



6 - 9
MAY,
2021

CONCORDIAFILMFESTIVAL.COM





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MISSION STATEMENT

The Concordia Film Festival (CFF) is an annual festival that is run by students, for students. Our team is composed of Concordia students majoring from different departments such as fine arts, arts and science, and business majors eager to learn how to run a film festival. The team sparks interest in studying festival studies or work in film festival circuits.

The festival serves as a platform for Concordia students that major in film production, film studies and film animation to have the opportunity to showcase their latest works. The objective of the Concordia Film Festival is to connect students with professional opportunities in Montreal, across Canada and across the world. It also serves as a hub where students can exchange ideas and network with one another. The festival has recently served as a platform for international undergraduate cinema students to submit their work under our Spotlight section. It opens up opportunities on a global level to meet international student filmmakers as well as their work.



QUICK FACTS

- Founded in 1973
- Largest and oldest student-run film festival in North America
- Festival is attended by the Concordia film community, Concordia student body and Montreal film lovers and filmmakers
- Runs between May 6th - 9th 2021
- Admission is free, up to a limited amount of virtual seats
- **Programming:** screening of over 200 student works, in large part of which is made by Concordia undergraduate students
- **Spotlight:** A section where students outside of Concordia can submit their film, which diversifies our content and includes stories that are unknown to Canadian audiences.
- **Emerging Voices:** a seminar that offers a platform for students to present their research projects, journals, papers or any academic ventures.
- Talks by renowned filmmakers and animators, one of which will be in collaboration with the Director's Guild of Canada.
- Many of our students who have presented their work at the CFF have gone on to work high and acclaimed positions in the film industry.
- The films presented at the CFF offer a wide range of stories and voices, from queer to racialized experiences.

©Vivien Forsans - *To the Closet* (2021)



ABOUT THE FESTIVAL

The Concordia Film Festival is an event organized by students attending Concordia University. For the 48th edition, the four-day event will occur online between May 6th to May 9th, 2021. Through the duration of the festival, the CFF screens selected films made by Concordia film production and animation students as well as selected films from international students that are placed in our Spotlight section. The films produced by Concordia students are renowned for their professional caliber, as the Mel Hoppenheim School of Cinema is one of the top institutions in Canada for cinema studies. As a testament to the strength of Concordia student filmmakers, current students, and alumni have gone onto screen their works at festivals such as Sundance, Cannes, TIFF, Canada's Top 10, and Festival du Nouveau Cinéma.



PROGRAMME

At the Concordia Film Festival we hold several screenings of films made both in and outside of Concordia University, industry talks with our guests as well as celebration ceremonies that will span across a 4 day period.

The programming includes; short films made by undergraduate students at Mel Hoppenheim School of Cinema from Film I, II, III and Animation I, II, III. Another part of the program is the Spotlight section. The Spotlight section highlights the works of international undergraduate students with 5 different categories.

Outside of film screenings, the festival will also be hosting the Emerging Voices seminar which highlights some of the academic works written by students of Concordia University.

The festival closes with an award ceremony in which awards will be given by our jury of some of Montreal's leading filmmakers, animators, programmers and professionals.

SPOTLIGHT SECTIONS

01 Documentary

Spotlight on Documentary Films, a section devoted to all films that depict real-life people/situations/events.

02 Experimental

Spotlight on Experimental Films, a section devoted to those films that do things a little differently, and experiment with the form of cinema.

03 Lights Out

Spotlight on Midnight Movies, a section devoted to genre films.

04 Visions

Spotlight on Underrepresented Voices, a section devoted to those groups who feel that the voices of their community have been underrepresented in the mainstream.

05 Canadian Fiction

Spotlight on National Fiction Films, which is a section devoted to discovering the best student short films that Canada has to offer!



TARGET AUDIENCE

Between 2500 and 3000 people attend Concordia Film Festival each year. Our main target audience is composed of students and adults aged 18 to 35. The demographic is largely bilingual speaking French and English represented by a range of cultural and ethnic backgrounds reflecting Concordia's widespread diversity.

The majority of our audience consists of undergraduate and graduate students within the fine arts department ranging from cinema to communications. Our audience also consists of other departments at Concordia such as business or arts and science majors who have a love for film and would like to explore the world of film more. In previous years, there have been visits from industry professionals based around Montreal from business related firms to film production houses, advertising agencies and marketing companies who are on the lookout for new talents.

With the Concordia Film Festival being held online this year, our target audience is open to students from all over the world to showcase their work on our Spotlight platform.



ONLINE VENUE

The Concordia Film Festival virtual screenings will take place on Eventive. Our page on this platform is where audience members can find our schedule and our film guide. Visitors can view the films on the virtual festival page where all of our screenings will take place, which includes a catalog of all the presented films and a space for our livestreams.

Screenings are accessible for free, up to a limited amount of virtual seatings.

You can visit the Virtual Festival page to stream the festival here:

<https://watch.eventive.org/concordiafilmfestival>



PROMOTION STRATEGY

The CFF presskit will be received by film critics, reporters, sponsors, and news programs that cover Montreal's arts and culture (written media, television and radio). The film festival information will be sent to our collective 2,000+ social media subscribers including Concordia University's weekly newsletters. Our festival trailer will be shared on the official CFF website and our social media platforms (Facebook and Instagram). We are also working closely with different sponsors, such as Mubi, La Cinémathèque Québécoise, FNC, RIDM and the Director's Guild of Canada, to expand our visibility and outreach.

For sustainability purposes, printed copies of the program festival will not be available. Instead, there will be online copies of the festival program that will be available on our website during the festival days.



WHAT'S IN IT FOR YOU

Organizations benefit from advertising the Concordia Film Festival through access to:

- Free Festival Admission
- Brand Exposure
- Media Partnership
- Social Media promotion
- Shedding light on filmmakers that will shape tomorrow's cinema
- Supporting a student-run arts program
- Being part of the long history running history of the CFF



CONTACT

Thank you for your time and consideration, we hope that you are interested in promoting the **48th Edition of the Concordia Film Festival!** Please do not hesitate to reach out to us through:

General Inquiries:
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Marketing Inquiries:
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Co-Directors:
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Further festival information:
www.concordiafilmfestival.com

Social Media:
Facebook: CFF - Concordia Film Festival
Instagram: @concordiafilmfestival