



EXPERIENCE FILM, CELEBRATE CULTURE
2009 - 2010 PARTNERSHIP OPPORTUNITIES



ABOUT CBFF

The Canadian Black Film Festival (CBFF) is the only Canada-wide festival dedicated to celebrating film and media works of African-Canadians and those works of African-Diaspora content. CBFF is a not-for-profit organization which has a mandate to help to fill this void in the current Canadian festival landscape and will also offer display, educational and youth development activities on a year-round basis.

The festival takes place over three days from September 25-27, 2009 in Toronto. The festival is a 'celebration event' for ALL Canadians, to explore, share in and celebrate the many select works that often do not get seen or screened in Canadian theatres. Two of downtown Toronto's most prestigious film display venues – The National Film Board Mediatheque (NFB) and The Art Gallery of Ontario (AGO) will host the CBFF.

There will also be screenings at Ryerson University and an industry/sponsor launch party at the Manyata Courtyard in Yorkville.

To enrich the festival experience, CBFF has partnered with Black Filmmaker International Film Festival (now in its 11th year and held annually in London, England). Aligning with an established global festival allows CBFF the opportunity expand internationally and ensure the best works from both Canada and overseas are open for appreciation by all.

With the support of esteemed artists and directors: Cameron Bailey, Director of Toronto International Film Festival, Trey Anthony, Creator of *Da Kink in My Hair* – Global TV, Frances-Anne Solomon – Creator of the hit film *A Winter's Tale* and Gemini-Award winner David Sutherland – Creator of *Doomstown*, CBFF will meet a growing need with regards to the Canadian media landscape.

BIOS

Bios of key festival executives can be found in the accompanying introductory letter and factsheet information provided.



CBFF 2009 // 2010 PROGRAM ELEMENTS

INAUGURAL CANADIAN BLACK FILM FESTIVAL // SEPTEMBER 25 – 27, 2009

Screening Venues

Art Gallery of Ontario Jackman Theatre
Ontario College of Art and Design
National Filmboard Mediatheque
Ryerson University Engineering Theatre

Awards

Our prestigious adjudicated and audience awards offer high profile visibility across the depth and breadth of the festival and can also be offered as part of a sponsorship proposal.

Key Events

September 1 CBFF Media Conference
September 13 CBFF Annual Launch Party
September 21 Partner/Media Preview Reception
September 25 CBFF Opening reception and Screening
September 26 CBFF Launch of 'Youth on Camera' Quarterly Program
September 27 CBFF Closing Night Reception

Receptions/Special Events

Annual 'Cinema Noir' industry and sponsor reception
Festival opening and closing galas
Media launch reception
Pride Week Screening Launch
CBFF Annual 'Float-In' screenings on sea during Caribana
CBFF Monthly Film Club screenings

2010 CBFF

September 23 – September 26

Film Program Strands

Caribbean Connection Program
CBFF and Planet Africa Presents...Nollywood Blockbusters
'A Linc In Time' Canadian Tribute Program
(Lincoln Alexander Tribute Day)
New Faces International Program



CBFF SPONSORSHIP RIGHTS / BENEFITS

Product / Category Exclusivity:

Exclusive industry rights as the Official Title Sponsor / Supplier of CBFF

Promotion

Exclusive right to develop promotions in association with CBFF and its events
Corporate identification on all corporate/collateral materials produced by CBFF
Corporate identification/mention at CBFF related media conferences and special events.

