

JUNE 11-19, 2015



[icff]

ITALIAN
CONTEMPORARY
FILM FESTIVAL

FESTIVAL
DU FILM ITALIEN
CONTEMPORAIN



WWW.ICFF.CA

Major Partners



Ambasciata d'Italia in Canada



Media Sponsors



MORE INFO ABOUT



4th Edition

Founded in 2012, *the Italian Contemporary Film Festival* 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 the *“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 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.

60 Italian,
international films,
documentaries and
shorts

10 days
5 cities

Official Partner

tiff. toronto
international
film festival

TORONTO
MONTREAL
VAUGHAN
HAMILTON
QUEBEC CITY

2015 FESTIVAL

The 4th edition ICFF 2015 promises to be a great celebration of the art of Italian cinema. In 5 cities, film lovers will find a rich, surprising and eclectic film program, where emerging talent rubs shoulders with prestigious guests.

The audiences attend our festival to experience the best of Italian lifestyle and culture as shown in the sold-out 2014 evenings and the glamorous parties at The Ritz-Carlton and at Toronto's historic castle, Casa Loma.

The ICFF Industry Day is a unique meeting place for the Italian-Canadian film community to share their stories and voices with emerging and established Canadian filmmakers/producers while being entertained, enlightened and informed about new trends in Italian contemporary cinema.

ICFF will branch into 2 distinct programs:

- Youth Program "ICFF Junior"
- ICFF program with more than 100 screenings

and 4 different sections:

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



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



**YOUTH
PROGRAM
FOR SCHOOLS**

AWARDS AND SPECIAL MENTIONS 2014



The director and actor Carlo Verdone [Lifetime Achievement Award] and [People's Choice Award]



ICFF Jr.
Award



The actor Danny Glover [Award of Honour] with Cristiano de Florentiis [Artistic Director] and Maurizio Magnifico [Managing Director]

Best Short
Film

Lifetime
Achievement
Award



The producer Andrea Iervolino with Cristiano de Florentiis, Martina Stella [Best Screen Play] and Maurizio Magnifico

Special
Award
of Honour



The actor Enrico Brignano [Award of Excellence]



SPECIAL GUESTS

PRODUCERS & DISTRIBUTORS

ACTORS & DIRECTORS



The actress Vittoria Puccini and the director Paolo Genovese



The Director Marco Tullio Giordana



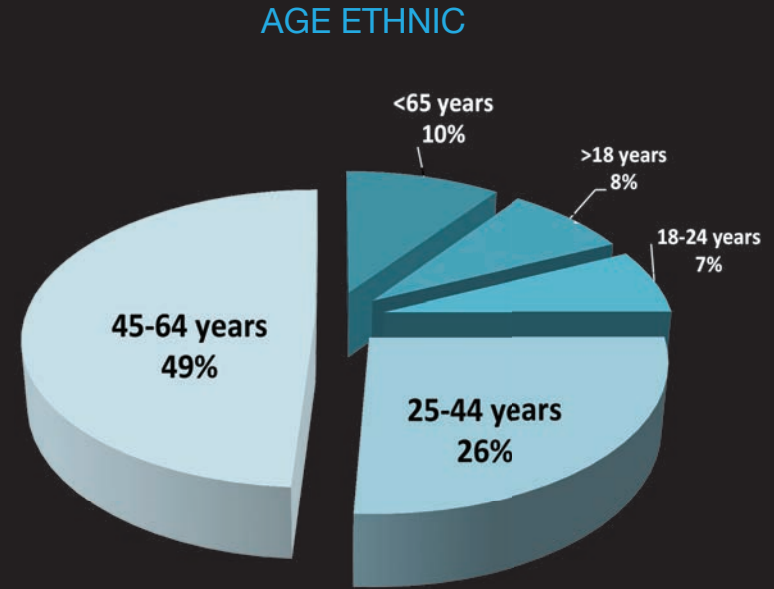
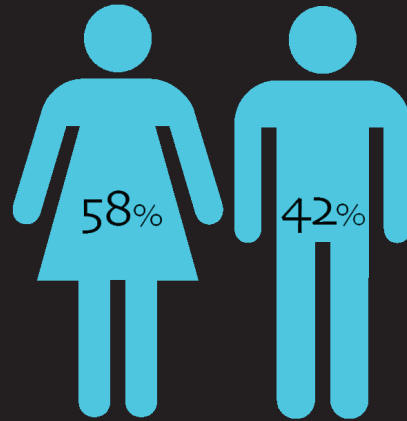
The Italian Starlet Valeria Marini



