



# CANADIAN INTERNATIONAL FAITH + FAMILY FILM FESTIVAL

**SAVE THE DATE • SEPT 18 - 19**  
FOR MORE INFO, PLEASE VISIT [WWW.CIFFLIX.COM](http://WWW.CIFFLIX.COM)

## ADVERTISING SPONSORSHIP OPPORTUNITIES

### A Message from Jason Barbeck, Executive Director

Friends, in these uncertain times we have made the decision to hold our 2020 film festival online. Although we will miss seeing you face to face this year, our new virtual platform will allow us to be together as we view films, attend workshops, and celebrate winners - all from the comfort of our homes. Plan now to join us on Friday and Saturday, September 18 & 19, 2020.

For our Advertising Sponsors, we have partnered with FestiVee for our new virtual/digital platform which provides you with added benefits and further reach as your logo will allow you to direct attendees to a website with messages specifically targeted for them.

The following pages will give you a concise explanation of why CIFF was founded, an overview of what to expect at CIFF 2020, and the sponsorship opportunities available to you.

We ask that you consider partnering with us at CIFF to support this important initiative.

Thanks for your consideration.

To become a CIFF 2020 Advertising Sponsor contact  
Jason Barbeck, Co-Founder and Executive Director of CIFF  
email: [ciff.festival@gmail.com](mailto:ciff.festival@gmail.com)



## About CIFF

The Canadian International Faith & Family Film Festival (CIFF) is a division of A.C.T. Canada (Artists in Christian Testimony) which is a charitable not-for-profit organization.

Our mission is to showcase, promote, educate, and encourage appreciation of faith, family, and independent film. Every year at the CIFF Film Festival we exhibit and celebrate the most outstanding faith and family content produced in every part of the world. Films are selected and nominated by a panel of judges on the basis of content, quality and originality.

Faith-based films are a defined and recognized genre in the film industry specific to Christian faith and family content. There is a growing demand for these films, yet most global film festivals do not currently showcase them, and corporations often do not invest in them, especially in Canada.

Family films include children's films, and films suitable for the entire family. In today's culture we have diverse convictions about what constitutes a good family film. CIFF supports and champions films that are suitable for entertaining and uplifting family audiences around the world.

Because these genres and objectives are not currently supported by global film festivals, or by many corporate sponsors, festivals such as CIFF accomplish their mission through the generous support of organizations and individuals with a passion for making sure faith and family films are accessible by all.

The Canadian International Faith & Family Film Festival (CIFF) is one of the fastest growing segments of the international film festival market, and the only one of its kind in Canada. Film lovers, industry professionals and media outlets celebrate the best in new faith and family cinema from established and emerging filmmakers and talent.

In our 4th year as a film festival, and with a presence in over 22 countries, we are well on our way to being an international leader in the faith-based film and music culture.

CIFF...

- ★ Encourages filmmakers to increase production of top quality faith and family films, and have their films celebrated, promoted, and distributed to their target markets.
- ★ Provides excellent resources and networking opportunities for film-industry professionals and artists, as well as an opportunity to cross promote.
- ★ Gives Canadian and International filmmakers and audiences unforgettable insight into the workings of the faith and family film marketplace, as they are privy to unprecedented levels of access to one another.
- ★ Nurtures the next generation of filmmakers, exposing their projects to our mentoring program -- connecting them to industry mentors.
- ★ Delivers a showcase for the public to view and celebrate top quality faith and family films, while interacting with industry professionals.



## About CIFF 2020 Film Festival

The festival runs Friday and Saturday, September 18 & 19, 2020, and will be a virtual festival this year due to the Covid-19 restrictions.

Submissions for CIFF 2020 close August 1, 2020 and nominations will be announced and posted to [cifflix.com](http://cifflix.com) on August 15, 2020.

In 2019, 30 films were showcased including “Unplanned”, “Miracle in East Texas” and “Max Winslow and the Chamber of Secrets”. There will be at least that many films screened for 2020, and several educational workshops.

People want to see these films! “I Can Only Imagine”, produced by Cindy Bond of Mission Pictures, was made for \$7 million and has grossed over \$100 million domestically. There are many entertaining and important films that need to make it to the big screen to enrich our lives once we get to know of them and view them. This is just one of the many benefits of CIFF 2020.

