



**iffO**

**INTERNATIONAL  
FILM FESTIVAL  
OF OTTAWA**

**FESTIVAL  
INTERNATIONAL  
DU FILM D'OTTAWA**

**2020**

**SPONSORSHIP GUIDE**

# MARCH 25 - 29, 2020

The red carpet is rolling out for a major new film festival coming to Ottawa this March, featuring high-profile celebrities, new films from across Canada and around the world, and professional development programming designed for Ottawa's growing production industry.

Organized by the Canadian Film Institute (CFI), the International Film Festival of Ottawa (IFFO) will take place at venues across downtown Ottawa, including the new Ottawa Art Gallery, the National Gallery of Canada, and SAW Gallery.



The Canadian Film Institute.  
Discovering. Connecting. Inspiring.

# 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, this March, 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). The OIAF attracts over 30K attendees and is one of few prestigious Oscar-qualifying events, drawing Academy Award potentials annually. 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.

# iffO 2020

The inaugural edition of IFFO will host Ottawa premieres of the best feature films from the year's festival circuit (including films from Cannes and TIFF), while kicking off each screening with equally notable short films. The event will host behind-the-scenes celebrity talks and interactive programming for the general public. The industry-facing programming will focus on meeting the needs of the local industry; developed with key local stakeholders, it will host masterclasses, panels, and networking events.



## IFFO 2020 Industry Advisory Committee

**Clint Eland**

President, *Mercury Filmworks/Sungate Films*

**Hoda Elatawi**

VP & Senior Producer, *GAPC Entertainment*

**Ron Gallant**

President/Owner, *Affinity Productions*

**Bruce Harvey**

Film Commissioner, *Ottawa Film Office*

**Robyn Heaton**

Dean, *Faculty of Arts, Media & Design, Algonquin College*

**Annette Hegel**

Executive Director, *SAW Video*

**Patrice James**

Filmmaker & Executive Director, *IFCO*

**Chris Knight**

President & CEO, *Gusto Worldwide Media*

**Ken Stewart**

President & Executive Producer, *GAPC Entertainment*

**Nicole St. Pierre**

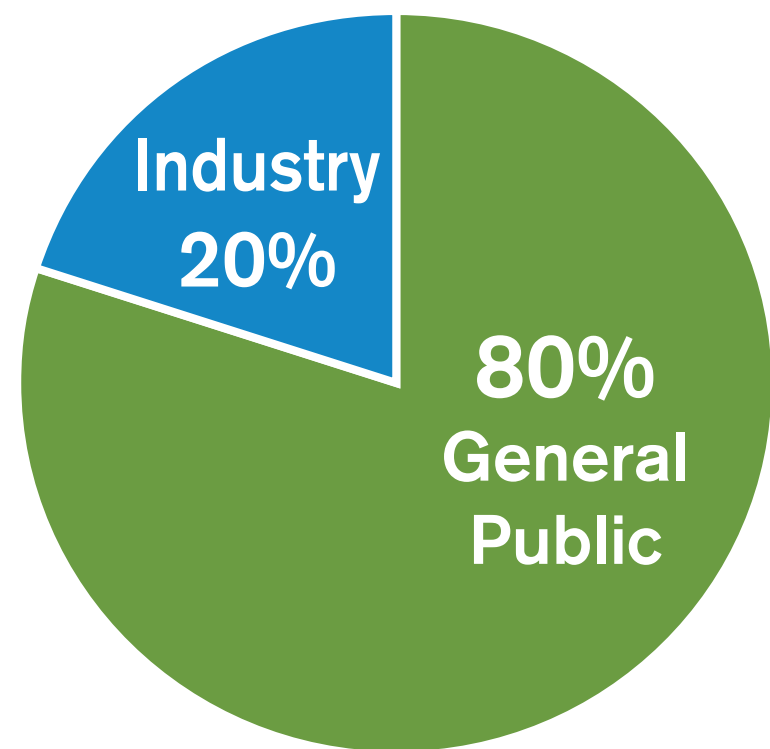
Senior VP, Business & Legal, *Mercury Filmworks/Sungate Films*

