

OPEN WORLD TORONTO FILM FESTIVAL:

*"PASSIONATELY CARING AND ENTHUSIASTICALLY CELEBRATING
THE DIVERSITY OF GLOBAL CINEMA AND ARTS SINCE 2014."*



SPONSORSHIP
PROPOSAL 2024



9th Editions

June 28-30th, 2024 at the Factory Theater

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WHO ARE WE? / WHAT IS OWTFF?

- Immerse yourself in the Open World Toronto Film Festival (OWTFF) – your gateway to cinematic innovation and artistic fusion. In its 9th year, OWTFF proudly embraces a broader cultural canvas, heralding an era that transcends film to celebrate the harmony of live music, dance, and art. This fusion is our badge of distinction, offering an immersive, multi-sensory experience at Toronto's Factory Theater.
- We honor the art of storytelling in its myriad forms, creating a melting pot of inspiration and interaction. Revel in the glamour of our Red Carpet galas, a fusion of artistry and elegance, and share insights at our interactive panels led by industry visionaries. The festival's social lounge and the prestigious awards ceremony are testaments to the creative spirits we elevate.
- Join forces with us as we curate this eclectic cultural symphony. As a partner, your brand is poised to shine amidst innovation and diversity, connecting with an audience that values originality and artistic bravery. Engage with us at OWTFF, where every moment is a step towards artistic immortality.

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THE FESTIVAL HIGHLIGHTS:

- Step into the spotlight of the Open World Toronto Film Festival, where each screening, performance, and event is a unique gem in the crown of cultural celebration. Our diverse selection of independent and international films culminates in engaging dialogues with the creators themselves.
- Experience the rhythm of the city with live performances that blur the lines between genres, and join the industry's elite at our Red Carpet Gala, a testament to the elegance of artistic convergence. Delve into knowledge-rich interactive panels, and unwind in our lounge area, designed for meaningful exchanges.
- The crescendo of our festival is the Awards Ceremony, a tribute to the artistry of storytelling. Every facet of the OWTFF is meticulously crafted to immerse participants in a world where art meets connectivity and collaboration.

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WHY BE A SPONSOR?

- Embrace the opportunity to be a luminary at the Open World Toronto Film Festival (OWTFF), Toronto's nexus of cinematic artistry and innovation. As we celebrate our 9th anniversary, your brand can shine amidst the pageantry of film, fashion, and the arts. With a history that began in the creative heart of Montreal and has now captivated Toronto's vibrant cultural scene, OWTFF stands as a testament to growth, quality, and the power of storytelling.
- **Why Partner with OWTFF?**
- **Strategic Exposure:** Align with Toronto's burgeoning film industry and gain access to a discerning audience of executives, creatives, and influencers.
- **Exclusive Engagements:** Revel in the prestige of the Red Carpet Gala, connect at curated networking lounges, and be recognized at our acclaimed Awards Ceremony.
- **Tailored Partnerships:** Our commitment is to craft a sponsorship experience that resonates with your brand's vision and values.
- Join us in this groundbreaking cultural event, where each moment is an opportunity to captivate, connect, and celebrate the art of film.

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SPONSORSHIP TIERS:

Discover the tier that aligns with your brand's aspirations at the Open World Toronto Film Festival:

1. Cinematic Luminary Tier: Elevate your brand to stellar heights with front-row visibility, exclusive interactions with creatives, and prestigious speaking slots.

2. Artistic Innovator Tier: Propel your brand into the limelight with significant placement, elite networking, and the chance to lead conversations in the arts.

3. Cultural Curator Tier: Connect your brand with the heart of culture through prominent material branding and special event access.

4. Community Connector Tier: Showcase your brand's commitment to community and culture with strategic placement and festival participation.



ELEVATE YOUR BRAND WITH OUR 'A LA CARTE SPONSORSHIP OPTIONS', TAILORED FOR SPECIFICITY AND IMPACT:

- **Spotlight Sponsor:** Illuminate your brand by sponsoring a key event segment, casting your name amidst the festival's brightest moments.
- **Innovation Hub:** Be the driving force behind a panel or workshop, positioning your brand at the forefront of thought leadership.
- **Red Carpet Exclusive:** Associate your brand with the glitz of our gala, offering unrivaled exposure to a glamour-seeking audience.
- **Performance Patron:** Align your brand with the arts by sponsoring a dance or music performance, celebrating the synergy between your brand and cultural expression.