Branding

The following program elements are available for corporate branding / sponsorship:

CBFF Galas and Parties: Opening Gala Film and Party
CBFF Annual Launch Party
Closing Gala Film and Party

CBFF Special Events: CBFF Monthly Film Club (on-going)
Youth on Camera' Development Program (quarterly event)
CBFF Pride Week Rooftop Screening and Reception (annual)
CBFF Annual 'Float-In' Movie Boat Cruise (annual)
Canadian Feature Opening Film (annual)



CBFF SPONSORSHIP RIGHTS / BENEFITS

Advertising and Promoting CBFF

Corporate identification/logo on all CBFF generated support materials produced by CBFF including:

Posters – 500 (colour)

Flyers – 15,000 (colour)

Event Program - 2,000 printed 48 pages (colour)

CBFF Website – Anticipated 200,000 hits per month rising to 500,000 during festival time

CBFF Signage - Prominent identification/ logo on all banners, backdrops and in-house signage

Tickets / Hospitality Includes the right to: Use of a select number of:

- VIP Tickets to CBFF events and screenings
- VIP Accreditation packages allowing access to all CBFF venues
- Complimentary use of CBFF'VIP transportation
- Complimentary use of CBFF hotel suite for pre/post event entertaining
- Complimentary employee hospitality packages and ticket discounts

Intra-Festival and On-site Promotion Opportunities

Corporate identification/logo on all CBFF generated support materials produced by CBFF including:

- Screening rooms and seats
- Box offices
- Volunteer program and Street Team apparel
- Sponsor a screening or film
- Daily film schedule
- Advertising through our email subscriber list
- Promotional literature placements in all event gift bags
- Logo recognition on all pre-movie trailers
- Online contests linked to your brand/product posted on the CBFF site



SELECT PACKAGES – TITLE SPONSOR

The following event benefits and commitments have been developed to maximize your corporation's strategic marketing objectives through an integrated package of on-site and communication initiatives. CBFF will customize an integrated package to suit your marketing needs.

We are pleased to offer you the following promotional benefits package:

A 1-year title sponsor opportunity, with first rights of refusal to renew may offer the following avenues:

CBFF Main Festival

Coverage at the main annual 4 day festival, held at prestigious locations such as the Art Gallery on Ontario (AGO), Royal Ontario Museum and the National Filmboard Mediatheque (NFB)

CBFF Monthly Film Club

Ongoing opportunities exist for these monthly screening and industry networking events, offering the option of year-round exposure at key CBFF events

CBFF Launch Industry Party

To be held annually at the Manyata Courtyard in Yorkville, this industry gala event will launch the festival every year and will aim to attract celebrity and industry guests from both the media and corporate worlds

CBFF Youth Development Program

Consisting of regular screenings, youth development programs and sponsor-a-child initiatives, to be held on a quarterly basis

CBFF Pride Week Event

Participating in a reception and screening event during the annual Pride celebrations

CBFF Annual Movie 'Float-In'

A themed party on a harbour cruise during the annual Caribana festival offering screenings, a cocktail reception and networking opportunities

Ryerson University Showcase – Opportunities for exposure as part of activities conducted with our higher education partner Ryerson University



SELECT PACKAGES – HOSPITALITY PARTNERS

The following event benefits and commitments have been developed to maximize your corporation's strategic marketing objectives through an integrated package of on-site and communication initiatives. CBFF will customize an integrated package to suit your marketing needs.

We are pleased to offer you the following promotional benefits package:

Accommodation and transportation partners will be entitled to choose from the range of benefits below in exchange for pro-bono or reduced rate deals:

CBFF Main Festival

VIP experience offered to partners by way of complimentary tickets, red carpet invites, staff packages offered at discount rates for on-sell

CBFF Launch Industry Party

VIP experience offered to partners by way of complimentary tickets, red carpet invites, staff packages offered free of charge to premiere events

CBFF Pride Week Event

Agreed promotion as the official accommodation and transport provider for all activity linked to CBFF

CBFF Annual Movie 'Float-In'

Agreed promotion as the official accommodation and transport provider for all activity linked to CBFF

Online Promotion

Brand and logo recognition on the CBFF website

Promotional Literature

Logo recognition on all printed materials inclusive of flyers, posters, festival programs and street team apparel

CBFF Referrals

Testimonials and referrals to be posted on majority of all CBFF promotional materials



SELECT PACKAGES – FOOD/BEVERAGE

The following event benefits and commitments have been developed to maximize your corporation's strategic marketing objectives through and integrated package of on-site and communication initiatives. CBFF will customize an integrated package to suit your marketing needs.

