



## 7<sup>th</sup>. Annual Irish Film Festival Ottawa

April 8 – 14, 2022

### SPONSORSHIP/PARTNERSHIP OPPORTUNITIES

Irish Film Festival Ottawa (IFFO) celebrates Irish culture, language, humor, and history through the modern medium of film by promoting Irish Cinema and filmmakers to audiences in Ottawa and beyond. This five-day festival offers an exclusive opportunity for sponsors to promote their businesses while supporting Irish culture in Canada

This year IFFO will be pivoting to a hybrid model, making our films and conversations available to our local and national communities both live and virtual.

We would like to offer you an exciting opportunity to be a part of this year's festival which will screen films from April 8th to 14th, 2022.

IFFO has engaged a large local and national following, from the Irish diaspora as well as movie fans, aspiring filmmakers, students of cinema and media studies, and individuals interested in exploring Irish stories and documentaries through the medium of film.

For a successful event of this kind sponsorship is essential. Over the years, IFFO has built successful corporate partnerships with Canadian and International companies alike. From direct financial support to providing goods and services, there are many ways to make a tax-deductible contribution while providing your brand with significant marketing exposure. We gladly accept donations of in-kind trade and will recognize them for their equivalent retail value at the time of the festival. We are also receptive to tailoring a sponsorship package based on a proposal designed to meet your marketing objectives.

As a non-profit organization, IFFO would not exist without the unwavering community support of businesses, organizations, and individuals like yourself. We look forward to engaging with our new and returning partners for Irish Film Festival Ottawa, 2022 hybrid edition.

*The sponsorship matrix below summarizes the opportunities available and will assist in determining the level of support that best matches your organization's interests and objectives. To discuss in further detail, or see how a special package may be tailored to meet your needs, please contact us at [iffo.partnerships@gmail.com](mailto:iffo.partnerships@gmail.com) with "Sponsorship" in your subject heading.*



## 2022 IFFO SPONSORSHIP/PARTNERSHIP PACKAGES

Nine packages are currently available for Irish Film Festival Ottawa 2022. Please select one preferred option.

<p><b>Movie Mogul (Value - \$2,000) One (1) Sponsorship Opportunity Available</b> *<a href="#"><u>Deadline to receive the video is MARCH 25<sup>th</sup>, 2022*</u></a></p>
<ul style="list-style-type: none"> <li>§ Nine complimentary special guest tickets to the Irish Film Festival Ottawa (IFFO)</li> <li>§ Exclusive ad placement on the IFFO website</li> <li>§ Opportunity to showcase a promotional video from your business in advance of all film screenings</li> <li>§ Year-long display of company logo on the IFFO website; hyperlink to your company's website</li> <li>§ Acknowledgement through IFFO's social media platforms, (Facebook, Twitter etc.)</li> </ul>
<p><b>Producer (Value - \$1,500) One (1) Sponsorship Opportunity Available</b> *<a href="#"><u>Deadline to receive the video is MARCH 25<sup>th</sup>, 2022*</u></a></p>
<ul style="list-style-type: none"> <li>§ Six complimentary tickets to the Irish Film Festival Ottawa (IFFO)</li> <li>§ Opportunity to showcase a promotional video from your business in advance of all film screenings</li> <li>§ Year-long display of company logo on the IFFO website; hyperlink to your company's website</li> <li>§ Acknowledgement through IFFO's social media platforms, (Facebook, Twitter etc.)</li> </ul>
<p><b>Director (Value - \$1,000) One (1) Sponsorship Opportunity Available</b></p>
<ul style="list-style-type: none"> <li>§ Four complimentary tickets to the Irish Film Festival Ottawa (IFFO)</li> <li>§ Ad placement in Festival communications</li> <li>§ Year-long display of company logo on the IFFO website; hyperlink to your company's website</li> <li>§ Acknowledgement through IFFO's social media platforms, (Facebook, Twitter etc.)</li> </ul>
<p><b>Guest Artist - Virtual Green Room (Value - \$500) Three (3) Sponsorship Opportunities Available</b></p>
<ul style="list-style-type: none"> <li>§ Three complimentary tickets to the Irish Film Festival Ottawa (IFFO)</li> <li>§ Official recognition as a Q &amp; A sponsor</li> <li>§ Year-long display of company logo on the IFFO website; hyperlink to your company's website</li> <li>§ Acknowledgement through IFFO's social media platforms, (Facebook, Twitter etc.)</li> </ul>
<p><b>Score (Value - \$500) One (1) Sponsorship Opportunity Available</b></p>
<ul style="list-style-type: none"> <li>§ Two complimentary tickets to the Irish Film Festival Ottawa (IFFO)</li> <li>§ Year-long display of company logo on the IFFO website; hyperlink to your company's website</li> <li>§ Acknowledgement through IFFO's social media platforms, (Facebook, Twitter etc.)</li> </ul>