UNLOCK A SPECTRUM OF BENEFITS WITH OWTFE SPONSORSHIP:

Brand Amplification:

Catapult your brand into the cultural zeitgeist, enhancing recognition among a discerning, diverse audience.

Exclusive Access:

Rub shoulders with industry luminaries, gaining unparalleled networking opportunities to foster business relationships.

Influence & Engagement:

Shape experiences and conversations, connecting your brand's story with the festival's narrative of innovation and creativity.

Strategic Visibility:

Position your brand center stage, leveraging targeted marketing that resonates with a community of arts aficionados and professionals.

Join us and chart a new course in cultural sponsorship, where return on investment transcends traditional metrics, reflecting a commitment to excellence and community.



MAXIMIZE YOUR BRAND'S IMPACT WITH OWTFF'S DIVERSE MARKETING PLATFORMS:

- **Digital Spotlight:** Harness the power of digital reach with featured content across our social channels and website, spotlighting your brand's narrative.
- **Event Presence:** Make a tangible impression with prominent logo placement and branded installations at festival venues, ensuring visibility at every turn.
- **Content Collaboration:** Co-create captivating content that tells your brand's story, from interviews to behind-the-scenes exclusives.
- **Media Integration:** Benefit from inclusion in press materials, amplifying your message through extensive media coverage.



Partner with OWTFF and propel your brand into the cultural conversation, crafting a legacy of support for the arts and innovation.

GAIN INSIGHT INTO OWTFF'S AUDIENCE - A DIVERSE, CULTURED, AND ENGAGED COMMUNITY:

Demographic Diversity: Connect with a broad spectrum of attendees, from young, vibrant art lovers to seasoned industry veterans.

Psychographic Profile: Engage an audience that values creativity, storytelling, and cultural exploration, ready to embrace and interact with your brand.

Behavioral Trends: Leverage data on audience preferences and behaviors to tailor your marketing strategies for maximum impact.

Align with us to harness these insights for deeper audience engagement and a more resonant brand presence at the festival.



JOIN US IN ARTISTRY:

Embark on a Voyage of Creativity with the Open World Toronto Film Festival – a distinguished celebration where creativity, diversity, and the human spirit converge in an exquisite mosaic of artistry. By becoming a sponsor, you are not merely supporting an event; you are becoming part of a narrative that champions artistic excellence and cultural prosperity.

We extend a heartfelt invitation for you to join this exuberant and ever-evolving festival. If you wish to explore the myriad of ways you can contribute, or if you are considering a tailored partnership that aligns perfectly with your brand's ethos, we are here to commence the dialogue.

Reach out to:

Sabine Mondestin

Co-Founder and Festival Director

Email: sabine@owtff.com



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JOINING HANDS WITH OWTFF: A PARTNERSHIP GUIDE

HEY THERE, FUTURE PARTNER! WE'RE OVER THE MOON TO HAVE YOU ON BOARD WITH US AT THE OPEN WORLD TORONTO FILM FESTIVAL. LET'S WALK THROUGH A FEW GUIDELINES TO ENSURE OUR PARTNERSHIP IS AS SMOOTH AND ENJOYABLE AS POSSIBLE!

1. **Adventure Duration:** Our journey together lasts for the entire festival period. If we both want to extend this collaboration beyond that, we're all ears!
2. **The Treasure Chest:** To secure your spot, we just ask that you follow the payment schedule we've agreed upon. It keeps the wheels turning without a hitch!
3. **Shout it from the Rooftops:** We love it when you talk about us! Feel free to use our festival's name and logo to show off our partnership, just give us a heads-up first so we can cheer along.
4. **Change of Plans:** If something comes up and you need to bow out, we totally get it. Just know that depending on when you cancel, we might not be able to refund the full amount.
5. **Sharing Your Story:** Got some cool content to share? We'd love to see it! Just make sure it gets the thumbs up from our festival team first.
6. **Safe and Sound:** We want you to feel secure, so please arrange your own insurance. That way, you're covered no matter what!
7. **Playing by the Rules:** Let's keep everything above board by sticking to local laws and regulations in all our festival fun.
8. **Rolling with the Changes:** Life's full of surprises, and if we need to tweak these terms, we'll let you know with a friendly update.
9. **Chat it Out:** If we hit a snag, we believe a good heart-to-heart can sort out most things.



By hopping on as a sponsor, you're agreeing to these friendly terms, and we can't wait to create something incredible together. Let's make this festival the talk of the town!