



GRFF

grand river film festival



Celebrating and inspiring community through the shared experience of film, the Grand River Film Festival (GRFF) hosts both an annual festival and year-round film programs dedicated to bringing bold, reflective and inspiring films to the Region of Waterloo. 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 in our region, the Creative Capital of Canada.

GRFF is proud to present and collaborate on the following programs:

- **Annual Festival:** The festival hosts local, Canadian and international film, pairing screenings with panels consisting of directors, film professionals, local interest groups and notable guest speakers at the Apollo Cinema in Kitchener.
- **Youth Video Competition:** In partnership with the City of Kitchener, Kitchener Public Library and the Commons Studio, this program offers youth filmmakers from across the region the opportunity to showcase their talents and win prizes. Winning videos are screened at both the Kitchener Public Library and at the Grand River Film Festival in May 2020.
- **CineSeries:** GRFF is a presenting member of the TIFF Film Circuit, a national outreach programme that brings the best of Canadian and world cinema to over 170 locations in over 150 communities from coast to coast. This film program runs September through April at Galaxy Cinemas Cambridge.
- **CIGI Cinema Series:** This year-round thought-provoking documentary series is presented in partnership with the Centre for International Governance Innovation (CIGI) and THEMUSEUM to deliver free public film screening events at CIGI in Waterloo.

Founded in Cambridge in 2007, GRFF is a volunteer-run, incorporated not-for-profit and member of good standing with the Cambridge Chamber of Commerce and the Volunteer Action Centre Waterloo Region. Over the past 12 years, GRFF has grown to a regional platform, and along the way has built brand trust and loyalty through creative partnerships with local venues, organizations, academic institutions, the film community, events and other film festivals. Film can play a vital role in community engagement, connecting artists and their stories to audiences, encouraging new ideas and dialogue to help build the social, educational, and cultural health of our communities.

“Now more than ever we need to talk to each other, to listen to each other and understand how we see the world, and cinema is the best medium for doing this.” - Martin Scorsese

	PRODUCER	DIRECTOR'S CHAIR	STARRING ROLE	FILM CREW	FILM FAN
	\$7,500	\$3,500-\$7,499	\$1,000-\$3,499	\$500-\$999	\$250-\$499
Presenting title on website and all promotional materials	●				
Designated honorary Chair with opportunity to participate in screening of youth award winners at GRFF festival in May	●				
Company supplied banner at all events	●	●			
Company supplied onscreen ad at all festival events	●	●			
Ad in digital program	Full page	Half page	Quarter page		
Custom Ticket Package to year-round events and festival	●	●	●		
Ad on GRFF website	●	●	●	●	
Social media recognition (Facebook, Twitter, Instagram)	●	●	●	●	
2x Festival All Access Pass	●	●	●	●	●
Online logo recognition with link to company website	●	●	●	●	●

CUSTOMIZATION

GRFF approaches sponsors with an eye to long-term partnerships, designed to benefit everyone involved. With a diverse range of sponsorship opportunities at our annual festival and year-round film events, we are happy to customize a sponsorship package tailored to your business needs.

Packages could include any of the following:

- Branding – Special Events, Signage at Festival Venues, Festival Press Releases, Festival Website
- Advertising – Onscreen, Festival Website, Social Media
- Promotions – E-newsletters, Contribution of prizes, Social Media contests
- Hospitality – Reserved seating at Festival events, Acknowledgement and welcome to your guests from the stage
- Product Placement – sampling in gift bags, theatre line-ups and at the box office

GRFF welcomes new ideas and partnerships, and would love to work with any organization that shares interest in providing a unique cultural experience to our community. We would be happy to meet with your team to discuss how a GRFF sponsorship would best meet your company's objectives.

For additional information on any of these opportunities and to take the next steps towards a partnership with us, please contact:

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