**Frank Taylor**

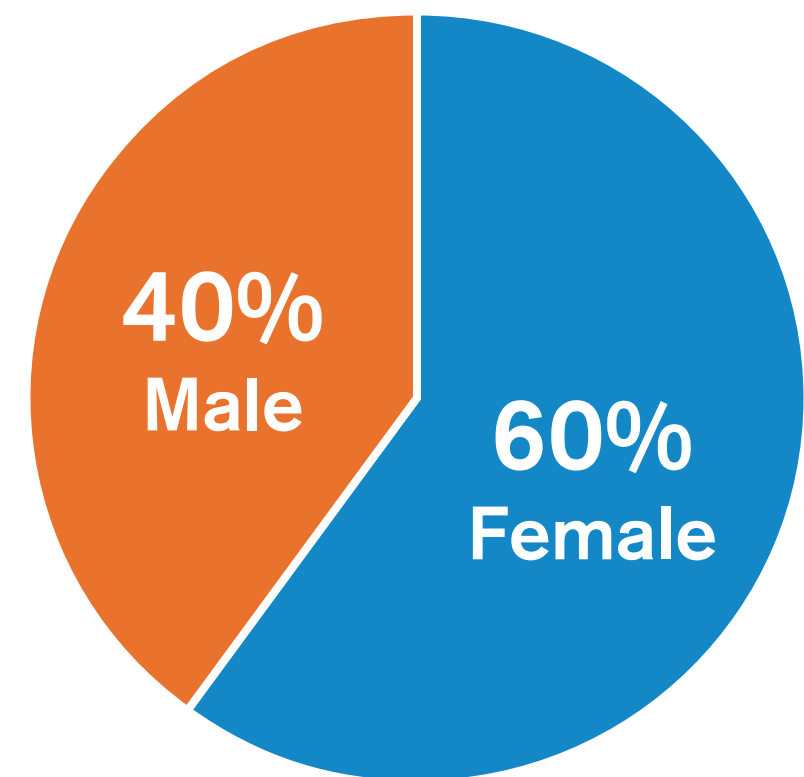
President & CEO, *Title Entertainment*

# Inaugural Projections for **IFFO**

(Based on 2018 CFI activities)



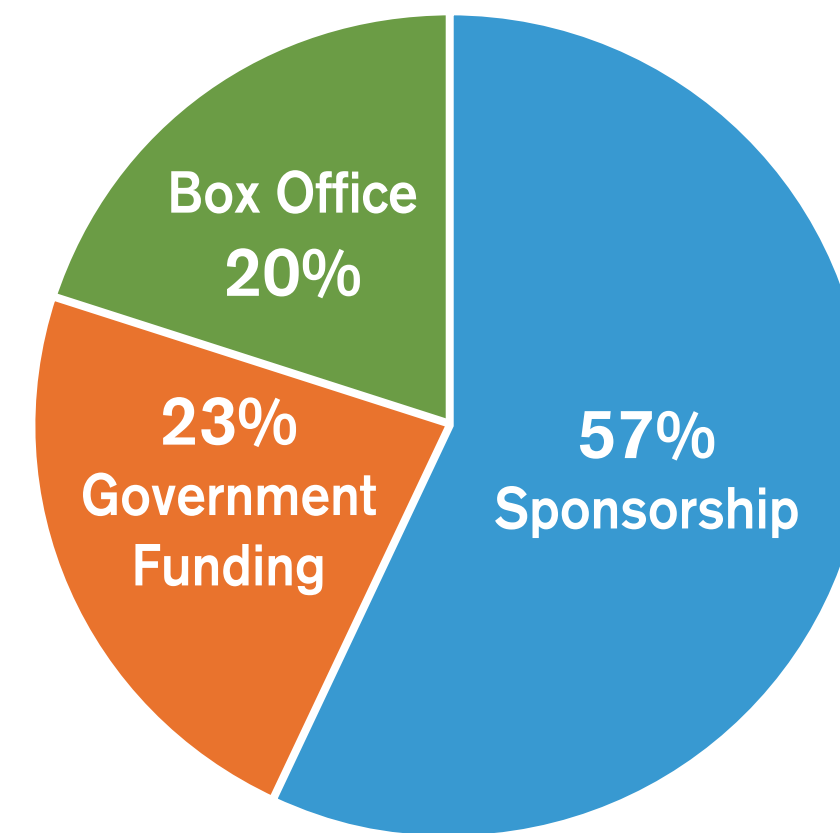
Total attendance of 10,000 film lovers & industry professionals




