



# 18TH TASVEER FESTIVAL

SPONSORSHIP OFFERINGS 2023

OCTOBER 18TH- 29TH, 2023

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- 18th-19th: Tasveer Film Summit
  - 19th-22nd: Tasveer Film Festival In-Person
  - 23rd-29th: Tasveer Film Festival Virtual

# ABOUT

**About Tasveer Festival:** The festival, now in its 18th year, will feature over 100 films and filmmakers and aims to foster a lively, stimulating, and focused environment for conversation, education, and exploration of issues that are faced by the South Asian Diaspora. Through a series of film screenings, panels, Q&A, and networking opportunities, we aim to engage audiences not only with the films presented but to create a prolonged space for the social, political, personal, and global issues which are the central themes of these works. We hope to provide a sustained platform for meaningful discussion and understanding of these important topics.

**About Tasveer:** Tasveer was founded 21 years ago in March 2002, to create a platform for underrepresented voices to promote diversity, inclusion, and representation through the art of filmmaking.

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## The Tasveer Film Summit

will take place on **Oct 18th-19th, 2023**, on the first two days of the Tasveer Festival that will bring together filmmakers, industry professionals, and filmmakers to engage in discussions, workshops, and networking opportunities.



## HIGHLIGHTS

1. Tasveer Film Fund (\$50,000): Filmmakers will pitch their script ideas to a judging panel in-person. Tasveer Film Fund is one of the partners of the Netflix.
2. The Creator's Matchmaking: Projects with directors and producers attached will pitch their ideas to Executive Producers.
3. Networking Sessions





# FILM FESTIVAL

The 18th Tasveer South Asian Film Festival will take place from **Oct 20 – 29, 2023.**

Over 10 days, the Festival will showcase 100+ films, and host a series of Q&A and networking sessions with visiting filmmakers and guests in Seattle.

## Festival Highlights

- Opening Night Film + Red Carpet Gala Experience
- Centerpiece Film
- Closing Night + Award Ceremony
- 7 days of unlimited streaming of award-winning films
- Post Film QnA with filmmakers
- Networking Opportunities
- Family Programs
- Youth Moderated QnAs







## WHY SPONSOR?

We offer a unique opportunity to connect with a community of film-savvy individuals across North America. By supporting Tasveer Festival as a sponsor, your brand will gain exposure to a diverse and inclusive audience that includes filmmakers, industry experts, and film enthusiasts from around the globe.

Our virtual reach to South Asian diaspora audiences ensures that your brand will be seen by a vibrant and engaged community. In 2020, we expanded our audience exponentially by reaching 45,000 virtual viewers by embracing the virtual world of film exhibitions.

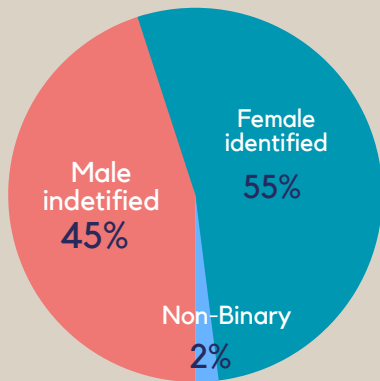
In addition to supporting the arts, sponsorship revenue will cover festival operations, venue rental, staffing, marketing, and publicity. This will ensure maximum exposure for your brand to our diverse and engaged audience. Join us in celebrating diversity through independent films and promoting the art of filmmaking.

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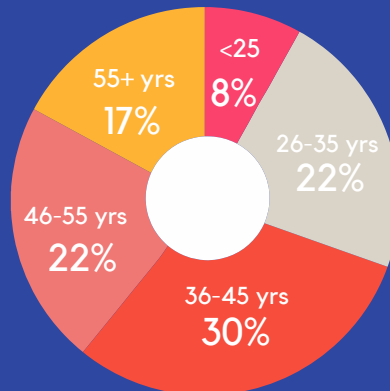
# TASVEER DEMOGRAPHICS

Based on Tasveer audience survey

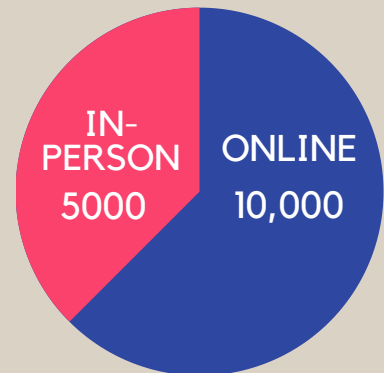
## GENDER



## AGE



## AUDIENCE



## DIGITAL COMMUNITY

45K+

Digital views through online festival

9K+

Social media followers

6K+

Total Newsletter recipients



## COMMERCIALLY SAVVY

95%

of festival attendees could identify at least one or more major Festival Sponsors

58%

of festival attendees would be inclined to buy the product of a festival sponsor



## INCOME

Over 50% of festival attendees have an average household income of \$100K, with a concentrated 13% with \$200K+

# TASVEER MEDIA OUTREACH

Media  
OUTREACH

32,000 email  
opens

125 cities

TSAFF media partners include The Stranger, Seattle Times etc. Ads this year will be featured on King County Buses and Lightrail

Inclusions in daily e-blasts in 26 emails during the festival that were opened 32,000 times