<b>Official Print Partner (Value - \$400) One (1) Sponsorship Opportunity Available</b>
<ul style="list-style-type: none"> <li>§ Two complimentary tickets to the Irish Film Festival Ottawa (IFFO)</li> <li>§ Year-long display of company logo on the IFFO website; hyperlink to your company's website</li> <li>§ Acknowledgement through IFFO's social media platforms, (Facebook, Twitter etc.)</li> </ul>
<b>Silver Screen – Sponsor a Specific Film (Value - \$350) Nine (9) Sponsorship Opportunities Available</b>
<ul style="list-style-type: none"> <li>§ Two complimentary tickets to the Irish Film Festival Ottawa (IFFO)</li> <li>§ Year-long display of company logo on the IFFO website; hyperlink to your company's website</li> <li>§ Acknowledgement through IFFO's social media platforms, (Facebook, Twitter etc.)</li> </ul>
<b>Movie Extras (Value - \$150) Multiple Sponsorship Opportunities Available</b>
<ul style="list-style-type: none"> <li>§ One complimentary ticket to the Irish Film Festival Ottawa (IFFO)</li> <li>§ Year-long display of company logo on the IFFO website; hyperlink to your company's website</li> <li>§ Acknowledgement through IFFO's social media platforms, (Facebook, Twitter etc.)</li> </ul>
<b>Community Partners (\$ Not applicable) Multiple Sponsorship Opportunities Available</b>
<ul style="list-style-type: none"> <li>§ One complimentary ticket to the Irish Film Festival Ottawa (IFFO)</li> <li>§ Year-long display of company logo on the IFFO website; hyperlink to your company's website</li> <li>§ Acknowledgement through IFFO's social media platforms, (Facebook, Twitter etc.)</li> </ul>

### Our IFI Partnership: IFFO across Canada

This year's festival is happening in partnership with the Irish Film Institute ([www.ifi.ie](http://www.ifi.ie)). Their new IFI International Service means IFFO films will be screening in homes across Canada!



“The IFI International streaming service is a new initiative from the Irish Film Institute (IFI), supported by Culture Ireland. This new service is a welcome addition to the IFI's long-running IFI International initiative, a programme which works closely with cultural festivals to bring the best of new and classic Irish cinema to venues around the world.”

*-Irish Film Institute*

Please complete the “2022 Sponsorship/Partnership Registration Form” and the 2022 Sponsorship/Partnership Terms and Conditions as outlined below and send via e-mail to: [iffo.partnerships@gmail.com](mailto:iffo.partnerships@gmail.com)



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### 2022 SPONSORSHIP/PARTNERSHIP REGISTRATION FORM

ADMINISTRATIVE INFORMATION		
Name of Organization:		
Contact:		
Title:	Department:	
Address:		
City:	Province:	Postal Code:
Telephone:		
E-mail:		
Forms Submitted by:		
Date Submitted:		
SOCIAL MEDIA INFORMATION		
Online Name of Organization:		
Website:		
Facebook:		
Twitter:		
Instagram:		
Preferred Hashtags (if applicable):		

SPONSORSHIP/ PARTNERSHIP OPPORTUNITIES	Preference	Cost
Movie Mogul (Deadline to receive the video is March 25 <sup>th</sup> , 2022)	<input type="checkbox"/>	\$0.00
Producer (Deadline to receive the video is March 25 <sup>th</sup> , 2022)	<input type="checkbox"/>	\$0.00
Director	<input type="checkbox"/>	\$0.00
Guest Artist – Virtual Green Room	<input type="checkbox"/>	\$0.00
Score	<input type="checkbox"/>	\$0.00
Official Print Partner	<input type="checkbox"/>	\$0.00
Silver Screen – Sponsor a Specific Film!	<input type="checkbox"/>	\$0.00
Movie Extras	<input type="checkbox"/>	\$0.00
Community Partners - I would like to support the festival with the following in-trade contribution (please include a retail value of the goods and/ or services)	<input type="checkbox"/>	\$
I would like to support the festival with a monetary gift of (please include amount in cost column)	<input type="checkbox"/>	\$

\*\*All specified opportunities will be allocated on a first come-first served basis. Thank you for your support! \*\*



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### 2022 SPONSORSHIP/PARTNERSHIP TERMS AND CONDITIONS

1. Sponsorships and partnerships are accepted on a first-come, first-served basis for all levels.
2. IFFO reserves the right to limit the number of sponsors and partners.
3. Acceptance of a sponsorship or partnership does not imply endorsement of sponsors' or partners' products or services in any way.
4. It is the sponsor's or partner's responsibility to provide an electronic version of their logo by email as requested by IFFO.

As a representative for: \_\_\_\_\_

(please print company name)

I hereby accept the terms of this sponsorship/partnership with the Irish Film Festival Ottawa.

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date