Target Age Group  
20-35 Years Old



## CFI Funding Breakdown



 Over 400 volunteers

 \$3.5 million injected into local economy

### Select CFI Partners include:

 Canada Media Fund  
Fonds des médias du Canada **NETFLIX**

**nickelodeon** **CORUS.** 



 ONTARIO  
CREATES | ONTARIO  
CRÉATIF

# Quick CFI Facts

- ◆ CFI programs 12 festivals a year, the largest being the Oscar-qualifying Ottawa International Animation Festival.
- ◆ Its highly popular community-based festivals represent and host Ottawa's diverse multi-cultural communities and movie buffs alike.
- ◆ The CFI has been curating the touring Canada Now film showcase screened internationally with Telefilm Canada since 2017
- ◆ The CFI has an inclusive team of film and event experts, with women representing 75% of its programming and leadership roles. Key programmers include published academics, film historians, and critics.
- ◆ The CFI sowed the seeds for what became TIFF with its Film Expo in 1972, Ottawa's first festival of its kind, with many alums moving into key positions at organizations like TIFF and Telefilm Canada.

# 2020 SPONSORSHIP OPPORTUNITIES

IFFO will work with you to develop a package that aligns with your company's vision and marketing goals, providing you with a maximum return on your investment.



# Premier Partner - \$20K (1 available)

## Presenting rights to IFFO

A rare, 360° opportunity to align your organization with an exciting, new high-profile film event in Ottawa.

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 logo placement in promotional material and a trailer before IFFO screenings, but will be included in Cineplex Theatre ad campaign and acknowledged in press releases.

# Principal Partners - starting at \$7.5K

## Screen Summit Naming rights

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



## Screen Summit Cocktail

Featuring all IFFO's invited celebrity guests and speakers, this Screen Summit closing '5 à 7' will also give you access to Ottawa's production community, with an option for special invites. Options include open bar, catering, and other brandable opportunities (co-sponsorship permitted).

## IFFO Opening or Closing Night Parties

Take over a festival favourite: parties where guests can connect after the excitement of the event. While these parties are only open to IFFO passholders and guests, we will consider opening it up to the general public, depending on your goals. Brand the space, drinks, and activations to create a memorable event.



Principal Partner options include a full page ad in IFFO's program book, logo recognition in the program book and onsite.

# Supporting Partners - starting at \$5K



## Venue Naming Rights

Venues are included in all scheduling and programming (printed programs and online) for IFFO. Your company's name will be referenced with all venue information and present in all schedules.

## Lanyards & Passes

Worn by all passholders, lanyards and passes are an effective option to reach IFFO's passholders of industry professionals and film lovers.



## Major Speaker Sponsorship

IFFO will bring Canada's high-profile celebrities to the Nation's Capital and offers the rare opportunity to co-present their highly anticipated presentation and be referenced in all Major Speaker marketing materials. This will be a public-facing event hosted in IFFO's largest venue along with your company's logo onsite during the event.



Supporting Partners will also receive a 1/2 page ad in IFFO's program book, logo recognition in IFFO's program book, and onsite.

# Contributing Partners - Starting at \$2K



## IFFO Screen Summit Coffee Station

Be the hero! Offer an all-day coffee station for industry delegates, where guests will use your branded coffee cups during presentations and networking.

## IFFO Screening or Screen Summit Presentation

IFFO will host 20 films (40 screenings) and a number of industry-focused presentations at the Screen Summit. Your company will be present in all advertising material related to the film or presentation as well as onsite during the event.

## Screen Summit Breakfast or Snack Break

Host a breakfast or snack break to divvy up this busy day! These breaks will offer invaluable networking to delegates and the perfect opportunity to target industry professionals and to brand the space. Option to host one or both breaks.



Contributing Partners will receive a ¼ page ad in IFFO's program book, logo recognition in the program book, and signage onsite.

# À la carte options - Starting at \$250

## **IFFO Screen Summit Seat Drop**

An opportunity to have marketing material on all seats before presentations.

## **15-second promotional video**

IFFO will host 40 screenings over 5 days; your promotional video can kick off a screening.

## **Pre-show Reel Promotional Slides**

On-screen slides are shown prior to screenings and talks. A chance to send a message or have your logo on display for IFFO's audience of industry professionals, film lovers, and Ottawa's general public.

## **Ad space**

Ad space in IFFO's program book, to be given to all IFFO passholders and distributed across Ottawa.



Contact IFFO's Development Manager,  
Stephanie Berrington,  
to have a package customized for your  
business  
[steph@iffo.ca](mailto:steph@iffo.ca)



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