Andrea Iervolino [Producer], Ivana Di Rocco [ICFF Board of Director], Danny Glover [Actor] Cristiano de Florentiis [Artistic Director], Monika Bacardi [Producer] Stephen Baldwin [Actor] and Maurizio Magnifico [Managing Director]

ATTENDANCE & DEMOGRAPHICS

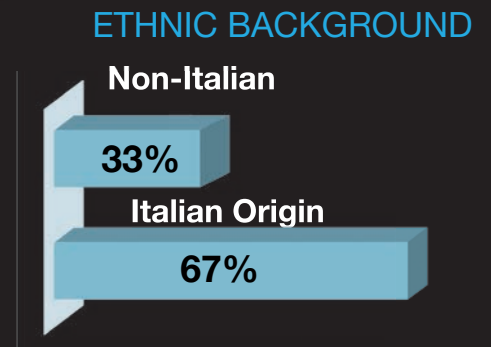
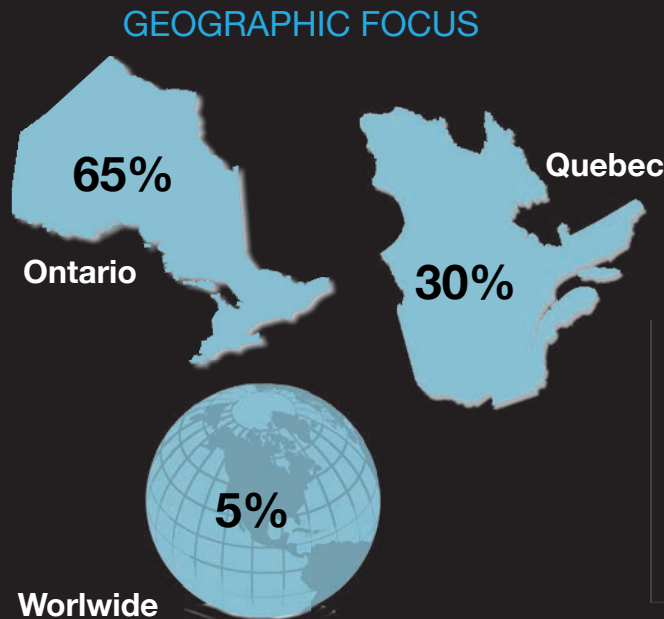
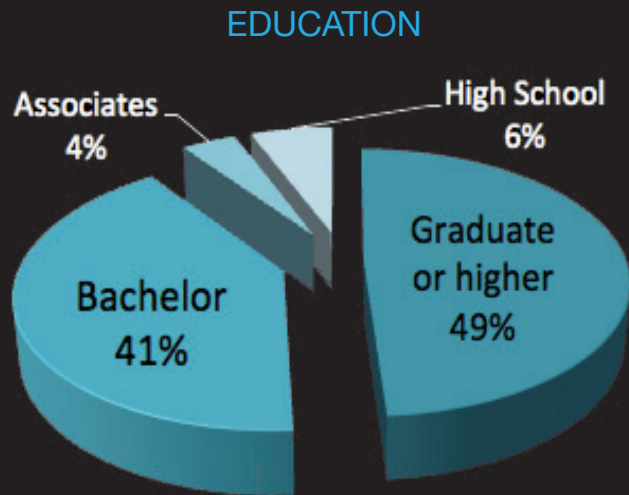
24,000
ATTENDANCE



300 volunteers

83% capacity over all screenings

1500 attended Opening & Closing Parties



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, Montreal and Quebec City

30,000 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 local, regional and international media: e.g. 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
30,000 FLYERS**

**FACEBOOK
TWITTER
YOU TUBE**

**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.

Rai Italia



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. Help make the Festival a success! Contact us at volunteer@icff.ca



ICFF closing gala 2015, Casa Loma [Toronto]