



**OCTOBER 25 - 28, 2017**

# **WhereTechMeetsIndie**

**GRFF.CA**



## 2017 INITIATIVES

2017 marks the 11th year for the Grand River Film Festival. Already well established as a regional festival within Waterloo, GRFF has a number of new initiatives, seeking growth in audience demographics and becoming a notable film festival in Canada.

Our main initiatives are:

- **(Re)New Beginnings** - Create a distinctive brand for GRFF to stand out amongst other local festivals and across Canada moving into the next decade
- **Where Tech Meets Indie** - Integrate local tech scene and create a collaborative partnership between them and the growing media industry.
- **Growing Reach** - Diversify audience demographics, increasing local audience and appealing to larger communities.
- **Highlight Regional Opportunities** - Develop stronger industry partnerships and gain further support for the festival.
- **Keeping It Green** - Work to host an eco-friendly festival, lessening consumption of things such as paper products.





# 2017 PROPOSED SCHEDULE

## Wednesday October 25th - Opening Night

Apollo Cinema, Kitchener, ON

Schedule:

- Opening Reception: 18:30 - 19:30
- Screening: 19:30 - 21:30
- Reception: 21:30 - 23:00

## Thursday October 26th - Cambridge, ON/Kitchener, ON

Galaxy Cinemas (Cambridge) Programming: Idea Exchange - Cineseries TIFF Film Circuit

Schedule:

- Screening: 19:30 - 21:30

Apollo Cinema (Kitchener) Programming: Canadian Film + Canadian Legacy Screening

Schedule:

- Screening + Short: 19:00 - 21:00
- Canadian Legacy: 21:00 - 23:00
- Reception: 21:30 - 24:00

## Friday October 27th - Industry Day/International Legacy Screening/International Premiere

Communitech, Kitchener, ON

Schedule:

- Industry Day: 13:00 - 17:00
- Legacy Screening: 19:00 - 21:00
- US/Intl Screening: 21:00 - 23:00
- Reception: 21:00 - 1:00

## Saturday October 28th - Afternoon screenings, Closing Film

UW School of Architecture, Cambridge, ON

Schedule:

- Afternoon Screening + short: 13:00 - 15:00
- Afternoon Screening + short: 15:00 - 17:00
- Closing Film - Evening Screening + short 19:00 - 21:00
- Closing Reception: 21:00 - 24:00



## 2017 INDUSTRY DAY

A half day of programming to entice local tech community and media professionals from the region and abroad to join in on the discussion of tech integration in film, television and other media content.

### **Keynote** - 13:00 - 14:00

The Keynote is reserved for a leading tech entrepreneur with ties to the media industry and is hyperfocused on tech integration into film, television and digital projects.

### **Panel** - 14:00 - 14:45

A half hour panel consisting of 1 moderator and 3-4 speakers talking about a topic related to tech integration in film and media. Followed by a 15 minute Q&A.

### **Break** - 14:45 - 15:00

Take a quick breather to recharge before diving into more panels!

### **Panel** - 15:00 - 15:45

A half hour panel consisting of 1 moderator and 3-4 speakers talking about a topic related to tech integration in film and media. Followed by a 15 minute Q&A.

### **Panel** - 15:45 - 16:30

A half hour panel consisting of 1 moderator and 3-4 speakers talking about a topic related to tech integration in film and media. Followed by a 15 minute Q&A.

### **Networking Reception** - 16:30 - 17:30

Connect with fellow attendees, exchange contact information and take advantage of the amazing talent in the room.





## HIGHLIGHTS OF THE FIRST 10 YEARS

In the past 10 years, GRFF has offered the community a week of local, Canadian and international film hosted throughout the region, pairing screenings with panels consisting of directors, film professionals, local interest groups and notable guest speakers.

GRFF recognizes the power of film to connect people and is thrilled to act as a vehicle for the community to build relationships and host meaningful conversations within the Waterloo Region.

