

Partnership Opportunities

TUESDAY JUNE 3RD	WEDNESDAY JUNE 4TH	THURSDAY JUNE 5TH	FRIDAY JUNE 6TH	SATURDAY JUNE 7TH	SUNDAY JUNE 8TH
				5:00PM FESTIVAL CLOSURE WITH MUSIC	
				4:00PM FESTIVAL CLOSURE WITH MUSIC	4:00PM FESTIVAL CLOSURE WITH MUSIC
			3:00PM FESTIVAL CLOSURE WITH MUSIC	3:00PM FESTIVAL CLOSURE WITH MUSIC	3:00PM FESTIVAL CLOSURE WITH MUSIC
12:00PM FESTIVAL CLOSURE WITH MUSIC	12:00PM FESTIVAL CLOSURE WITH MUSIC	12:00PM FESTIVAL CLOSURE WITH MUSIC	12:00PM FESTIVAL CLOSURE WITH MUSIC	12:00PM FESTIVAL CLOSURE WITH MUSIC	12:00PM FESTIVAL CLOSURE WITH MUSIC
				11:00AM FESTIVAL CLOSURE WITH MUSIC	
				10:00AM FESTIVAL CLOSURE WITH MUSIC	
				9:00AM FESTIVAL CLOSURE WITH MUSIC	
				8:00AM FESTIVAL CLOSURE WITH MUSIC	
				7:00AM FESTIVAL CLOSURE WITH MUSIC	
				6:00AM FESTIVAL CLOSURE WITH MUSIC	
				5:00AM FESTIVAL CLOSURE WITH MUSIC	
				4:00AM FESTIVAL CLOSURE WITH MUSIC	
				3:00AM FESTIVAL CLOSURE WITH MUSIC	
				2:00AM FESTIVAL CLOSURE WITH MUSIC	
				1:00AM FESTIVAL CLOSURE WITH MUSIC	
				12:00AM FESTIVAL CLOSURE WITH MUSIC	



October 30th, 2014



WITH A SUPPORT FROM



ScarboroughFF: What We Do

ScarboroughFF Background

About SFF

Special Programmes

Film Festival

Partnership Opportunities

Festival

Year Round and Special Events

Thank you and Next Steps

- SFF is a volunteer non-for-profit basis run organization whose mission is to enhance cultural dynamic of Scarborough through the art of international films and multicultural cinema.
- SFF's vision is to lead as the most innovative, diverse and inclusive film festival in the world.
- SFF provides an opportunity for film loves to celebrate cinema from around the world, propelling Scarborough as a must destination on the national and international landscape.
- Our aim is to change the world one frame at a time.





The Festival represents a prime vehicle to speak to a valuable and influential audience:

- Festival attendance is expected to reach 24,000 in 2015
- Average age is 35
- Single/married with no children
- 55% female, 45% male
- Live in Scarborough/East York – 75%, Live in other parts of GTA – 25%
- 55% have household income over \$60K
- 81% have completed post-secondary education

SOCIAL MEDIA CONNECTIONS

- SFF E-Alert Subscribers 4000+
- Facebook fans 951
- Twitter followers 687
- YouTube channel subscribers 75
- YouTube channel Views 56,738
- Website traffic during the 6 days of festival 2014 82,000+





- New Releases & Premieres
- Family, Student and Adult Workshops
- In Person Events and Retrospectives
- Awards, Parties and Special Events

- School and College Programmes
- Working within Toronto's Priority Neighbourhoods
- Partner Festivals Screenings
- Art and Media Exhibitions



Highlights of 2014 Festival Community and Industry Partners :



SCARBOROUGH FILM FESTIVAL

June 2nd – 7th, 2015



The Scarborough Film Festival is the first and only international film festival held in Scarborough, ON, 1st film festival in GTA held outside of Toronto's Downtown core, and only second in GTA to screen any types of films on any subject matter.

The Festival premiered the best in Canadian and world cinema. Highlights from the 2014 Festival include:

- 37 films from 22 countries: India, France, Algeria, Iran, Russia, Canada, Australia, United States, Italy, Estonia.
- 5 World, 3 North American, 15 Canadian and 8 Ontario Premieres!
- The Festival used 5 venues in 2014 with plans to use 9 venues during 2015 festival

A few highlights of the many significant titles in this year's programme include a Canadian Premiere of *I'M Not Him*, *I'll Follow You Down* by Richie Mehta and *Grand Street* starring Scarborough native – Michael Wincott.



I'M Not Him (Turkey) – Canadian Premiere.



I'll Follow You Down (Canada) by Richie Mehta



Grand Street (USA) – North American Premiere

“It's the most exciting film festival to come to GTA in recent history and first of its kind to be held outside of Toronto's downtown core.”

- Yahoo News, May 8th, 2013

“Check out one of the GTA's most promising new film fests.”

- Toronto Star, May 30th, 2014



FESTIVAL MEDIA



With strong media attention, the Festival truly has an extensive reach.

Media Coverage Included:

Rogers TV	NOW Toronto
CBC	The Bluffs Monitor
The Toronto Star	The GRID
Mirror Newspaper	Toronto Observer
Global TV	Yonge Street Media



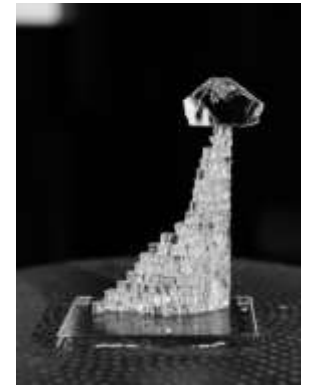
PARTNERSHIP OPPORTUNITIES

Scarborough Film Festival provides a unique platform to reach broad audiences through a variety of partnership levels and countless benefits.

- Logo placement
- Recognition before each screening
- Integration into the Festival's marketing and media campaigns
- Passes to the Festival and special events
- Product placement
- Cross promote with our partners
- Discount to your staff and clients
- Employment engagement and volunteering
- Get audience data and festival stats
- Be an Exclusive Sponsors
- Set up of booth/display on site
- Address the Festival audience directly through our Program Book, website or on stage intro
- And Much-Much More!



The Festival's events and year round activities allow for a direct contact to a desired demographic.



OMNI TV at the Festival

Festival Ad on TTC

Online contest with our 2013 Partner

Festival Award

- Host an official festival screening/party
- Support one of the Festival Awards
- Audience survey gift partner
- Activation centre at festival venue
- Giveaways through social media

- Festival Presenting Partner
- Present special school screenings
- Host the Festival's free public screenings
- Support student workshops/industry events
- Support festival's volunteer program



The Scarborough Film Festival received over 30,000,000 unique impressions through social, print, digital, TV and radio media.

- 95% of festival audience enjoyed their experience at the festival
- 100% satisfaction from all of 2014 festival partners and sponsors
- 100% satisfaction from all attending filmmakers of 2014 festival



The Festival highlights:

- 20% of programming was FREE
- 75+ volunteers engaged
- 10 films by Scarborough and/or Toronto based filmmakers
- 500 submissions arrived
- Part of the City of Toronto Cultural Hotspot Partnership
- Awarded 7 trophies. Audience Choice Awards went to Toronto native filmmakers!

The Scarborough Film Festival makes it a priority to have the partners and sponsors benefit greatly from collaborating with us, therefore we will be happy to discuss possibilities of most beneficial and innovative ways in achieving your goals!

To Contact Our Team:

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