



iffO

M A R C H INTERNATIONAL
1 1 - 2 1 FILM FESTIVAL
OF OTTAWA

M A R S FESTIVAL
INTERNATIONAL
DU FILM D'OTTAWA

IFFO.CA

#IFF021

2021

**SPONSORSHIP
OPPORTUNITIES**

THE EVENT

The International Film Festival of Ottawa (IFFO) is the capital's newest cultural event. Streaming online in March 2021, IFFO will bring world-class international cinema to audiences in Ottawa and beyond. With high-profile special guest speakers, a curated selection of the best feature films from the year's festival circuit, virtual dinner parties, and professional development events designed for the region's growing production industry, IFFO offers ample exciting opportunities to get involved.

IFFO is presented by the Canadian Film Institute (CFI), which celebrated its 85th year in 2020, reaching an audience of over 90,000 through multiple national and international events and festivals.

WHY NOW?

The City of Ottawa is building its first soundstage campus (movie studios) and production creative hub, which will create upwards of 500 new jobs and invest an additional \$40 million in the local economy in its first few years. Algonquin College is introducing a film production program to its roster of media studies and, in Spring 2021, Ottawa will host an event that not only celebrates new cinema but also the City's commitment to growing the production sector.

The CFI organizes the City's only major film festival, the Ottawa International Animation Festival (OIAF), which attracts over 30K attendees annually and is one of the few prestigious Oscar-qualifying events. The CFI team identified the need to support this burgeoning sector and will bring its expertise to IFFO, creating the red-carpet excitement of a high-profile film event.

THE ORGANIZATION

In 2020 the CFI celebrated 85 years of bringing Canadian and international film programming to public audiences, and throughout its history has successfully established a number of annual and recurring events. In addition to the OIAF and the CFI's ongoing Canadian series (Café Ex, The Enlightened Screen and Canadian Masters), the CFI also hosts several annual international film festivals (including the European Union Film Festival, the African Film Festival, and the Latin American Film Festival).

ONLINE ATTENDANCE

2020 also offered the unique challenge of moving festivals and events online while keeping their energy, appeal, and sense of community intact. The CFI was able to adapt and successfully deliver some special screenings and two major annual festivals online:

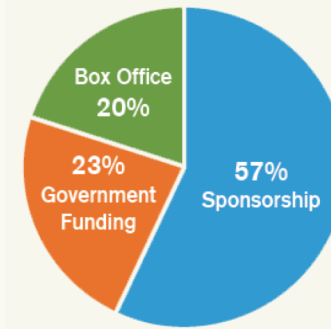
46,000

2020 OIAF TOTAL


45,000

2020 EUFF TOTAL

CFI FUNDING BREAKDOWN:



 Over 400 volunteers

 \$3.5 million injected into local economy

SELECT CFI PARTNERS INCLUDE:



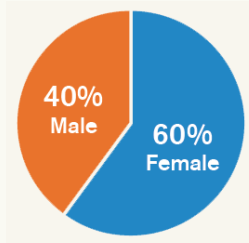
THE AUDIENCE

The CFI's combined public and industry programming attracts a range of creative industry professionals and culturally-engaged fans from around the world, reaching an audience of over 90,000. In 2019 the CFI's biggest annual event, the OIAF, attracted 34k attendees who injected over 2.5 million dollars into the local economy.

IFFO INAUGURAL PROJECTIONS

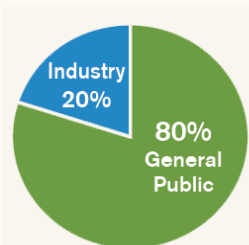
Target Age Group

30 – 50



Total Attendance

10,000



THE CFI SOCIAL NETWORK



19,873 Facebook Page + Group Members



14,300 Twitter Followers



4793 Instagram Followers



19,000 OIAF Newsletter Subscribers



5000 + CFI Local Newsletter Subscribers

The background features a white central rectangle with a black border. Surrounding this rectangle are various abstract geometric shapes in black, white, orange, and yellow, including lines, squares, circles, and semi-circles, creating a modern, graphic design.

SPONSORSHIP OPPORTUNITIES

PREMIER PARTNER - \$20K

Presenting rights to IFFO (1 available)

A rare, comprehensive opportunity to align your organization with an exciting, new high-profile film event for audiences in Ottawa and beyond.

This package includes customized branding opportunities and activations, integrated seamlessly into programming.

Receive impactful brand recognition before, during, and after the event. Not only does this package provide exclusive, top-tier logo placement in promotional material and a trailer before all IFFO screenings, it also provides extensive visibility in press releases, marketing campaigns, and on the IFFO digital platform.

Have your brand associated with Ottawa's newest cultural experience.

PRINCIPAL PARTNERS – starting at \$7.5K

Screen Summit naming rights

This industry component will host panels and masterclasses with leaders in the film and television community, as well as networking events and professional development opportunities geared towards Ottawa's growing industry. Your company's name will lead all IFFO's Screen Summit publications.

IFFO Opening Night Screening

Help us launch Ottawa's newest cultural event in style by hosting the Opening Night screening. Your sponsorship will allow the first 200 ticket buyers to watch the Opening Night film for free. Your company will be recognized in all Opening Night promotion and be given a top ad spot in the Opening Night film pre-roll.

IFFO Closing Night Party

Host IFFO's Closing Night Party! Provide a space for IFFO passholders and cinephiles to raise a glass together and discuss their top festival picks. The virtual party will include trivia inspired by the festival programming and will be moderated by a local personality.

SUPPORTING PARTNERS – starting at \$5K

Career Fair naming rights

Designed for those new to the film and television industries and looking to learn about what professional opportunities exist in these fields, the Career Fair will cover the basics and connect industry newcomers with the studios and production companies in town. Have your company name attached to all Career Fair programming and promotion.

VIP Capital Collection Gift Bags

Featuring local treats and products, the VIP Capital Collection will offer top-tier passholders the complete cultural experience of an in-person film festival. Have your logo displayed on the VIP Capital Collection tote bags and your brand associated with supporting Ottawa's local businesses and independent makers.

IFFO Film Club

Present the IFFO Film Club! Occurring each night of the festival, the IFFO Film Club will provide a space for cinephiles to connect with programmers, filmmakers and other attendees in a casual, intimate virtual environment. Your company would be acknowledged in the IFFO Film Club marketing campaign.

CONTRIBUTING PARTNERS – starting at \$2K

Major Speaker

IFFO will welcome a high-profile celebrity guest to give a public-facing virtual presentation. Co-present the major speaker talk and have your logo and brand featured in all promotion of this keynote event.

Artist Talk series

Each film screening at IFFO will include an Artist Talk, featuring the filmmaker in conversation with IFFO Lead Programmer and CFI Executive Director Tom McSorley. Present the IFFO Artist Talks and receive logo placement and recognition in all Artist Talk promotion.

IFFO Screening or Screen Summit Presentation

IFFO will host 20 film screenings and a number of industry-focused presentations at the Screen Summit. Your company will be recognized in all advertising material related to the film or presentation, including the event pages on the IFFO website and digital streaming platform, and offered a prime ad spot in the film or presentation pre-roll.

THE CONNECTION

Want to learn more and get your brand involved?

Contact Development Manager Stephanie Berrington at

steph@iffo.ca



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