



CONCORDIA  
FILM FESTIVAL

MAY 6TH - 9TH 2021

# PRIZE SPONSORSHIP

SPONSORSHIP AND  
PARTNERSHIP GUIDE

48<sup>TH</sup>  
EDITION



# 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.



# CONCORDIA FILM FESTIVAL

The Concordia Film Festival is an event organized by film studies, film animation, and film production students attending the Mel Hoppenheim School of Cinema (MHSoc) at Concordia University. For the 48th edition, the four-day event will occur 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.



# SPECIFIC PROGRAMMING

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 which are:

## 01 DOCUMENTARY

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

## 02 EXPERIMENTAL

*Spotlight* on Experimental Films, which is 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, which is a section devoted to genre films.

## 04 VISIONS

*Spotlight* on Underrepresented Voices, which is 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!

Outside of film screenings, the festival will also be hosting the Moving Image seminar which highlights some of the academic works written by students of the Mel Hoppenheim School of Cinema. 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.



# 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.

Due to the COVID-19 pandemic, the Concordia Film Festival will be held online thus opening up our target audience to students from all over the world to showcase their work on our *Spotlight* platform.



# SPONSORSHIP

The Concordia Film Festival offers sponsors strong visibility and ties with a vibrant, and urban audience at Concordia University, Montreal's film community and even internationally!

As a Prize sponsor, your valuation is determined by your monetary value of the prize(s) that you donate to the film festival.

## DIAMOND (2000\$)

- Prize named after your organization
- 30-60 second trailer
- Full-page ad in the program
- Logo on all festival literature and website
- Website side-banner ad
- Social media feature
- Listed as diamond awards sponsor
- Large "Thank you to the sponsors" slide during the festival

## PLATINUM (1000\$)

- Prize named after your organization
- 15-30 second trailer
- Half-page ad in program
- Logo on all festival literature and website
- Social media feature
- Listed as a platinum sponsor
- Medium "Thank you to the sponsors" slide during the festival

## GOLD (500\$)

- Prize named after your organization
- 15 second trailer
- Quarter-page ad in program
- Logo on all festival literature and website
- Social media feature
- Listed as a gold sponsor
- Small "Thank you to the sponsors" slide during the festival



# FESTIVAL 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).

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.



# BENEFIT FOR THE SPONSORS

In the month leading up to the film festival, promotional material will be distributed and circulated throughout Concordia University and the Montreal community, reaching over 50,000 people.

During the festival, sponsorship logos and information will be shared within a specialized population of roughly 3,000 filmmakers, film lovers and supporters of the arts. The majority of the audience is made of up and coming filmmakers, many of whom are interested in investing in equipment, software, and products that will aid them in their future filmmaking endeavors.

The Concordia Film Festival is a dynamic platform for brand exposure, connecting the sponsor to the ideal consumer and audience.

No matter what level of support, all sponsors are guaranteed brand exposure when partnering with the film festival. All festival sponsors will have their logo advertised and shared with an annual online audience of over 2,000+ social media subscribers.



# CONTACT INFORMATION

Thank you for your time and consideration, we hope that you are interested in supporting the 48th Edition of the Concordia Film Festival! We are available at your disposal to discuss further options with you over the phone, by email or on Zoom.

Please do not hesitate to reach out to us through:

General Inquiries:  
[info@concordiafilmfestival.com](mailto:info@concordiafilmfestival.com)

Sponsorship Inquiries:  
[sponsorship@concordiafilmfestival.com](mailto:sponsorship@concordiafilmfestival.com)

Sponsorship Coordinators:  
Tyler Nacke  
Hannah Blair  
Sara Di Nardo

Co-Directors:  
Vincenzo Nappi and Lana Chammas

Email:  
[cffdirector@concordiafilmfestival.com](mailto:cffdirector@concordiafilmfestival.com)

Further festival information:  
[www.concordiafilmfestival.com](http://www.concordiafilmfestival.com)

Social Media:

 CFF - Concordia Film Festival

 @cffconcordiafilmfestival



CONCORDIA  
FILM FESTIVAL