



مهرجان  
الفيلم  
العربي  
في تورنتو  
TORONTO  
ARAB  
FILM  
FESTIVAL

SPONSORSHIP PROSPECTUS



# ABOUT

The Toronto Arab Film (TAF) is a non-for-profit dedicated to bringing films from, and about the Arab world, to Toronto audiences. TAF began because of a need to fill a void in film programming in Toronto, specifically a lack of films from the Arab regions and a desire to reinstate a tradition of going out to watch films communally.

## MISSION

The Toronto Arab Film showcases the diversity of the Arab world and support emerging Arab filmmakers, while building connections between the Arab and non-Arab community.

## VISION

To spearhead a significant, positive shift in the image of the Arab world among both Arab and non-Arab film audiences.



# OUR AUDIENCE

Rain or shine, our audiences travel from **ALL ACROSS** the **GREATER TORONTO AREA** to experience films together.

Our demographic ranges across both **ARAB** and **NON-ARAB SPEAKING COMMUNITIES** and is **MULTI-GENERATIONAL**.

We've **CO-PRESENTED** with: TIFF, Hot Docs, European Film Festival, Regent Park Film Festival, Images Festival, Radio Canadawy, Khoury Conversations and many more.

Our initiatives have been **SUPPORTED BY:** Toronto Arts Council, Arab Fund for Arts and Culture, Telefilm Canada and Inspirit Foundation.

>> **YEARLY TICKETS SOLD 400+**

>> **FACEBOOK 3.5K+**

>> **INSTAGRAM 3.7K+**

>> **NEWSLETTER 800+**



# WHAT WE DO:

## مهرجان FESTIVAL

With multiple days of programming from local and international Arab filmmakers, we are the first pan-Arab film festival in Toronto. Our programming takes place in multiple locations across downtown Toronto with select online events.

**June 20-30, 2024**

- >> Screenings
- >> Socials
- >> Q&As
- >> Networking
- >> Workshops & Classes
- >> Awards



# WHAT WE DO:



# NETWORK

As an organization we recognize the need to encourage the inter connectedness between Arab filmmakers in Toronto and **FOSTER CREATIVE** and **PROFESSIONAL SKILLS** of emerging filmmakers, which we endeavour to do through the Shabaka initiative. Through Shabaka, meaning 'web' in Arabic, we hope to **SUPPORT EMERGING TALENT** through hosting networking events and running filmmaking workshops throughout the year.

- >> **Panel discussions**
- >> **Workshops**
- >> **Production grants**
- >> **Mentorships**
- >> **Networking events**



# JOIN OUR GROWING COMMUNITY OF SPONSORS

We invite you to be an integral part of a value-based organization that champions **ARAB CULTURE, ART, FILM** and above all the **ARAB COMMUNITY**.

We ensure sponsors receive **PUBLIC RECOGNITION** for their financial and in-kind contributions. There are opportunities to be acknowledged on our **WEBSITE**, on **SOCIAL MEDIA**, **PRINTED MATERIAL, NEWSLETTER** as well as meaningful **PRESENCE AND RECOGNITION** at our events.



# SPONSORSHIP LEVELS

## PRESENTING SPONSOR

Take centre stage at the Festival as the Presenting Sponsor. This exclusive sponsorship offers you **PRIME VISIBILITY** and **RECOGNITION** throughout the Festival ensuring that you **STAND OUT** as a key sponsor of Arab film.

## SCREENING SPONSORS

Present one of nine **SCREENINGS** to our audience. Your sponsorship provides you with both **DIGITAL** and **ON-SITE EXPOSURE** at the screening of your choice.

## PROGRAM SPONSORS

Align your brand with the advancement of industry expertise and **FOSTER CONNECTIONS** within the Arab film community by sponsoring one of four key networking and professional development **EVENTS**:

- The Opening Social
- The Professional Development Masterclass
- The Professional Development Workshop or
- The Awards & Closing Social.

Your sponsorship will create opportunities for **SKILLS DEVELOPMENT** and **NETWORKING** while providing you with digital and on-site exposure at the event of your choice.



# SPONSORSHIP LEVELS

## CONTRIBUTING SPONSORS

**CONTRIBUTE** to bringing Arab film to our audience while gaining **DIGITAL VISIBILITY** and **ACCESS** to the Festival.

## SUPPORTING SPONSORS

**SUPPORT** the Festival and help us ensure a memorable experience for both filmmakers and our audience. You will receive **DIGITAL** brand **RECOGNITION** and **ACCESS** to the Festival as a supporter of Arab film.

## FESTIVAL PARTNERS

**PARTNER** with us through your valued **IN-KIND CONTRIBUTIONS** and **DISCOUNTS** to our audience. Your support could include providing venues, catering and raffle and door prizes. We also welcome contributions such as film-making equipment rentals, production services, post-production services, and workshop credits or cross-platform promotion on social media, newsletter or printed material.

In return, receive visibility in the Festival program, newsletter and website to **RECOGNIZE** your **PARTNERSHIP**.



# DELIVERABLES

	PRESENTING SPONSOR	SCREENING SPONSORS	PROGRAM SPONSORS	SUPPORTING SPONSORS	CONTRIBUTING SPONSORS	FESTIVAL PARTNER
	\$10'000	\$1'500	\$1'000	\$500	\$300	In-Kind & Discounts
Sponsorship tier exclusivity	●					
Festival press release acknowledgement	●					
Branded activation space at screening venue (tabletop or step and repeat)	●					
Logo inclusion on Festival ads	●					
Logo inclusion on Festival awards trophies	●					
Logo inclusion on Festival poster	●					
Logo inclusion in Festival trailer	●					
Opportunity to introduce the Festival opening feature	●					
Opportunity to play video ad/commercial in screening pre-shows	1 min	30 secs				
Opportunity to introduce the sponsored screening/professional development offering	●	●	●			
Verbal recognition at screenings, socials and professional development offerings	●	●	●			
Dedicated Instagram mention (3.7K+ followers)	●	●	●	●		
Dedicated Facebook mention (3.5K+ followers)	●	●	●	●		
Combined social media mention	●	●	●	●	●	
Festival passes	5	3	2	1	1	
Opening social ticket(s)	5	3	2	1	1	
Award and closing social event ticket(s)	5	3	2	1	1	
Advertisement in printed and/or digital Festival program	Full	Full	1/2	1/4	1/4	
Logo in printed and/or digital Festival program	●	●	●	●	●	●
Logo inclusion in all Festival newsletter (700+ subscribers)	●	●	●	●	●	●
Logo inclusion on Festival website	●	●	●	●	●	●



# ADVERTISE WITH US

Increase your brand visibility and connect with a diverse and engaged audience by **ADVERTISING** in our **PROGRAM**. With its digital format **AVAILABLE YEAR-ROUND**, your message will reach a dynamic community passionate about Arab cinema, arts, and culture.

**Pricing for advertising space is as follows:**

**Full Page**  
**\$250**

**1/2 Page**  
**\$150**

**1/4 Page**  
**\$100**



# CONTACT

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[www.arabfilm.ca](http://www.arabfilm.ca)



[@torontoarabfilm](#)



[www.vimeo.com/arabfilm](http://www.vimeo.com/arabfilm)