The CIFF Festival Pass, in virtual form, is available for purchase NOW, at the early-bird rate of \$100. This early-bird pass gives access to all Feature Films, Shorts, Documentaries, Workshops and the Virtual Red-Carpet Gala.

Early bird pricing is on now until August 31st. Effective September 1 you can purchase this Pass for \$150.

## Award Categories

- Best Picture
- Best Documentary
- Best Short Film
- Best Animation
- Best Director
- Best Lead Actor
- Best Lead Actress
- Best Supporting Actor
- Best Supporting Actress
- Best Screenplay
- Best Music Video
- Best Web/New Media
- Best PSA Youth Initiative Project
  
- Lifetime Achievement Award - will be presented to Shirley Douglas posthumously, and will be accepted by her son, Kiefer Sutherland.
  
- Faith Achievement Award



## About CIFF 2020 Advertising Sponsorship Opportunities

As mentioned earlier, the faith-based genre is not currently a category within global film festivals, yet we believe there is a niche opportunity for family based entertainment, that benefits individuals and families within the “flyover” regions of Canada and other parts of the globe. Films created within a faith framework often yield sound revenue as they benefit this larger audience. CIFF will accomplish its mission through the generous support of organizations and individuals with a passion for access to faith and family films.

We are appealing to like-minded businesses, foundations, and organizations to support this important cause through advertising sponsorships of CIFF 2020.

There are many advertising sponsorship opportunities available as outlined in the Sponsorship Levels column.

As an advertising sponsor you will have the opportunity to showcase your company while also supporting this important initiative. This year will be a “virtual” online festival, so we have partnered with FestiVee, an online platform specifically designed for virtual film festivals.

To discuss becoming a CIFF 2020 sponsor contact **Jason Barbeck, Co-Founder and Executive Director of CIFF** by email at [ciff.festival@gmail.com](mailto:ciff.festival@gmail.com)

### Advertising Sponsorship Levels

- ❑ Gold - \$5,000+

  - Large Logo on every page of festival website with a link to a webpage of your choice
  - 60 second commercial shows before every event (\$2,000 value)
  - Displays prominently on all festival e-blasts and on [www.cifflix.com](http://www.cifflix.com) for 1 year
  - 5 All Access Passes included
- ❑ Silver - \$1,000+

  - Medium Logo on every page of festival website with a link to a webpage of your choice
  - 15 second commercial shows before every event (\$500 value)
  - Logo shows with all Silver level sponsor logos before every event
  - Displays on all festival e-blasts and on [www.cifflix.com](http://www.cifflix.com) for 1 year
  - 3 All Access Passes included
- ❑ Bronze - \$500+

  - Small Logo on every page of festival website with a link to a webpage of your choice
  - Logo shows with all Bronze level sponsor logos before every event
  - Displays on all festival e-blasts
  - 2 All Access Passes included
- ❑ Film Title Sponsor - TBD

  - Large Logo on festival page of single sponsored film/event with a link to a webpage of your choice
  - 30 second commercial shows before the sponsored event (\$1,000 value)
  - Displays on all communication regarding sponsored event.
  - All Access Passes included - quantity determined by level of Title Sponsorship
- ❑ Tower of Faith Award Sponsor

  - Your logo on every award. (\$10,000 value)



# Advertising Sponsorship Commitment

Complete the following form to indicate your Sponsorship selection and email the completed form to [ciff.festival@gmail.com](mailto:ciff.festival@gmail.com)

**NAME:**

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**ORGANIZATION NAME:**

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**EMAIL:**

**PHONE:**

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**ADDRESS:**

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**SIGNATURE:**

**DATE:**

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## SPONSORSHIP LEVEL SELECTED:

- Gold - \$\_\_\_\_\_
  - Large Logo on every page of festival website with a link to a webpage of your choice
  - 60 second commercial shows before every event (\$2,000 value)
  - Displays prominently on all festival e-blasts and on [www.cifflix.com](http://www.cifflix.com) for 1 year
  - 5 All Access Passes included
- Tower of Faith Award Sponsor  
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  - Your logo on every award. (\$10,000 value)
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Sponsorship payments can be made by **credit card** on <https://actcanada.givingfuel.com/ciff>

or by **Canadian cheque** made out to: **Artists In Christian Testimony Canada Incorporated**, with "CIFF - Advertising Sponsorship" on the subject line. Mailed to: PO Box 23121 570 Longworth Ave., Bowmanville, ON, L1C 0H5