

SPONSORSHIP INFORMATION

## FOR MORE INFORMATION CONTACT HILARY@VISFF.COM

**VISFF.COM** 



#### **ABOUT THE FESTIVAL**

The Vancouver Island Short Film Festival celebrates the best works of short filmmakers from Vancouver Island and around the world.

Open to all ages, and sponsored by the Nanaimo Arts Council, the festival debuted in 2006 and held a sold-out screening of short films by local filmmakers at the Nanaimo Entertainment Centre. It has since relocated to the Malaspina Theatre at Nanaimo's Vancouver Island University campus.

There are many feature film festivals on Vancouver Island, but none that specifically serve short filmmakers. The festival showcases amazing short films in a multitude of genres and styles.

The Vancouver Island Short Film Festival reserves two spots in the programming for opportunities for local filmmakers, not only to screen their films, but also to network with other film professionals and inspire growth in our film community. The VISFF is a registered not-for-profit made up of film enthusiasts and art community experts. For more information contact admin@visff.com.

#### **SPONSORSHIP**

## The Vancouver Island Short Film Festival is joining film festivals around the globe by going virtual for its 16th annual showcase.

Filmmakers from Vancouver Island and around the world are sharing their works during the online festival, which will stream live from Nanaimo July 23, 24 and 25.

Our Festival has always been about connecting filmmakers and film lovers. We're working with some really talented people to make this an exciting and interactive event that will let us have more viewers than ever before.

While we continue to reach outside Nanaimo to share the best short films worldwide, it's because of our great community that we've been able to thrive these 16 years.

## Your support directly impacts the film arts and artists connected to our Festival.

For 16 years, the VISFF has brought world-class short films to Nanaimo. In 2019, we incorporated as a not-for-profit. Our goal is to expand programming, to make our Festival bigger and better, and to support local filmmakers with opportunities and education.

Our events are made possible through grants, festival fees, and generous donations from people like you; people who are invested in bringing world-class arts and events to our city.

We've identified four sponsorship tiers for the 2021, starting at just \$100.

The arts, and artists need your support now, more than ever. We hope you consider sponsoring the festival, and supporting the continuing success of the Vancouver Island Short Film Festival.

Thank you for choosing VISFF.

#### **Hilary Eastmure**

VISFF Director and Sponsorship Coordinator hilary@visff.com

## PLATINUM TIER \$1000

- Your Company presents the VISFF
- Best Film Award presented on behalf of you or your company.
- Mention in promotional news articles.
- Name and logo will be prominent on all VISFF advertisements, including newspaper.
- Name and logo prominently displayed on all print materials for both the Main Event and October Fundraiser.
- Logo and link prominently displayed on the VISFF website.
- Logo used prominently, in video feed of show before, after and during intermission.
- Up to 30-second video ad space (sponsor provides video, audio, or still content) replayed throughout festival (72 hours).
- Personal video thank-you message from the board on both days of live programming.

## **GOLD TIER** \$500

- People's Choice or Best Local Film Award presented on behalf of your company.
- Name and logo will be prominent on all VISFF advertisements, including newspaper.
- Logo and link prominently displayed on the VISFF website.
- Logo used prominently, in video feed of show before, after and during intermission.
- Personal video thank-you message from the board on one day of live programming.

## **SILVER TIER** \$250

- Film Award presented on behalf of your company (Cash Sponsors Only).
- Logo and link prominently displayed on the VISFF website.
- Logo used prominently, in video feed of show before, after and during intermission.
- Shout-out from our emcee during both days of live programming.

# RED CARPET TIER \$100

- Link on the front page of the website.
- Logo used prominently, in video feed of show - before, after and during intermission.
- Shout-out from our emcee during one day of live programming.

The VISFF offers customizable sponsorship packages and encourages community partnerships. Please contact hilary@visff.com to discuss opportunities.



### **2020 FESTIVAL STATISTICS**

- Over 800 public attendees
- Over 200 film submissions from all over the World
- 30 Volunteers over 4 screenings in 2 days
- Over half of the films were premiered by Canadian filmmakers

### **AUDIENCE DEMOGRAPHICS**

#### **Number of times Attended** 70% 60% 50% 40% 2015 30% 20% **2016** 10% 0% 36% **59%** First Time N/A One More Everv before than Once Time

The # of repeat attendees increased

- Average Age: 25-34; followed by 35-44
- Majority Reside in Nanaimo, but audience continues to grow from the Mainland and Oceanside area
- The Festival toured the Island in 2015, 2016 and 2018. In 2021, the Festival is adding an online component, and will reach new audiences, particularly Vancouver and Victoria.