON
MONTREAL

2014 FESTIVAL

ICFF 2014 is shaping up to be even more successful than the second edition. In Toronto, film lovers will find a rich, surprising and eclectic film program, where emerging talent rubs shoulders with prestigious guests.

The audience will be the soul of the Festival, as shown in the sold-out 2013 evenings and the glamorous parties.

Thus for industry professionals the ICFF will be a unique meeting place that will offer an important selection of North American premieres, as well as opportunities to track new trends and innovations in the Italian contemporary cinema.

ICFF will branch into 2 distinct programs:

- Youth Program "ICFF Junior"
- A program for the general public with more than 65 screenings

and 4 different sections:

- Italian Eye Worldwide
- Regional Film Spotlight
- Italian Canadian Focus
- Shorts and Documentarie



**A COMPETITIVE
FESTIVAL:
65 SCREENINGS
4 AWARDS**



**YOUTH
PROGRAM
FOR SCHOOLS**

AWARDS AND SPECIAL MENTION

**PEOPLE'S
CHOICE
AWARD**



Icff founders with Silvio Soldini winner of Life Time Achievement Award

**BEST FILM
Toronto Film
Critics**



The actor Nicolas Vaporidis with his special Award of Honour

**BEST
SHORT**



**Special
Award of
Honour**

**Life time
Achievement
Award**



The actress, Monica Nappo with the People's Choice Award
In the background the director Ivan Cotroneo