- **Supported by more than 80 volunteers who contribute 1000 hours annually**
- **70% of its operating funds are through corporate sponsorship**
- **25% of sponsors have supported for at least 5 years**
- **Annually GRFF receives more than 80 short film submissions**
- **High school outreach program has more than TRIPLED since 2013**
- **21 Directors, 2 Academy Award winners + numerous actors, producers, writers and musicians have attended GRFF**

In addition to the festival week, and as part of our ongoing commitment to support and promote Canadian film talent, GRFF has been proud to present the following programs:

- **MCAP SHORT Shorts:** The highly successful competition is a forum for recognition and awards, and provides filmmakers an avenue to screen their films in a festival setting. Guest judges select the winning films awarded with cash and product prizing.
- **Cin-E-merge:** This educational outreach series launched in 2013 to encourage an interest in the film industry with our region's youth. Cin-E-merge is committed to offering exciting and accessible programming for students to screen independent projects, learn from captivating presentations, and network with leading local film and video industry professionals.





# SPONSORSHIP OPPORTUNITIES

There are a number of ways you can support GRFF in 2017. We gladly welcome all returning sponsors if they would like the same opportunities as in previous years. We also have the following levels of recognition available:

	Presenting	Platinum	Gold	Silver	Bronze	In-Kind	Custom*
	\$5000+	\$2000+	\$1000+	\$500+	\$250+	Donated product/ services	TBD
Online logo recognition	X	X	X	X	X	X	X
Links to company website	X	X	X	X	X	X	X
Social Media exposure	X	X	X	X	X	X	X
Logo appearance in printed materials	X	X	X	X	X	X	X
Ad in festival guide and on GRFF website	Full page ad in festival guide	Half page ad in festival guide	Quarter page ad in festival guide	N/A	N/A	N/A	Ad space in festival guide*
VIP passes	6 VIP passes	4 VIP passes	2 VIP passes	N/A	N/A	N/A	VIP passes*
Individual tickets	20 individual tickets	15 individual tickets	10 individual tickets	10 individual tickets	6 individual tickets	2 individual tickets	individual tickets*
Thank you and social media recognition	X	X	X	X	X	X	X



# 2017 ADVERTISING RATE CARD

## FESTIVAL GUIDE

3,000 Festival Guides are distributed across the Region prior to and during festival week October 25-28, 2017. The Festival Guide is also available digitally on the grff.ca website. All print ad purchases also come with a FREE website ad. To take advantage of this offer, please submit a digital file no larger than 300px x 300px.

## Need an Ad Designed?

Let our talented and professional design staff create a beautiful and effective ad for you. Please supply artwork, logos and any other information to [grffads@gmail.com](mailto:grffads@gmail.com) or if larger than 5 megabytes in size, please contact us at the same email address for information regarding our Dropbox site.

NOTE: A creative charge of \$75 per hour is required.

## Submitting your Own Artwork?

Please send completed ads or direct questions to [grffads@gmail.com](mailto:grffads@gmail.com). We prefer files in the following formats Adobe Illustrator (.ai), Adobe Photoshop (.psd), .eps, .tiff or .pdf. Ads submitted in .jpg format must be saved with no compression.

All ads must be created at 300 dpi, sized to the appropriate dimensions as below. If possible, all fonts should be converted to outlines (Illustrator), or rasterized (Photoshop), or supply the .ttf file(s).

## Size Chart

Size	Price	Orientation	Width (inches)	Height (inches)
Full	\$450		5.5	8.5
Half	\$250	Vertical	2.75	8.5
		Horizontal	5.5	4.25
Quarter	\$150	Vertical	2.75	4.25
		Horizontal	5.5	2.125



# 2017 ADVERTISING AGREEMENT

Grand River Film Festival is authorized to insert the advertising of:

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Invoice to (if different from Company above): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Client Authorization (signature): \_\_\_\_\_ Booking Date\*: \_\_\_\_\_

## Method of Payment

Cheque payable to Grand River Film Festival (attached)

## Ad Selection

¼ page

½ page

Full page

Yes, I would like to submit a website ad

TOTAL PAYMENT DUE: \$ \_\_\_\_\_ \*Payment due within 30 days of Booking Date

## Steps to Artwork Delivery:

STEP 1 Please name your ad file in this manner: Company\_adsize\_year.ai Example: GRFF\_half\_2017.ai

STEP 2 Email file to [grads@gmail.com](mailto:grads@gmail.com)

**ARTWORK DEADLINE: WEDNESDAY, AUGUST 23, 2017**