Audiences in 125 cities, 53 States/provinces and 18 countries



80 UNITS  
METRO  
BUSES &  
LIGHT RAILS  
MEDIA  
DISPLAYS AT  
TSAFF 2022





# SPONSORSHIP BENEFITS

TITLE \$100k	PLATINUM \$50k	DIAMOND \$35k	GOLD \$15k	SILVER \$5k
Prominent logo placement on top of the festival title next to Tasveer Logo- 'Presented By'	Prominent logo placement below the festival Logo			
Panel Opportunity	Panel Opportunity	Panel Opportunity	Panel Opportunity	
Speaking Opportunity at keynote, Opening Night, Closing Night and Film Program (FP)	Speaking Opportunity before keynote, on Opening Night, Closing Night and a Film Program	Speaking Opportunity on Opening Night, Closing Night and a Film Program	Speaking Opportunity at the Centerpiece Program	Speaking Opportunity at two Film Programs
Logo inclusion in festival trailer	Logo inclusion in festival trailer	Logo inclusion in festival trailer		
Dedicated newsletter	Dedicated newsletter	Dedicated newsletter		
60 secs video before All Programs	30 sec video ad before all Programs	PPT Before all Programs	PPT Before all Programs	PPT Before all Programs
Logo on TasveerTV - Individual Film page	Logo on TasveerTV - Individual Film page	Logo on TasveerTV - Individual Film page	Logo on TasveerTV - Individual Film page	
Dedicated Individual Social Media Post	Dedicated Individual Social Media Post	Dedicated Individual Social Media Post	Dedicated Individual Social Media Post	Included in a joint Social Media Post
Press Release Inclusion	Press Release Inclusion	Press Release Inclusion	Press Release Inclusion	
Logo on the bottom of the Festival Poster	Logo on the bottom of the Festival Poster	Logo on the bottom of the Festival Poster	Logo on the bottom of the Festival Poster	Logo on the bottom of the Festival Poster
Verbal Acknowledgement at every single program	Verbal Acknowledgement at every single program	Opening Night, Closing Night, 2 film programs	Opening Night, Closing Night, 2 film programs	Opening Night & Closing Night
on-screen slide ad before every film	on-screen slide ad before every film	on-screen slide ad before every film	on-screen slide ad before every film	on-screen slide ad before every film
Logo Inclusion + Tag in social Media	Logo Inclusion + Tag in social Media	Logo Inclusion + Tag in social Media	Logo Inclusion + Tag in social Media	Logo Inclusion + Tag in social Media
Linked logo on festival website	Linked logo on festival website	Linked logo on festival website	Linked logo on festival website	Linked logo on festival website
<b>All-Access Festival Pass 15</b>	<b>All-Access Festival Pass 10</b>	<b>All-Access Festival Pass 5</b>	<b>All-Access Festival Pass 4</b>	<b>All-Access Festival Pass 2</b>

# A LA CARTE SPONSORSHIP OPTIONS



## Tasveer Festival Hospitality Sponsor - **\$5000**

- Logo on festival swag bags
- Include marketing material or coupons in swag bags

## Tasveer Festival Gatherings Sponsor - **\$5,000 - \$10,000**

- Opening Night/ or Closing Night Award Reception
- Filmmakers Networking Brunch
- Artist Reception Dinner or Cocktail Hour

## Digital Connection

- Banner Ad on Festival Site - **\$1000**
- Ad on Festival Website- During the Festival - **\$1000**
- Ad on Festival Website: year-round - **\$2,500**
- Dedicated Newsletter eBlast during the festival (32K opens) - **\$1000**

## In-Person Connection

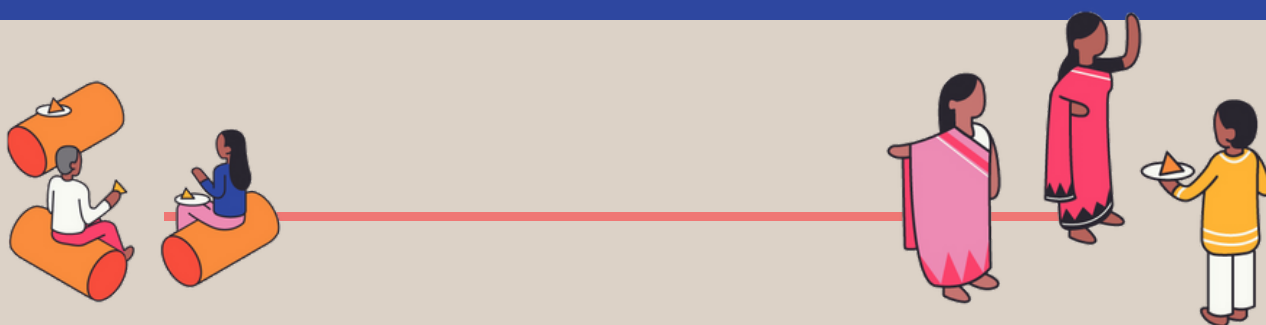
- Host an on-site booth during the Summit - **\$1000**
- Welcome and introduce a panel - **\$1000**
- Coupon/Marketing Material Placement at Venue Reception - **\$1000**





# TASVEER FESTIVAL

**BE A PART OF THE SOUTH  
ASIAN FILM INDUSTRY'S  
BIGGEST EVENT**







# THANK YOU FOR CONSIDERING A SPONSORSHIP OPPORTUNITY WITH US!



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