We are pleased to offer you the following promotional benefits package:

In return for goods and services for all CBFF parties, receptions, media days and monthly events on a pro-bono or reduced rate basis, CBFF are pleased to offer from a range of the following:

CBFF Main Festival

VIP experience offered to partners by way of complimentary tickets, red carpet invites, staff packages at discount rates for on-sell

CBFF Launch Industry Party

VIP experience offered to partners by way of complimentary tickets, red carpet invites, staff packages offered free of charge to premiere events

CBFF Pride Week Event

Agreed promotion as the official food/beverage sponsor/s for all activity linked to CBFF

CBFF Annual Movie 'Float-In'

Agreed promotion as the official food/beverage sponsor/s provider for all activity linked to CBFF

Online Promotion

Brand and logo recognition on the CBFF website

Online Contests

Website contests linked to your brand and product which direct traffic to your site

Promotional Literature

Logo recognition on all printed materials inclusive of flyers, posters, festival programs and street team apparel

CBFF Referrals

Testimonials and referrals to be posted on majority of all CBFF promotional materials



SELECT PACKAGES – PRINT/GRAPHICS/WEB PARTNER

The following event benefits and commitments have been developed to maximize your corporation's strategic marketing objectives through and integrated package of on-site and communication initiatives. CBFF will customize an integrated package to suit your marketing needs.

We are pleased to offer you the following promotional benefits package:

In return for provision of design, print, web development and branding services, on a pro-bono or reduced rate basis, CBFF are pleased to offer from a range of the following:

CBFF Main Festival

VIP experience offered to partners by way of complimentary tickets, red carpet invites. Signature and logo recognition on all printed materials. Booth display for promotion at opening, closing and key events

CBFF Launch Industry Party

VIP experience offered to partners by way of complimentary tickets. Brand/logo recognition on all banners, print material and street team apparel

CBFF Annual Movie 'Float-In'

Exclusive rights to apparel branding for this annual event

Online Promotion

Brand and logo recognition on the CBFF website, with icon display as part of social networking links to boost traffic

Promotional Literature

Logo recognition on all printed materials inclusive of flyers, posters, festival programs and street team apparel

CBFF Referrals

Testimonials and referrals to be posted on majority of all CBFF promotional materials and to all affiliated CBFF partners

CBFF Monthly Film Club

Opportunities to conduct promotional talks in front of this monthly audience of artists, filmmakers and musicians



SELECT PACKAGES – MEDIA PARTNERS

The following event benefits and commitments have been developed to maximize your corporation's strategic marketing objectives through an integrated package of on-site and communication initiatives. CBFF will customize an integrated package to suit your marketing needs.

We are pleased to offer you the following promotional benefits package:

In return for radio, television and print promotion opportunities and coverage, CBFF are pleased to offer from the range below:

CBFF Main Festival

VIP experience offered to partners by way of complimentary tickets, red carpet invites. Signature and logo recognition on all printed materials

CBFF Launch Industry Party

VIP experience offered to partners by way of complimentary tickets. Brand/logo recognition on all banners, print material and street team apparel

CBFF Annual Movie 'Float-In'

Exclusive rights to apparel branding for this annual event

Online Promotion

Brand and logo recognition on the CBFF website

Promotional Literature

Logo recognition on all printed materials inclusive of flyers, posters, festival programs and street team apparel

Interview/Broadcast Rights

Preferential treatment given to all media partners, helping to arrange interviews and time with all industry guests and celebrities passing through the festival or its many reception and launch party networking events

Ticket Giveaway Contests

In association with your media outlet and CBFF, tickets and prize giveaways offered linking your brand with CBFF



CONTACT US

For further information or detailed discussion on all of the benefits and opportunities offered within this package please contact us at the below

Francine Alfred
Development/Sponsorships Manager

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Thank you for taking the time to read through this information, we look forward to working with you on shaping a great celebration event!