**IC SAVINGS
AWARD**



The director Frank D'Angelo
and the CEO of IC Savings Fausto Gaudio

SPECIAL GUEST FROM ITALY

DIRECTORS

**ACTORS
&
ACTRESSES**



The Director Rocco Mortelliti



The Italian Starlet Valeria Marini



The Director Marco Tullio Giordana

DISTRIBUTORS

PRODUCERS



Co Founders with the actors Nicolas Vaporidis and Walter Nudo

ATTENDANCE & DEMOGRAPHICS

23,000
ATTENDANCE

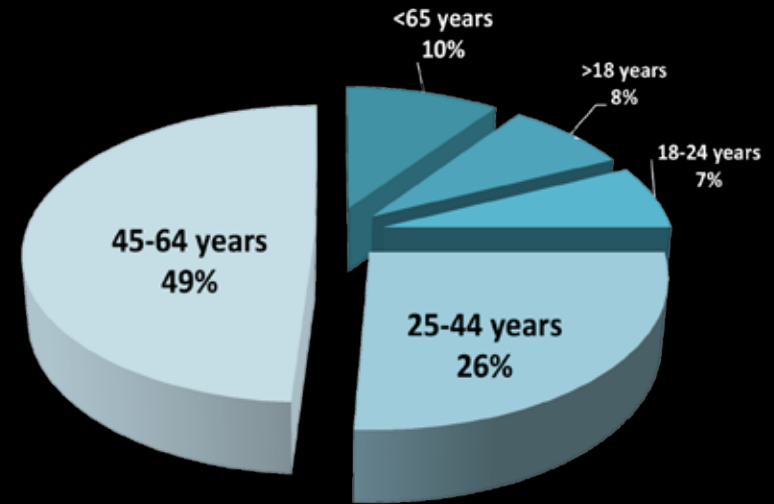


200 volunteers

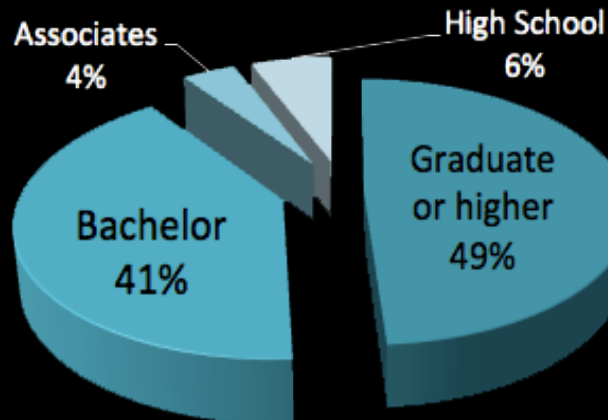
70% capacity over all screenings

1500 attended Opening & Closing Parties

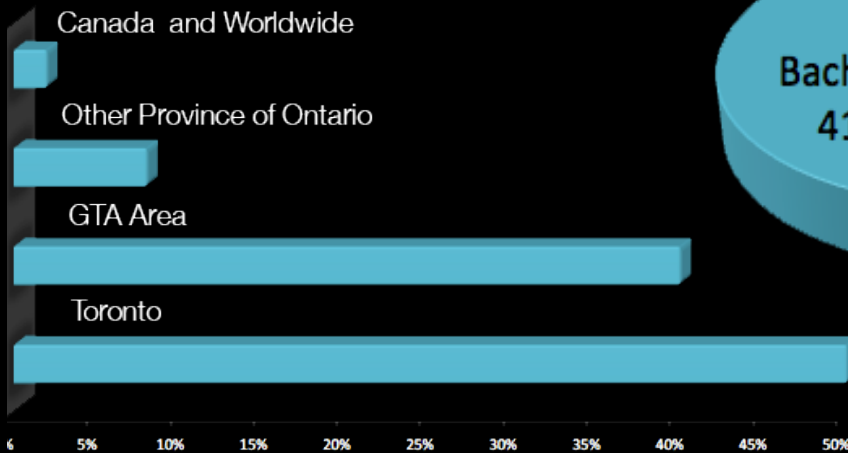
AGE



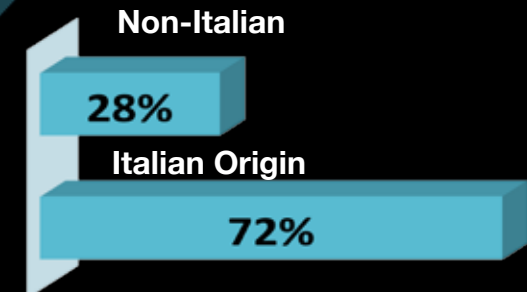
EDUCATION



GEOGRAPHIC FOCUS



ETHNIC BACKGROUND



MARKETING CAMPAIGN

Four weeks before the opening: Ticket sales, dates, & locations will be announced. Selected films will be officially unveiled on the ICFF.ca web site.

15,000 The festival programme are distributed by post, in cinemas, libraries, restaurants and shops all over Toronto before and during the festival. It is also available at all of the festival's sites during the festival. The programme is a free publication and something that our audience uses intensively and frequently.

2,500 posters will be placed in high traffic areas throughout the GTA.

15,000 flyer will be distributed at networking events.



The social media campaign will intensify by increasing ICFF's visibility on major networks and blogs.

Advertising will be placed in the following local, regional, and state print publications: ex. The Toronto Star (circ. 400,000), Now Magazine (circ. 75,000), Metro (circ. 35,000). Radio advertising will be purchased and placed with 680 News, CHIN Radio and Jazz FM.

ADVERTISED ON

TORONTO STAR



**15,000
PROGRAM
BOOKS**

**2,500
POSTERS**

**15,000
POSTCARDS**

**AD CAMPAIGN
ON PRINT,
RADIO & TV**



MEDIA MARKETING

The Festival will receive extensive coverage on the media sponsor especially on RAI the Italian TV channel that reach over 60million people worldwide (300.000 in Canada) and nationally on OMNI TV, CHIN Television.



In addition to Festival commercials with visuals from the print and trailer campaigns, the media sponsors also will run a series of PSAs promoting the Festival and provided daily news coverage relating to the Festival on the daily news-casts.

THANK YOU AND NEXT STEPS

- BE THE FIRST TO KNOW

On icff.ca you find festival information, continuous updates on events throughout the year. The website has an active web editor to ensure that the contents are constantly up to date. icff.ca is the live window for the Italian Contemporary Film Festival all year round! Register for ICFF newsletters to receive regular festival updates by logging on to www.icff.ca

- BECOME A SPONSOR

Take your love for the Film Festival even further: become a sponsor. ICFF presents a great opportunity to partner with an internationally-renowned and celebrated not-for-profit event. Various sponsorship levels available. For more information: sponsor@icff.ca

- WE LOVE VOLUNTEERS

Put your passion for film to good use - volunteer with the Italian Contemporary Film Festival. The Festival is only possible with the support of a group of people who are passionate about film. Are you GTA-based? Help make the Festival a success.

Contact us at info@icff.ca

